



ecomConnect



WORLD BANK GROUP



MENA E-commerce Entrepreneur Knowledge Series

E-commerce and COVID-19 Recovery for Small Businesses

From 15 June to 2 July 2020

A series of e-commerce webinars to support women-led businesses from the Middle East and North Africa

The International Trade Centre (ITC) is partnering with the World Bank (WB) and UPS to offer the “MENA E-commerce Entrepreneur Knowledge Series: E-commerce and COVID-19 Recovery for Small Businesses”, a series of webinars to support small business owners in the Middle East and North Africa to leverage e-commerce. These webinars will be complemented by a series of virtual deep dive clinics for women entrepreneurs in the region, run in parallel.

All **master webinars** will have **simultaneous translation into English, French and Arabic**. For the deep dive clinics, only the discussion and Q&A will be in any of the 3 languages.

The MENA E-commerce Entrepreneur Knowledge Series are part of the We-Fi E-commerce Project for women entrepreneurs in the MENA region. This project aims at using e-commerce as a way to try to alleviate some of the constraints that women entrepreneurs in MENA are facing. With women’s businesses being smaller than men’s, and less internationalized, e-commerce can potentially provide an opportunity for facilitating women SMEs’ access to markets.

To join the webinars, you will need to:

1. Register on ecomConnect, the e-commerce community engagement platform with a special focus on developing and least-developed countries.
2. Join the group “We-Fi Project in the MENA region” & register for the preferred webinars.

[Register here](https://ecomconnect.org)
ecomconnect.org



WEEK 1: 15-18 JUNE

	Monday 15 June	Tuesday 16 June	Wednesday 17 June	Thursday 18 June
11-12 PM (CET)	Master webinar E-commerce response to COVID-19: practical recommendations for MENA sellers*	Master webinar Introduction to e-commerce logistics	Deepdive clinic Opportunities and challenges of e-commerce in MENA region	Deepdive clinic How to obtain and integrate e-payment solutions as a MENA seller
Speakers	ITC, WB, UPS	Benoit Biard/ Ismael Hachadi	Salma Ben Mahmoud	Mohamed Es Fih
Language	English	French	English	French
2:30-3:30 PM (CET)		Master webinar Introduction to e-commerce logistics	Deepdive clinic Transformation of a physical store into a digital store	
Speakers		Christina Struller/ Susan Zimmerman	Sabrina Hamdenne	
Language		English	Arabic	

*This webinar will last from 11-12.30 PM

WEEK 2: 22-25 JUNE

	Monday 22 June	Tuesday 23 June	Wednesday 24 June	Thursday 25 June
11-12 PM (CET)	Master webinar Introduction to international marketplaces: Etsy, eBay, Alibaba	Master webinar Importance of quality e-commerce content	Deepdive clinic Build a MVP (Minimal viable product) in e-commerce	Deepdive clinic How to setup multi-languages on an e-commerce website (English/Arabic)
Speakers	James Howe	Annabel Sykes	Salma Ben Mahmoud	Mohamed Es Fih
Language	English	English	English	French
2:30-3:30 PM (CET)			Deepdive clinic The different tools for creating an e-commerce site	
Speakers			Sabrina Hamdenne	
Language			Arabic	

WEEK 3: 29 JUNE-2 JULY

	Monday 29 June	Tuesday 30 June	Wednesday 1 July	Thursday 2 July
11-12 PM (CET)	Master webinar Freight forwarders and customs brokers	Master webinar Improving online visibility	Deepdive clinic Targeting customers and building a strong and loyal community in the MENA region	Deepdive clinic In-App Marketing: The new Email Marketing technique
Speakers	Lama Aziz/Benoit Biard	Annabel Sykes	Salma Ben Mahmoud	Mohamed Es Fih
Language	French	French	English	French
2:30-3:30 PM (CET)	Master webinar Freight forwarders and customs brokers		Deepdive clinic Ads on social networks	
Speakers	Maria Luisa Boyce/Susan Zimmerman		Sabrina Hamdenne	
Language	English		Arabic	