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Q1: Respondent details

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Q2: Country or Customs territory

UNITED STATES

Q3: Organization

Private sector

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Q4: Title of case story

Crece Con eBay

Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract

Crece Con eBay is a new platform whose main focus is to support international growth of entrepreneurs and SMEs in Mexico.

Q7: Who provided funding?

Private sector

Q8: Project/Programme type

Single country

Q9: Your text case story

In Mexico, small and medium enterprises (SMEs) represent a fundamental factor to the country's economy as they have a major impact on job creation, accounting for up to 72% of all jobs in Mexico and generate up to 52% of gross domestic product but only one in ten has a website to sell their products or services, an issue that limits them to reach international markets. Crece Con eBay is a new platform whose main focus is to support international growth of entrepreneurs and SMEs in Mexico. The platform, found at: www.crececone.com, focuses on three main objectives: (1) To provide useful information to its users about the process of the export of their products through eBay; (2) To guide its users step by step through interactive guides; and (3) To provide support and advice at all times to SMEs. The platform offers services such as: tutorials, a user guide that can be downloaded, and a real-time support chat. Users will also be able to ask for help through a real-life partner who will be able to assist with a variety of logistics like how to create catalogs and send out products, among others.

Q10: Lessons learnt

Respondent skipped this question
