## Name of Initiative:
Accelerating MSMEs Growth through Innovation & Technology

## 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
- Knowledge transfer sessions

## Cost and Funding:
USD $100,000 seed funding Grant from the OAS Development Cooperation Fund (DCF) secured.

## Request from Partners:
- Additional funding
- Digital Business Service Platforms for MSMEs
- Knowledge Bank/Virtual Campus for MSMEs
- Digital transformation of entrepreneurs
- Capacity building on digitalization for MSMEs

## 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 on-boarding to e-commerce platforms
- Business decisions by MSMEs and policy development are supported by credible and consistent business performance data

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