

CHAPTER 7



Contributed by the International Trade Centre

Abstract: *Small and medium-sized enterprises (SMEs) represent the backbone of economic activity in both developed and developing country economies. SMEs tend to be less productive than large firms, and the productivity gap is particularly pronounced in developing countries. Evidence shows that SMEs that are integrated in global markets – whether directly or indirectly – are more productive than those that do not participate in trade. Integration into global and regional markets is thus likely to contribute to closing*

INTRODUCTION

The field of business ethics has grown significantly in the past few decades, and it is now a well-established and important part of business education and research. This growth has been driven by a number of factors, including the increasing awareness of the impact of business on society, the growing importance of corporate social responsibility, and the increasing demand for ethical leadership in the workplace.

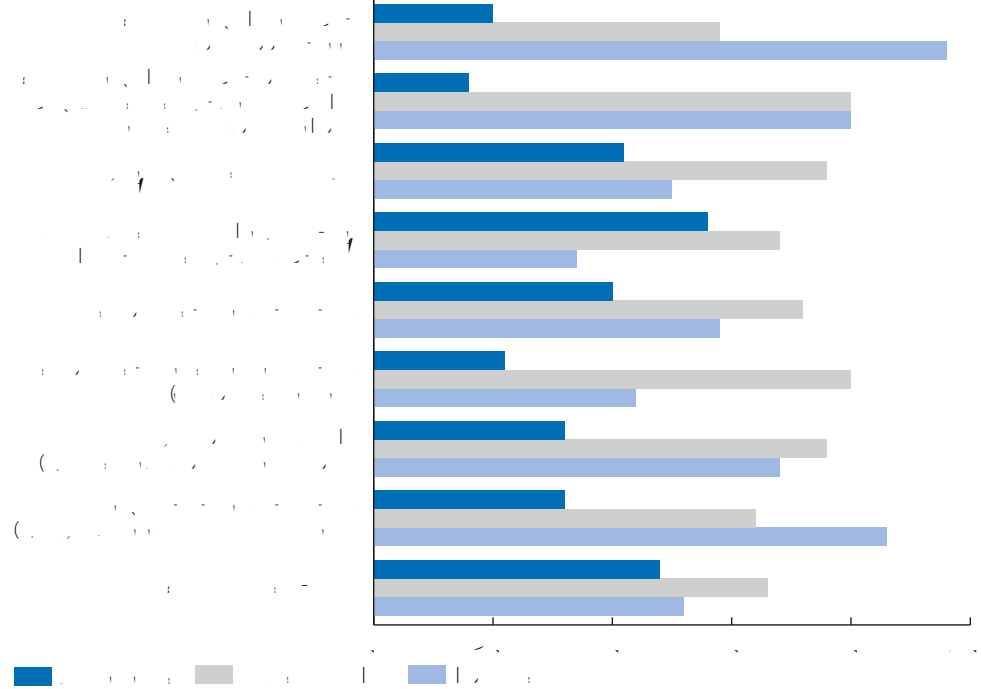
One of the key challenges in the field of business ethics is the development of effective ethical frameworks and codes of conduct. These frameworks and codes are essential for guiding business behavior and ensuring that it is consistent with the highest ethical standards. However, developing these frameworks and codes is a complex task that requires a deep understanding of the business environment and the values of the organization.

In this paper, we explore the challenges of developing effective ethical frameworks and codes of conduct, and we discuss some strategies for addressing these challenges. We argue that the most effective ethical frameworks and codes are those that are based on a deep understanding of the business environment and the values of the organization, and that are designed to be practical and actionable.

How do SMEs perform?

Small and medium enterprises (SMEs) are a vital part of the economy, contributing significantly to employment and innovation. However, their performance is often hampered by limited resources, lack of access to capital, and limited market reach. This section explores the challenges SMEs face and the strategies they can use to improve their performance.

Figure 7.2 How have the following aspects of trade costs evolved over the past five years?



Source: World Trade Organization (WTO) Survey of Trade Facilitation Measures, 2015-2019.

As a result of these changes, the overall trade costs have decreased significantly over the past five years. This is particularly evident in the areas of transportation and customs procedures, where the percentage of respondents reporting a decrease has increased from 35% to 45%.

However, there are still several areas where trade costs have remained high or increased. For example, documentation costs and language barriers continue to be significant barriers to trade, with 40% and 35% of respondents reporting that these costs have stayed the same or increased, respectively.

- b. The overall trade costs have decreased significantly over the past five years, particularly in transportation and customs procedures.
- b. Documentation costs and language barriers remain significant barriers to trade, with 40% and 35% of respondents reporting that these costs have stayed the same or increased, respectively.
- b. While some trade costs have decreased, others like exchange rate fluctuations and political instability continue to pose challenges for international trade.

Non-tariff measures as obstacles to trade: a private-sector perspective

WORLD TRADE ORGANIZATION, TRADE POLICY REVIEW, NUMBER 17, 2004, CHAPTER 1, BY JOHN H. GARRETT

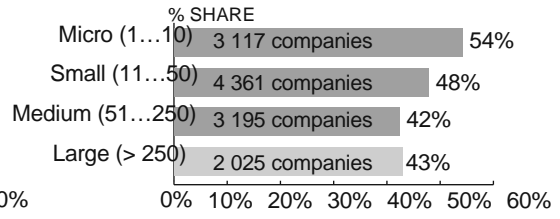
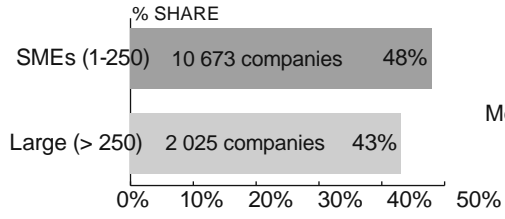


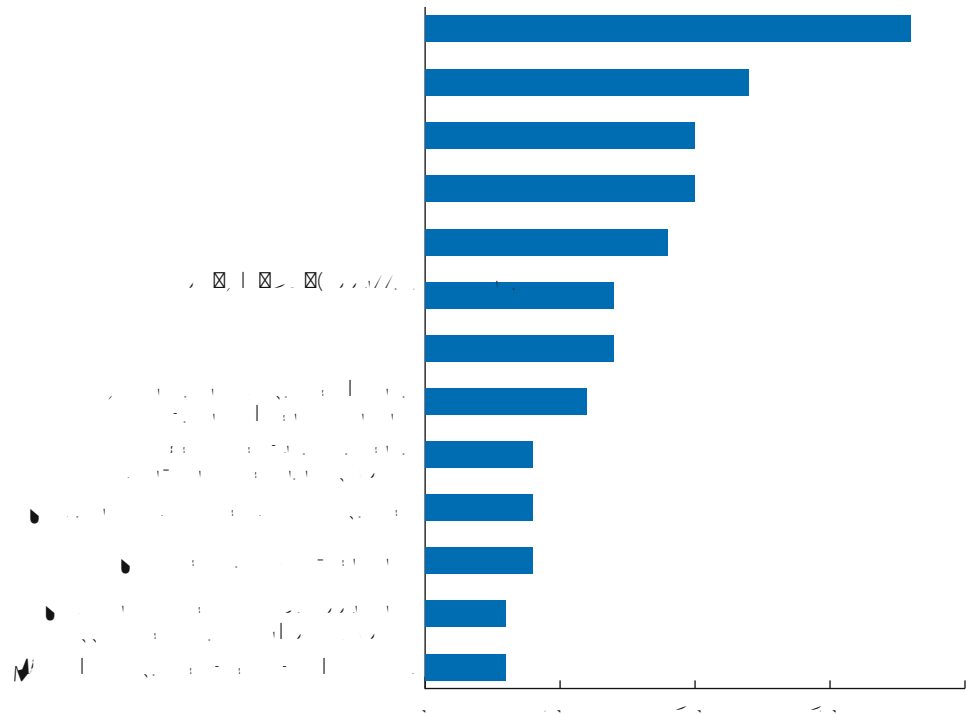
Figure 7.9 illustrates the reasons why non-tariff measures are more burdensome for exporters in the export sector. The figure shows a supply curve S and a demand curve D in a price-quantity space. The equilibrium price is P and the equilibrium quantity is Q . A non-tariff measure, such as a quota, restricts the quantity of exports to Q_1 . This results in a higher price P_1 for the domestic market and a lower price P_2 for the foreign market. The area between P_1 and P_2 and between Q_1 and Q represents the deadweight loss of the non-tariff measure. The area between P_2 and P and between Q_1 and Q represents the loss of consumer surplus in the foreign market. The area between P_1 and P and between Q_1 and Q represents the gain in producer surplus in the domestic market.

Figure 7.9 Reasons why non-tariff measures are more burdensome for exporters in the export sector

Figure 7.10 illustrates the reasons why non-tariff measures are more burdensome for importers in the import sector. The figure shows a supply curve S and a demand curve D in a price-quantity space. The equilibrium price is P and the equilibrium quantity is Q . A non-tariff measure, such as a quota, restricts the quantity of imports to Q_1 . This results in a higher price P_1 for the domestic market and a lower price P_2 for the foreign market. The area between P_1 and P_2 and between Q_1 and Q represents the deadweight loss of the non-tariff measure. The area between P_2 and P and between Q_1 and Q represents the loss of consumer surplus in the foreign market. The area between P_1 and P and between Q_1 and Q represents the gain in producer surplus in the domestic market.

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Figure 7.13 Factors related to border procedures in which trade support institutions would most value improvements.

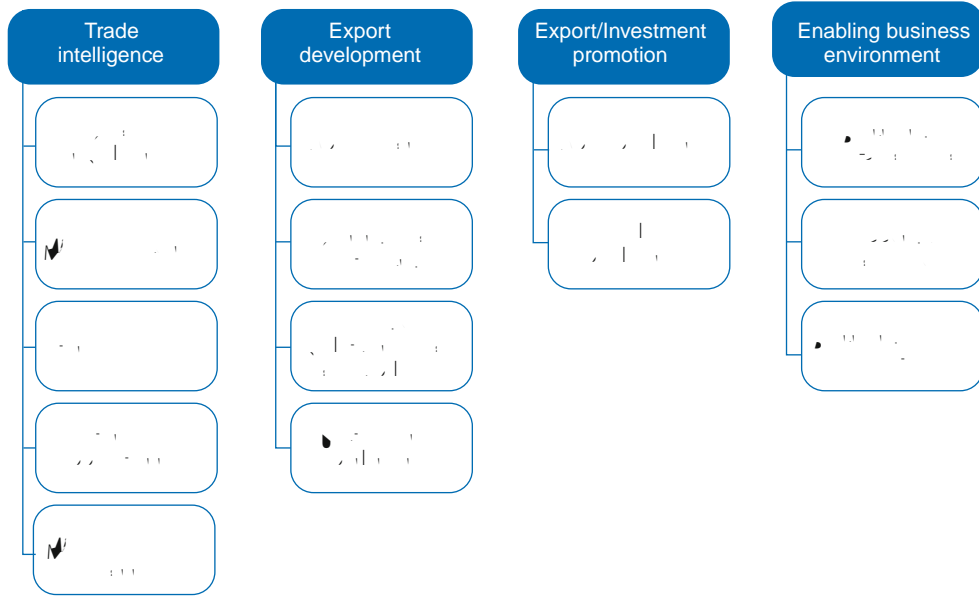


Providing access to information and assisting pioneer exporters

Trade support institutions (TSIs) play a crucial role in providing access to information and assisting pioneer exporters. This is particularly important in the context of trade liberalization, where new market opportunities are being opened up. TSIs can provide valuable information on market conditions, trade regulations, and export procedures. They can also assist exporters in navigating the complexities of international trade, such as understanding customs procedures, trade agreements, and market entry strategies. By providing this support, TSIs can help pioneer exporters overcome the barriers to international trade and successfully enter new markets. This is especially true for small and medium-sized enterprises (SMEs) that may lack the resources and expertise to navigate the international trade environment on their own. TSIs can also provide ongoing support and advice, helping exporters stay up-to-date on changes in trade regulations and market conditions. This is essential for ensuring that exporters can continue to compete effectively in the global market.

Providing access to information and assisting pioneer exporters is a key function of trade support institutions. This involves providing exporters with the necessary information and support to successfully enter and compete in international markets. This includes providing information on market conditions, trade regulations, and export procedures. It also involves assisting exporters in navigating the complexities of international trade, such as understanding customs procedures, trade agreements, and market entry strategies. By providing this support, trade support institutions can help pioneer exporters overcome the barriers to international trade and successfully enter new markets. This is especially true for small and medium-sized enterprises (SMEs) that may lack the resources and expertise to navigate the international trade environment on their own. Trade support institutions can also provide ongoing support and advice, helping exporters stay up-to-date on changes in trade regulations and market conditions. This is essential for ensuring that exporters can continue to compete effectively in the global market.

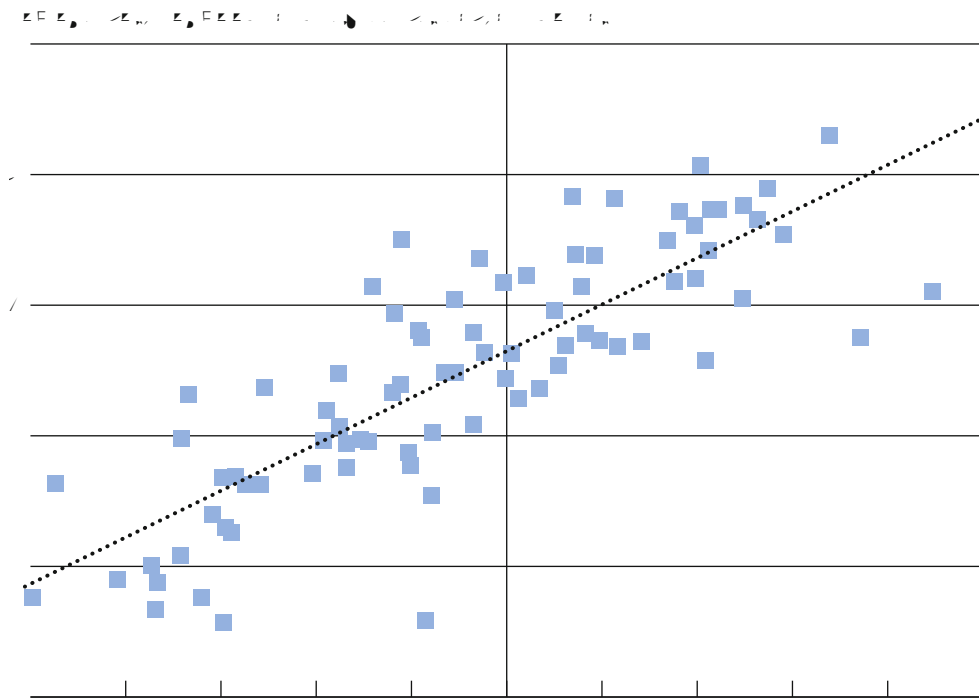
Figure 7.14 A list of services a Trade Support Institutions might offer



Source: www.wto.org

Figure 7.15 shows the relationship between the logarithm of exports of goods and services per capita and the logarithm of GDP per capita. The data points are scattered around a positive linear trend line, indicating a strong positive correlation between the two variables. The x-axis represents the logarithm of GDP per capita, and the y-axis represents the logarithm of exports of goods and services per capita.

Figure 7.15 Log of exports of goods and services per capita versus the log of GDP per capita

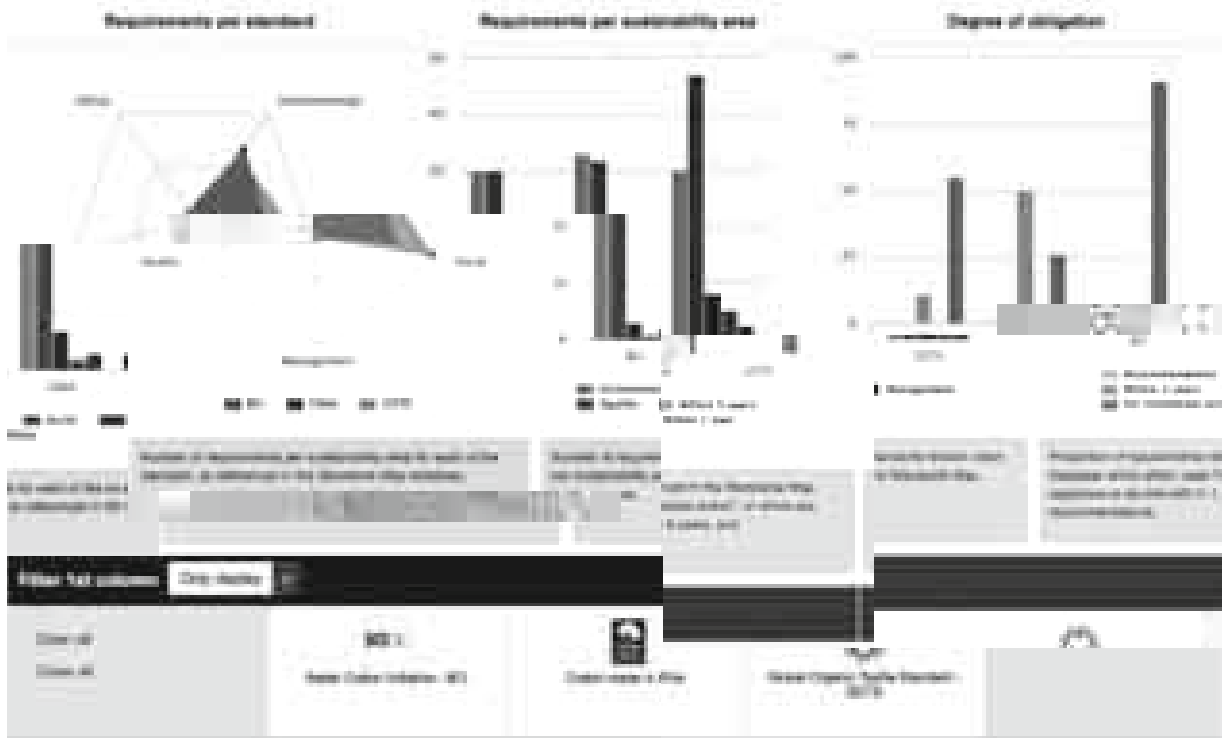


Source: www.wto.org

de facto standards. The ITC Standards Map (see Figure 7.17) provides a comparison of the ITC Standards Map with other standards. The ITC Standards Map is a comprehensive tool that allows users to compare the ITC Standards Map with other standards. The ITC Standards Map is a comprehensive tool that allows users to compare the ITC Standards Map with other standards. The ITC Standards Map is a comprehensive tool that allows users to compare the ITC Standards Map with other standards.

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Figure 7.17 Comparison of cotton standards in ITC Standards Map



Source: ITC Standards Map

Enhancing transparency and predictability

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CONCLUSIONS

The results of the present study show that the use of a single layer of polyethylene film as a mulch material can significantly reduce the soil temperature and increase the soil moisture content in the field. The results also show that the use of a single layer of polyethylene film can significantly reduce the soil erosion and increase the soil fertility in the field.

The results of the present study also show that the use of a single layer of polyethylene film can significantly reduce the soil salinity and increase the soil pH in the field. The results also show that the use of a single layer of polyethylene film can significantly reduce the soil acidity and increase the soil alkalinity in the field.

The results of the present study also show that the use of a single layer of polyethylene film can significantly reduce the soil compaction and increase the soil porosity in the field. The results also show that the use of a single layer of polyethylene film can significantly reduce the soil bulk density and increase the soil water content in the field.

The results of the present study also show that the use of a single layer of polyethylene film can significantly reduce the soil nutrient loss and increase the soil nutrient content in the field. The results also show that the use of a single layer of polyethylene film can significantly reduce the soil nutrient deficiency and increase the soil nutrient availability in the field.

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