

Digitalization of MSMEs and e-commerce

Name of the initiative: MSME development in Panama's tourism sector with the support of science and technology.

Duration: 2021–2024

Participating countries: Panama

Objective: Increase the capacity to develop new services, products, and innovative processes with mechanisms and tools for 300 tourism MSMEs in the wake of the pandemic.

Activities: Workshop on digital skills for the modernization of tourism enterprises, training program in digital marketing and communication, development of best practices manuals, digital platform access practices, seminar-workshop on access and use of digital platforms for the promotion of tourism enterprises.

Cost and financing: US\$100,000 in seed capital from the Development Cooperation Fund
Additional financing is required.
Country contribution: US\$50,000 (expected)
Another partner: US\$50,000 (expected)

Request for partners:

- Additional financing.
- Digital marketing and promotion strategies
- E-commerce tools and best practices for MSMEs
- Digitalization of products and services
- Digital skills development
- Training for tourism entrepreneurship
- Training in sustainability of tourism activities.

Sub-topics

- Micro, small and medium-sized enterprises (MSMEs)
- Entrepreneurship
- Digital inclusion
- Innovation
- Digital transformation

Beneficiaries

300 MSMEs in the tourism sector

Expected outcomes

- 300 tourism MSMEs with improved and updated capabilities in tourism marketing and communication and digital skills.
- Virtual fair for the promotion of tourism services

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