Cover slide

Greetings

Today, I will present a model of support that the government of Jordan has adopted in the context of enabling micro, small, and medium enterprises in the country transform parts of their operations into digital.

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- While we understand that e-commerce uses the alternative marketplace for business that is rapidly replacing traditional ones, and that it makes a justified "goal" in itself to be set for governments to promote transformation to it among the SMEs, but it generally takes other elements than upgrading SMEs capacities to e-commerce level to be tackled for an overall improved system where SMEs operate digitally.

- Therefore, Jordan has completed in 2021 an e-readiness assessment that covered analysis of the following components

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- Still in this model, we are concerned with the role of support to build SMEs digital capacities. Therefore, starting from assessment projects like the e-readiness assessment that I just mentioned, we developed an SMEs support strategy for the years 2022-2025 where "digital transformation" and "smart enterprise" are two of 6 main pillars. We also designed and are in the process of designing several other support programs in the domain, and we implemented some of them already.

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- The two main areas of intervention are in developing capacity in the e-commerce and digital marketing techniques, and developing transformational capacity in the Industry 4.0 components, which includes smart enterprises where devices and systems in a single industrial firm are connected and they communicate with each others and with other systems in the supply chain.

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- This also requires two-folded capacity building approach; SMEs themselves and a pool of advisors to the SMEs.

- In addition, it involves direct financial assistance for a proof of concept

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- The stages of support will commence in launching a Call for Proposals, where SMEs write concept notes on how they will use funds from the program into their digital transformation actions.

- These concepts notes will then be evaluated and filtered for a final short list of SMEs that will be supported.

- Implementation kicks off then in the usual process with agreements signed, officers assigned for mentoring and impact assessment.

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- Here is some data from a previous round of support

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- And finally, this is a quick look at Jordan Enterprise Development Corporation (JEDCO), which is the governmental organization that I represent and that is designing the support program and implementing it.

- JEDCO is an umbrella under which initiatives and support programs are designed and executed for the support of SMEs in general.