

# **PROJECT SUMMARY**

## **TITLE:**

Enhancing the Capacity and Participation of SME Support Institutions and Private Sector in OIC Member States to Use Online B2B Matchmaking Tools

## **OBJECTIVES:**

1. Improving Capacity of SME Support Institutions in OIC Member States on Internationalization
2. Increasing Intra-OIC Trade Among SMEs
3. Formation of a SME Networking Tool Among OIC Member States For Internationalization

## **SCOPE:**

Main focus of the project will be on connecting SMEs, SME support institutions and other relevant stakeholders of the OIC Member States by increasing their capacities on using online B2B tools. With this focus, this project will address the three aforementioned objectives of COMCEC SME Program by implementing activities indicated below.

- Conducting desk research and consultation with OIC Member States to share knowledge and experience on the benefits and limitations of existing online B2B Tools,
- Technical specification preparation and tendering process for B2B Tool,
- Orientation training for SME support institutions on the usage of B2B Tools and identification of suitable SMEs,
- Training program for capacity building of SME support institutions on entrepreneurship, SME internationalization, trade finance and international trade,
- Online seminar on Success Stories among the trade of OIC Member States,
- Development and full operationalization of the new B2B Tool for OIC Member States
- Organising Pilot Online B2B Meetings,
- Organising Physical B2B/Sectoral Meetings with the Users of the Tool,
- Launch of the B2B Tool as a side event of COMCEC Ministerial Meeting,
- Monitoring and Evaluation of the Project.

By the implementation of this project, the following outcomes are expected:

- Realize online B2B meetings between SMEs of the OIC Member States,
- Contribute to development of SME support institutions' capacities on internationalization,
- Support promotion of intra-OIC fairs, specialised exhibitions and business forums,
- Accelerate commercial relations among SMEs with the contribution of SME support institutions,
- Formation of a OIC-wide SME database,
- Establish the initial IT infrastructure for developing a comprehensive SME platform, across OIC Countries with more functionalities beyond B2B matchmaking.

## **IMPLEMENTATION**

The implementation period is expected to be 2 years (24 months).

The implementation of this project will serve in enhancing the interaction among all SME ecosystem members of OIC States with the usage of the Online B2B Tool. By means of this tool, SMEs (especially youth and women owned) will have the chance to access to a broader customer base, diverse supplier networks and new technologies. The project will also assist the OIC Region SMEs to reach new markets, foster learning on the improvements of their sectors and be aware of recent customer needs.

Following the successful implementation of the project, it is aimed to establish an SME Networking Tool Among OIC Member States in the light of the data attained from KOSGEB-IsDB-ICDT study.

## **TARGET COUNTRIES:**

Türkiye, Egypt, Indonesia, Malaysia, Pakistan, Saudi Arabia, Senegal