

## **CALL FOR APPLICATIONS**

Programme Title	Improving MSME Competitiveness and Scalability through E-Commerce and Exports
Activity Title	Call for Application for MSMEs in E-Commerce and Exports
Programme Location	Beirut and Mount Lebanon

### **1. About The Rural Initiative**

The Rural Initiative (TRI) is a non-governmental organization that strongly believes that sustainable development is crucial to the economic, social, and environmental viability of Lebanon. TRI implements projects in different fields of expertise that cover, among others, entrepreneurship, industrial development, and business development services to MSMEs and social enterprises. Please check our site <https://www.theruralinitiative.com/>

### **2. Objectives and description of the programme**

The Rural Initiative supports 35 Micro, Medium and Small Enterprises (MSMEs) in improving their competitiveness and scalability through the optimization of their digital/Ecommerce presence and sales, as well as the optimization of their access to international markets (export) readiness.

The Rural Initiative's team will provide training, coaching and in-kind support to MSMEs to enhance their competitiveness and scale locally and internationally through digital sales. The program will walk the MSMEs through the process of building a successful ecommerce and exports model to help them identify the best way to position their brand vis-à-vis the market, set-up/optimize their e-store, understand the most important key performance indicators to ultimately sustain and grow their business. We are particularly interested to work with companies in the **Crafts, fashion, Beauty Products/Cosmetics, Clothing, Food Products and Electronics** sectors in Beirut and Mount Lebanon.

The Programme "Improvement of MSME Competitiveness and Scalability through E-Commerce and Exports" is implemented by the Rural Initiative in partnership with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

### **3. Eligibility**

To join the Programme, MSMEs should meet the following:

1. Located/registered in the Beirut and Mount Lebanon region.
2. Legally registered.
3. Have at least two employees.
4. Have basic knowledge of e-commerce, retail, and selling online.
3. Have at least two different products that are competitive and sellable through e-commerce platforms.
9. Have available product imagery and descriptions.
6. Have available branding collaterals (logo, company name...).
7. Commit to attending the offered trainings and coaching sessions over a period of 10 months.

**APPLY NOW!** by filling the online form: <https://forms.gle/d7QXwAEceNiGuB359>

Application Deadline: **27 August 2023**