

MSME Digitalization and e-commerce

Name of Initiative:	Saint Lucia's Digital Enhancement Program
Duration:	2021 to 2024
Current participating Countries:	Saint Lucia
Objective:	Lend support and strengthen the current digital platforms in Saint Lucia by empowering MSMEs of the sub-sectors of the Creative Industries, Professional Industries, Spa and Wellness, and ICT through technological development and innovation, resource and information sharing and connectivity between MSMEs, the Government, and the world.
Activities:	Trainings and workshops, assessment of existing platforms, financial and technical support for improvement of existing platforms, technical support to integrate e-payment tools, awareness campaigns, virtual tradeshows.
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">- Additional funding- Efficient practices on international logistics for e-commerce retail sales- Development of virtual trade-shows- e-payment solutions for e-commerce platforms- Capacity building on digitalization for MSMEs including digital/social media marketing, business model development, and online order fulfillment- Marketing tools and platforms for MSMEs

Sub-themes:

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

Beneficiaries:

50 MSMEs of Saint Lucia

Expected Results

- At least 3 currently available eCommerce platforms improved and ready to use by MSMEs.
- Digital presence and advancement strengthened for at least 50 MSMEs.
- Increase of awareness and connectivity to the eCommerce platforms for at least 150 MSMEs.
- Visibility and sales improved for ICT Platforms and MSMEs through the Implementation of Virtual Tradeshows.

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