

eCommerce Acceleration Programme



Shared Prosperity Dignified Life



ICC-ESCWA CENTRE OF ENTREPRENEURSHIP



ecomConnect

Information Session

Online | 7 April 2022 | 13.00 Beirut

[ENROLL](#)

Introduction

The eCommerce Acceleration Programme contributes to the growth of the digital economy and stimulates a dynamic entrepreneurship environment across the Arab region. The programme uses eCommerce as one approach to digitizing enterprises with the goal to keep up with the rapidly changing economy, offer customers more ways to access these businesses, cut costs, streamline operations, and boost sales via online channels/platforms. The programme aims to support up to 100 SMEs through building their transactional eCommerce websites or setting up on existing online marketplaces.

Objective

The objective of the session is to give SMEs the opportunity to learn more about the programme, hear more about the training and the coaching, meet the organizers and some of the coaches, and to ask questions.

The primary target audience would be the SMEs, who would benefit from the programme, and the secondary audience are the business enablers and the business community, who would see this as a growth opportunity for their entrepreneurs and would recommend SMEs from their network.

How to join the session

[Enroll to the eCommerce Acceleration Programme – Information Session](#). Make sure you see yourself as “enrolled” on the event page.

A few days before the event, you will receive an email with links as to where to join the event.

Agenda (13.00-14.00, Beirut time)

13.00-13.15 Beirut time GMT+3; CET+1	Overall Programme Presentation Joelle Yazbeck , Executive Coordinator, ICC-ESCWA Centre of Entrepreneurship
13.15-13.25 Beirut time GMT+3; CET+1	What's in it for SMEs Abdelbasset Boulelouah , eCommerce Adviser, International Trade Centre
13.25-13.35 Beirut time GMT+3; CET+1	Meet the Coaches Hala Nassif , ITC Certified eCommerce Expert, Lebanon Mehdi Nakouri , ITC Certified eCommerce Expert, Tunisia
13.35-13.55 Beirut time GMT+3; CET+1	Q&A
13.55-14.00 Beirut time GMT+3; CET+1	Closing: The Way Forward Kareem Hassan , Executive Director, ESCWA Technology Centre for Development Gabriel Petrus , Deputy Director, Global Partnerships & Development, ICC