




Empowering SMEs for Inclusive Trade Growth

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1. WHY
 2. WHAT
 3. HOW

Why Empowering SMEs

- **86 million people** (40% of population) benefitted by entrepreneurial activities.
- **54%** jobs created with signed contract
- **30%** of national GDP
- **R\$ 420 billion** income generated by small businesses in 2022
- The total number of companies registered by 2024-- **48.9%** are Micro Individual Entrepreneurs (11,285,526 establishments), **31.5%** are Micro Enterprises (7,279,954 establishments), and **5.34%** are Small Sized Companies (1,232,065 establishments).

Source: Sebrae/Data MPE Brasil

What should we do for empowering?



Access to finance

Facilitate access to finance through tailored financial products, grants and incentives.



Capacity building

Enhance skills in areas like market research, trade regulation, compliance requirements.



Networking opportunities

Networking and partnership, knowledge sharing, trade promotion activities



Confidence and Competitiveness building

Product development, digital marketing

How should we do?



Training Program
Webinars/Workshop/knowledge sharing
Market entry/intelligence study)
Personalized guidance

Supporting in participation in trade fair
Matchmaking events
Business mission
Acceleration on Ecommerce platforms

Strategies for long.-term viability for SMEs
Support for softlanding

Our Practices



Selecione o produto de interesse (seis primeiros dígitos da NCM) ?

090121: Café torrado, não descafeinado

Selecione um código SH6 ou produto para visualizar suas informações no mapa.



E-COMMERCE STRATEGY

- Marketplace Entry Planning
- Competitor Research
- Consumer Insights
- Multi-Channel Strategy



STORE SETUP & OPERATION

- Store Design & Development
- Online Store Operation
- Creative Promotion
- Customer Service



CROSS BORDER FEATURES

- Content Localization
- Cross Border Payment Gateway
- Cross Border Taxation & Policy
- Inbound Logistics & Warehousing



E-COMMERCE MARKETING

- SEO & SEM
- Social Media Marketing
- Key Opinion Leader (KOL)
- Web Analytics Audit

