

## CALL FOR APPLICATIONS FOR WOMEN OWNED AND WOMEN-LED E-COMMERCE BUSINESS SUPPORT

### 1. Overview:

This project, *e-Commerce and Women led SMEs in Egypt*, 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.

**We are calling for women-led SMEs who want to receive mentoring and support from local and international experts to help them scale up their e-commerce sales.**

We are seeking to support businesses that are **women-owned**, who produce goods sellable through e-commerce platforms. We are particularly interested to work with companies in the **Crafts, Beauty Products, Clothing, Food Products and Electronics** sectors, with **between 5 and 200 employees**. We are willing to consider smaller businesses, or those active in different sectors, if they demonstrate good potential for growth.

**You do not have to have extensive previous experience selling online, but if you do, then we can help you improve and optimize your sales, and reach new potential markets.**

Participating businesses will receive 3 - 4 practical mentoring and support sessions from trained e-commerce advisors to cover all areas of running an e-commerce business. These sessions will be delivered virtually or in-person, and there will be a limited number of SMEs allocated to each e-commerce advisor to ensure a tailored experience depending on your specific needs. During this time, our e-commerce advisors (supported by international experts) will continue to provide guidance, feedback and support to you to help you improve your skills and knowledge further.

The mentoring will cover topics such as access to sales channels and online platforms, using online payments, cross-border fulfilment, costs and digital marketing. After the successful completion of the mentoring sessions, your staff will be knowledgeable on how to use e-commerce effectively and increase your online sales.

## 2. Benefits of Participation:

Businesses that are selected to participate in the scheme can expect to gain a range of benefits, which will leave you in a strong position to upscale your operations and get hands on practical mentoring on various areas of your business. These include:

- **New practical skills** – The mentoring will cover hands on support on practical skills that will cover areas such as marketing, payments and fulfilment. With the small number of participants per trainer, we can tackle the personalized problems your business is facing.
- **Learning resources** – You will receive learning materials from the program which you will be able to refer back to, and reuse in the future.
- **e-commerce Network** – You will be able to build your professional network with local peers, international e-commerce experts, sales platforms, logistics providers, and payment platforms that you can in turn partner with and explore more business opportunities.
- **Potential New Partners**– You will have the opportunity to connect with new businesses in Egypt who could be your future partners.
- **Discounted Rates** - Participants will be able to access a number of exclusive benefits, such as preferential rates from shipping companies such as DHL, Bosta and UPS.
- **Support to International Standards** – You will be supported by locally based e-commerce advisors who have been recently trained on cutting edge e-commerce topics by internationally renowned e-commerce specialists, with many years of experience working in multiple markets.

The team of international specialists includes Fabian Stächelin, Bassil Eid, Ahmed Roushdy and Tamara Abdel-Jaber, as well as experts from OCO Global and Innovety, who have strong local business networks and market insights.



**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 trainings in Casablanca. He has trained and onboarded dozens of women-led firms as consultant to ITC, and is now working with Nextrade on a virtual B2C e-commerce development project targeted at Brazilian firms to access a cross-border e-commerce training.



**Bassil Eid** is an experienced advisor to start-ups 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 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.



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### 3. Summary of key responsibilities:

#### *Attendance of Mentoring Sessions:*

You will be expected to attend approximately 3-4 online or in-person practical mentoring and support sessions over 1 month. The support will be delivered to businesses in three rounds between November and March 2021 – the exact dates and times of these will be confirmed at a later date.

#### *Provision of Information and Data:*

You will be required to provide the programme team with feedback and some data relating to your sales of products via e-commerce channels, for the purposes of monitoring and assessing the success of the programme, over the course of the next 12-18 months.

### 4. Key Requirements for Participants:

We are looking for businesses who meet the following criteria:

#### *Essential attributes:*

- Women-owned (fully or over 50%) business
- Small or Medium sized Business (between 5 and 200 employees)
- Some knowledge of e-commerce, retail, and selling online
- Interest & motivation to scale up the business
- Strong ability to use technology, including platforms such as Zoom and PayPal
- Strong language abilities in either English and Arabic
- Registered in Egypt
- Commitment to the program along with willingness to participate in surveys and share information about online sales to monitor and evaluate performance

#### *Preferred attributes:*

- Established businesses that have been operating for over 3 years
- Experience selling online via Social Media or e-commerce platforms

### 5. More Information:

OCO will be hosting an information session on Tuesday 19<sup>th</sup> October, which will give more details about the programme, and provide you with the opportunity to ask any questions about the project. You can attend the session on Zoom, using the below details:

**Date:** Tuesday 19<sup>th</sup> October

**Time:** 4pm Cairo time

**Link to Zoom Session:**

<https://zoom.us/j/96233784282?pwd=M2tXSHAzOGVvemtkcEF4dXBpVUhHdz09>



**Meeting ID:** 962 3378 4282

**Password:** Ecommerce

### **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/WomenSMEEgypt>

Applications are accepted on an ongoing basis, but to secure your place on the next round of support, we would encourage businesses to submit an application form by 23:59 on **Thursday October 28 2021**.

A second round of applications will follow, exact dates to be confirmed.

Shortlisted candidates will be contacted on a rolling basis, and will be informed of the next steps, which may require them to send further information or attend an online interview.

### **6. 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)