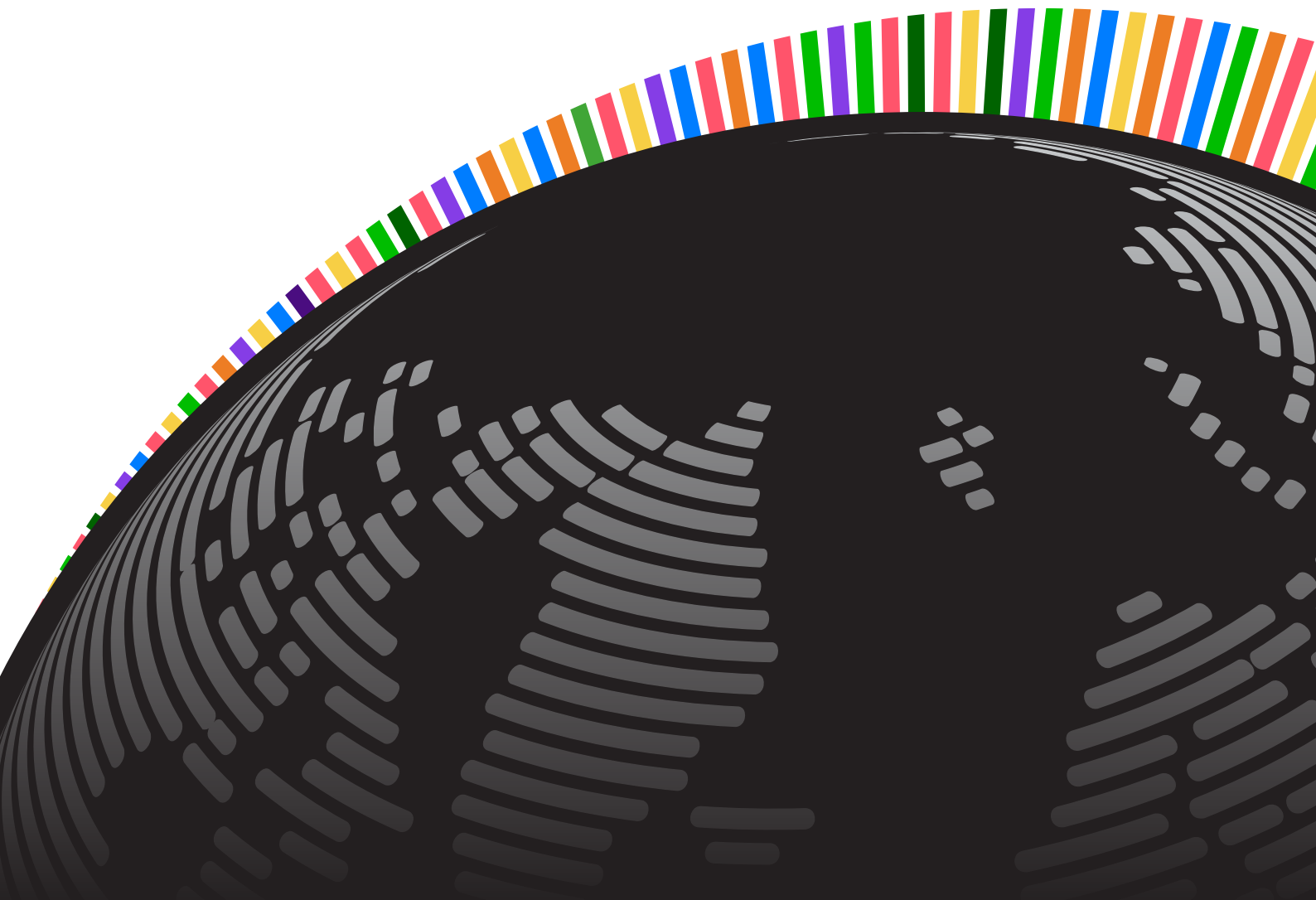
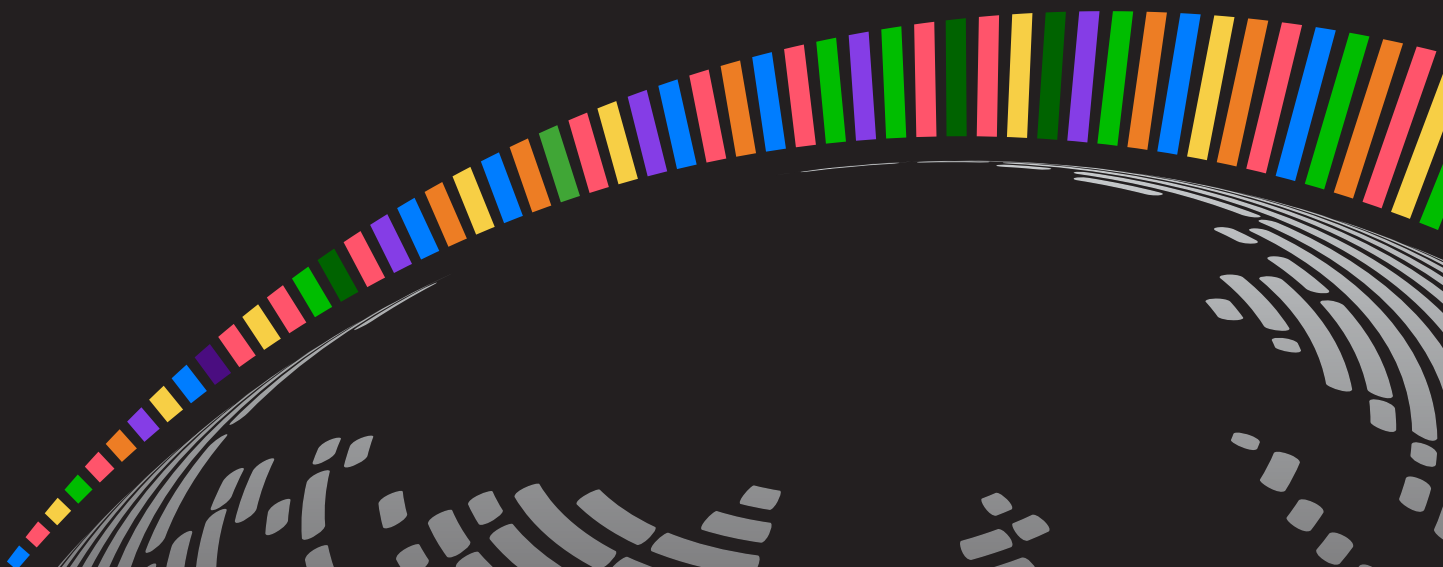


Gateway to a global entrepreneurship ecosystem.



The ICC Centre of Entrepreneurship aims to create the largest interconnected business-led ecosystem globally, for small- and medium-sized enterprises (SMEs).

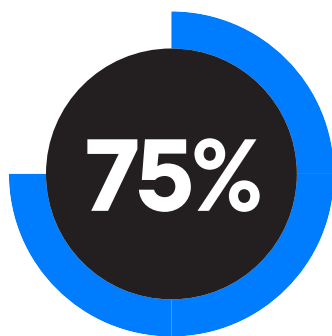
Set up in 2020, the programme leverages the chambers of commerce and ICC national committees to help our partners access knowledge and expertise from across the world. The network today spans 16 countries and five continents, helping SMEs increase their participation in global trade and compete globally.



The global discourse around entrepreneurship has evolved significantly over the last few years. Geopolitical realities, shifting investor sentiment and the ever-evolving technological landscape, among other factors, have impacted ecosystems worldwide.

After a decade of celebrating Unicorns and Valuation-Centric Entrepreneurship, a more balanced landscape is emerging. Unicorns are beginning to share space with what are now known as Zebras. From within our broad scope of work we are seeing small and medium-sized enterprises (SMEs) eager to shed the 'traditional' tag, balancing growth, sustainability and positive impact in equal measure.

This is also leading to changing expectations from ecosystem enablers, with implications for both business support organisations (BSOs) and entrepreneurship support organisations (ESOs). One such example is reflected in the 2022 study, 'MSME Digital Exports in Southeast Asia – A study of MSME digital exports in 10 ASEAN markets' – jointly conducted by ICC and Google.



of surveyed participants sought support to increase their skills and capabilities in digital marketing and in leveraging digital tools and technologies to access market information.

Similarly, the next-generation SME demands more tools, knowledge, and resources to decode regulatory standards and adopt innovation, while also seeking more support with access to markets and finance. The onus now is on BSOs to upskill rapidly and cater to these changing aspirations.

At the ICC Centre of Entrepreneurship, we are helping chambers of commerce and ICC national committees in 16 countries design more effective interventions for enterprises looking to scale their business beyond borders and compete in global markets. Additionally, we also served as a gateway to a remarkable suite of products and offerings that ICC has, from Incoterms® and Model Contracts to the more recently-launched ICC One Click ecosystem of tools.

We thank our network partners for their energy and proactive participation in our 2024 programme. Guided by their direction and feedback, we are committed to delivering an even bigger and more impactful programme in 2025.

Foreword

It gives me great pleasure to present the 2024 progress report for the ICC Centre of Entrepreneurship. This year marks a significant milestone as we celebrate five years of our ambitious initiative to create an interconnected global entrepreneurship ecosystem. When I made our first launch announcement in Istanbul in 2020, we identified the need to help small and medium-sized enterprises (SMEs) find a foothold in the global economy as a key priority. That mission has now taken us to 16 countries, and we continue to grow every year.

2024 has been an extremely productive year for the work of the International Chamber of Commerce for SMEs. Not only has there been a strong focus on themes such as artificial intelligence, sustainability, innovation, and internationalisation, where more than 3700 SMEs have been reached globally, but we have also formally launched the ICC One Click, an ecosystem of tools, solutions, and guides to help SMEs thrive in global marketplaces. We also contributed to the Ukraine reconstruction efforts and formally joined Palestine Emerging, a coalition of private sector leaders and organisations working towards the economic revival of Palestine.

Moreover, our initiatives have played a significant role in job creation, providing new employment opportunities and fostering economic growth in the regions we serve.

I am confident that this year, we will deliver even more value to our network and SMEs worldwide. The success of SMEs is crucial to global economic stability, but equally important is their role in creating livelihoods through advancing trade. This mission deeply resonates with us. In these uncertain times for businesses worldwide, we are committed to using our knowledge and networks to build a global ecosystem that democratises opportunities and shapes clear pathways to success.



John W.H. Denton AO
ICC Secretary General

New network launches 2024



Santa Cruz, Bolivia

On 14 November 2024, the ICC Centre of Entrepreneurship announced its expansion into Bolivia. Hosted by the Santa Cruz Chamber of Industry, Commerce, Services, and Tourism (CAINCO), the new Centre will strengthen the Bolivian entrepreneurship ecosystem by aligning opportunities and capabilities with the demands of international markets. Through four strategic pillars – innovation, sustainability, gender, and internationalisation – the Centre will offer comprehensive support to entrepreneurs regardless of sector, field or size, enabling them to expand projects and access global opportunities.



Santo Domingo, Dominican Republic

On 3 May 2024, ICC and the Chamber of Commerce and Production of Santo Domingo (CCPSD) announced the expansion of the ICC Centre of Entrepreneurship into the Dominican Republic, aiming to promote the participation of small- and medium-sized enterprises (SMEs) in international trade. The launch was attended by ICC Secretary General John W.H. Denton AO, CCPSD Second Vice-President of the Board of Directors Anyerlene Bergés and CCPSD Executive Vice-President Antonio Ramos. It was also attended by Minister of Industry, Commerce and MSMEs Victor (It) Bisonó.



Our network



1. Accra - ICC Ghana
2. Beirut - United Nations Economic and Social Commission for Western Asia
3. Bogota - INNOVALAB, the Business Innovation, and Design Centre of the Bogota Chamber of Commerce
4. Buenos Aires - Cámara Argentina de Comercio y Servicios and Usina de Emprendedores
5. Casablanca - ICC Morocco
6. Chişinău
7. Guadalajara - Cámara Nacional de Comercio, Servicios y Turismo de Guadalajara
8. Istanbul - ICC Türkiye and the Union of Chambers and Commodity Exchanges of Türkiye (TOBB)
9. Jakarta - ICC Indonesia
10. Lagos - ICC Nigeria
11. Nairobi - Kenya National Chamber of Commerce and Industry
12. Santa Cruz - CAINCO
13. Santo Domingo - Chamber of Commerce and Production of Santo Domingo (CCPSD)
14. Seville - Seville Chamber of Commerce
15. Tbilisi - ICC Georgia
16. Ukraine - Ukrainian Chamber of Commerce and Industry

2024 at a glance

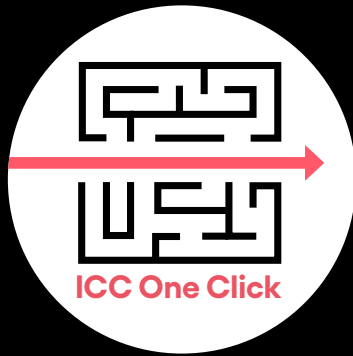
17 workshops

4 roundtables

+3,700

conducted across the ICC Centre of Entrepreneurship network

More than 3,700 SMEs enhanced their knowledge and networks pertaining to internationalisation, innovation, and global competitiveness.



Themes

Circular economy

Cybersecurity

Digital exports

eCommerce

Innovation

Internationalisation

Market Access

Sustainability



Key projects

Cámara de Comercio de Bogotá



Circular economy

Strengthening the competitiveness of the Bogotá region through the promotion of the circular economy.

Camara de Comercio de Bogota, in partnership with AL-INVEST Verde and the EAN University, conducted a programme to help SMEs enhance their knowledge of the circular economy and help them build more sustainable businesses through virtual training and content.

Participants: 768 SMEs

Impact: 300 SMEs from 59 municipalities reported increased knowledge and competencies on the circular economy. 100 SMEs reported implementation of circular economy initiatives within their organisations.

ICC Indonesia



Digital exports

Digital Export Enablement Programme (DEEP)

ICC, in partnership with Google, the International Trade Centre, and World Intellectual Property Organisation, designed a programme to help SMEs from ASEAN countries acquire tools and knowledge pertaining to exports, intellectual property protection and digital marketing. The programme first trained a pool of trainers who then delivered sessions in local languages to participating SMEs.

Participants: 1000 SMEs and 12 trainers

Impact: 100% of participating SMEs reported better understanding of digital trade; 95% indicated prioritising changes to their business models as a result of the programme, while 99% indicated plans to access new markets.

eCommerce

eCommerce Acceleration Programme 2

The programme was set up to enable up to 100 micro, small and medium enterprises from the Arab region to successfully transition to online selling by providing entrepreneurs with tailored website development, business expertise, technical guidance, as well as one-on-one business coaching and access to valuable networking opportunities.

Participants: 100

Impact: 72 out of the 100 participating enterprises activated their online stores as a result of the training and coaching received during the programme.



ICC Indonesia

Internationalisation

SME Go Export

ICC Indonesia and PT Bank Central Asia Tbk (BCA) have come together to organise a business incubation programme for Indonesian SMEs looking to expand their businesses across global markets. The programme covered critical topics, such as branding, exporting best practices, HS code & logistics, Incoterms®, finance and taxation, and digital export tools. 120 SMEs were selected from a participant pool of 300. A group of 32 SMEs were further given the opportunity to attend the Trade Expo Indonesia 2024.

Participants: 300

Impact: 95% of the SMEs who participated in the Trade Expo Indonesia 2024 after this programme, reported getting export orders.



Camara Argentina de Comercio y Servicios

eCommerce

Take your e-commerce to the next level

La Usina de Emprendedores CAC-CAECE, in partnership with Tiendanube, organised a three-part webinar series to help SMEs enhance their knowledge of ecommerce. The series focused on three key areas, i. optimising online stores for sales and profitability ii. The power of social networks to drive sales, and iii. the power of artificial intelligence.

Participants: 345

Other initiatives

Internationalisation

Introduction to ICC One Click

Introduction to a broad ecosystem of tools and services for SMEs to scale their businesses beyond borders.

English and Spanish

Sustainability

Introduction to CBAM and EUDR

Introduction to the Carbon Border Adjustment Mechanism and the EU Deforestation Regulations to help SMEs understand sustainability regulations better while exporting to Europe.

English and Spanish

Sustainability

Sustainable finance and the European green deal

This session was conducted as part of the Ciclo Comex: Destino Europa event organised by the Inter-American Development Bank. It addressed how the European Green Deal is shaping a new landscape for Latin American exporting SMEs, contributing to the acceleration of the green transition in the region. It also highlighted key trends in sustainable finance.

Spanish

Innovation

AI trends, Government Leadership and Private Sector Innovation

This roundtable explored AI trends in the Arab region, showcased successful implementations in key industries, and discussed the critical roles of both government and the private sector in advancing AI.

English and Arabic

Innovation

The Generative AI Revolution and Chambers of Commerce

This session highlighted the crucial role of Chamber of Commerce initiatives in promoting the adoption, integration, and expansion of AI technologies for businesses of all sizes and sectors.

Spanish

Cybersecurity

The GCA Cybersecurity Toolkit for Small Business

Organised in partnership with the Global Cyber Alliance, this session addressed the most common cyber risks affecting smaller organizations who conduct any aspect of their business via email or over the Internet.

English

Market Access

LatAm Market Access Webinar Series

A five-webinar series that highlighted market opportunities for SMEs looking to do business in Argentina, Bolivia, Colombia, Mexico, and the Dominican Republic.

Spanish

Key partners

Network partners



Ecosystem partners





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