



Digital Champions for Small Business Call for Proposals

The ICC, the ITC, and the WTO MSME Group, with the sponsorship of Google and Zoom, are calling for proposals to support small businesses' participation in international trade by helping them to go digital.

Industry associations, chambers of commerce and NGOs with a MSME and digitalization focus are invited to submit proposals.

Background

The Covid-19 pandemic has underscored the importance of the digital economy for businesses of all sizes throughout the world. E-commerce sales were growing 10-20% before the pandemic and now more than half of consumers expect to continue shopping online, even after the fear of Covid has passed. However, MSMEs have historically struggled to enter the digital economy, be it for lack of awareness, resources or technological know-

