



# Call for advisors to participate in an e-commerce Business Support Training Course & Mentoring Scheme

## 1. Project overview:

This project, *e-Commerce and Women led SMEs in MENA*, is part of the World Bank's Women Entrepreneurs Finance Initiative (We-Fi). The overall objective is to have a positive impact for local women-led businesses in the e-commerce space, enabling them to scale up, build their technical knowledge, and potentially enter new markets and export via e-commerce.

Specifically, the project aims to:

- Help women-led small and medium-sized Enterprises (SMEs) in Egypt to increase their sales via e-commerce by creating learning products relating to e-commerce;
- Train a cohort of advisors in Egypt on this subject matter; and
- Support the advisors to deliver e-commerce mentoring to women-led SMEs in Egypt.

**We are calling for participants who want to become advisors and take part in a train-the-trainer course and subsequent SME mentoring scheme.**

Successful candidates will receive 6 sessions of training from international and local experts (fully funded by the World Bank) to be able to provide advice to women-led SMEs up to the highest standards. The training will cover topics such as access to sales channels, using online payments, cross-border fulfilment, costs and digital marketing.

After the successful completion of the training sessions, each successful candidate will be required to deliver mentoring to a small number (around 10) of women-led SMEs over a period of 4-5 months on how to use e-commerce effectively and increase their online sales. During this time, our international experts will continue to provide guidance, feedback and support to participants to help them improve their skills and knowledge further.

Participation in the programme (including the training and mentoring support) will be free of charge for participants. Those completing all the sessions and all the mentoring to SMEs (with support and guidance by the programme's trainers) will qualify for a certificate of completion for the programme to become an e-commerce advisor, and will also receive a financial bonus.

## 2. Summary of key responsibilities:

*Training Course:*

You will be expected to attend approximately 6 online e-commerce training sessions over 2 weeks in October 2021 (exact dates and times TBC).

*SME Support Delivery:*

You will be expected to deliver facilitated, supervised training and mentoring support to around 10 high potential women-led SMEs over a period of 4-5 months (between November and April 2021). This will include:



- i. **Introductory meeting** – an initial meeting, facilitated by our team, to meet the company, understand their business, understand maturity, and agree goals and focus areas to optimize e-commerce.
- ii. **Mentoring Sessions** – 3-4 practical mentoring sessions to cover agreed upon focus areas, assess progress, and address any issues. These will be led by you.

### 3. Benefits of Participation:

Candidates who participate and complete the advisor training and support delivery to SMEs can expect to gain a range of benefits from the course, which will leave you in a strong position to provide professional advisory services to SMEs in your future career. These include:

- **New skills** – You will learn new skills (both technical and soft skills) which you will be able to use to advance your career, build your profile, and professional development
- **Training resources** – You will receive training materials from the programme which you will be able to keep, refer back to, and reuse for future training and mentoring
- **e-commerce Network** – You will be able to build your network with local peers, international e-commerce experts, sales platforms, logistics providers, and payment platforms.
- **Potential New Clients** – You will have the opportunity to connect with new businesses in Egypt who could be your future SME clients on a fee-for-service basis.
- **Internationally Renowned Trainers** – You will be trained by internationally renowned e-commerce specialists with many years' experience working with eBay, Paypal, etc.

Participants who complete the training and mentoring elements as described will be able to access a number of exclusive benefits, including:

- **Certificate** – You will receive an official certificate of completion from the World Bank and We-Fi, which you can use to promote your services in the future
- **Profile Listing** – You will be listed as a certified e-commerce advisor on the Women in Business Arabia website, making your profile visible to up to 40,000 regional businesses
- **Discounted Rates** – You will gain access to preferential rates from shipping companies such as DHL, Bosta and UPS, which you can offer to your future clients\*
- **Professional Membership** – You will be able to gain membership to a professional business network at a discounted rate\*

*\*subject to confirmation*

### 4. Our Internationally Renowned Training Team

The e-commerce advisor train-the-trainer course will be led by Fabian Stächelin and Bassil Eid, international experts in e-commerce, market analytics and partnerships with key e-commerce platforms such as eBay and Amazon. They will be supported by Ahmed Roushdy, a local entrepreneur, e-commerce platform owner and online presence expert, Tamara Abdel-Jaber, founder of the Women in Business Arabia Network, and experts from Innovety, who are experienced supporting local entrepreneurs in Egypt.



**Fabian Stächelin** is an e-commerce Expert who designed and launched the ITC-eBay partnership and rolled it out in Morocco in 2016, carrying out SME training in Casablanca. He has trained and onboarded dozens of women-led firms as consultant to ITC in Kenya and Central America and is now working with Nexttrade on a virtual B2C e-commerce development project targeted at 200 Brazilian firms for them to both onboard eBay and other marketplaces and to access a 180-hour virtual cross-border e-commerce training, and for Brazilian export agencies to train their trainers.



**Bassil Eid** is an experienced advisor to startups and entrepreneurs and an expert in e-commerce and logistics. He is a former eBay and DHL executive, with extensive contacts with marketplaces and logistics firms in the MENA region, including with a number of international logistics associations.



**Tamara Abdel Jaber** is a Jordanian business leader who co-founded the Women in Business Arabia network, and since then it has grown organically to 40,000 members, many of whom are female business owners and professional women in Egypt. She brings close relationships to local Egyptian businesses and the wider business ecosystem, and has key experience training and mentoring women-led SMEs and entrepreneurs.



**Ahmed Roushdy** is an Egyptian entrepreneur and e-commerce expert. He has founded a seven-figure e-commerce children's brand, running its operations from Egypt, and sells across the Middle East and Europe. Ahmed helps entrepreneurs with their e-commerce journey to scale and open new market channels, while ensuring they are working towards increasing sales, growing their team and developing their processes.

The training team will be supported by staff from an international partnership of consulting firms:

- OCO Global - economic development, internationalization and SME support specialists.
- Nexttrade Group –world leading firm for e-commerce strategy, analytics and partnerships.
- Innovety Consulting – Egyptian firm with strong local business networks and market insights



## 5. Key Requirements for Participants:

We are looking for candidates who meet the following criteria:

### *Essential attributes:*

- Experience of running your own e-commerce business with a strong, technical expertise of selling online
- Interest & motivation to train and mentor small businesses
- Familiar with common business and communication apps (Excel, Calendar Apps such as Outlook, video conferencing apps such as Zoom)
- Experience using one or several e-commerce marketplaces (Souq/Amazon, JUMIA, Btech, Opensooq etc.) or platforms (WooCommerce, Shopify etc.)
- Strong organizational skills and goal-oriented. Ability to keep yourself and your clients focused on your common objective



- Strong communication and interpersonal skills
- Strong Commercial Awareness or business experience
- Strong language abilities in English and Arabic
- Located in Egypt

*Desirable attributes:*

- Female candidates are encouraged to apply for the role, and a majority of candidates selected will be female
- Previous experience delivering training and mentoring to entrepreneurs or small-businesses
- Previous experience selling online through online market-places and other channels
- Previous experience of / understanding of exporting from Egypt
- Strong networks in the Egyptian small business community

## 6. More Information:

If you are interested in participating and would like more information, there will be an information session hosted by our lead partners OCO Global, which will give you an opportunity to hear more details about the course contents, ask questions, and meet the trainers. You can access the session via the link below:

Date: Tuesday 21<sup>st</sup> September

Time: 16:00 Cairo Time

Zoom Link:

<https://zoom.us/j/95442838668?pwd=ZFFzcm1OZW9TaE9NL1RVZDZTK3NYUT09>

Zoom passcode: Ecommerce

The session will be recorded, and will be available to download after the above date via the following link:

Link: [https://www.dropbox.com/sh/affwn2mogzpg4/AADfdUJ58BvD09b3A1wFo-w\\_a?dl=0](https://www.dropbox.com/sh/affwn2mogzpg4/AADfdUJ58BvD09b3A1wFo-w_a?dl=0)

## 7. How to Apply:

If you are interested in applying for this position, please go to the following link to fill out the application form and submit your CV (in English).

<https://www.surveymonkey.com/r/Egypt-ECommerce>

The deadline for applications is 23:59 on **Thursday September 30<sup>th</sup> 2021**.

Shortlisted candidates will be contacted in early October, and will be informed of the next steps, which may require them to send further information or attend an online interview.

## 8. Contact:

For any queries related to the above, please email us at the following address:

Contact Name: Osama Al Isawi

Company: OCO Global

E-mail: [EgyptEcommerce@ocoglobal.com](mailto:EgyptEcommerce@ocoglobal.com)