

# MSME Digitalization and e-commerce

Name of Initiative:	<b>Accelerating MSMEs Growth through Innovation &amp; Technology</b>
Duration:	2021 to 2024
Current participating Countries:	Jamaica
Objective:	100 MSMEs adopting technological and non-technological tools to improve their competitiveness, market reach, boost their productivity, and enhance their resilience.
Activities:	Trainings and workshops, development of a Knowledge Bank/Virtual campus, development of a Digital Business Service platform, gap analysis for MSMEs, media campaigns, and knowledge transfer sessions.
Cost and Funding:	USD \$100,000 seed funding Grant from the OAS Development Cooperation Fund (DCF) secured.
Request from Partners:	<ul style="list-style-type: none"><li>- Additional funding.</li><li>- Digital Business Service Platforms for MSMEs</li><li>- Knowledge Bank/Virtual Campus for MSMEs</li><li>- Digital transformation of entrepreneurs</li><li>- Capacity building on digitalization for MSMEs</li></ul>

## Sub-themes:

- Small and Medium Enterprises (SME)
- Entrepreneurship
- Digital Inclusion
- Innovation
- Digital Transformation

## Beneficiaries:

100 MSMEs from Jamaica.

## Expected Results

- Improved access to business development training and technical assistance to strengthen startups and MSMEs.
- Increase in the number of MSMEs accessing markets through upskilling and onboarding to e-commerce platforms
- Business decisions by MSMEs and policy development are supported by credible and consistent business performance data

Point of contact for additional information:  
Isabel Zuluaga:  
[izuluaga@oas.org](mailto:izuluaga@oas.org).



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