

Operational Concerns for SMEs in International Trade: Good Problems and Bad Ones

Presentation to the 2011 ABAC SME Symposium

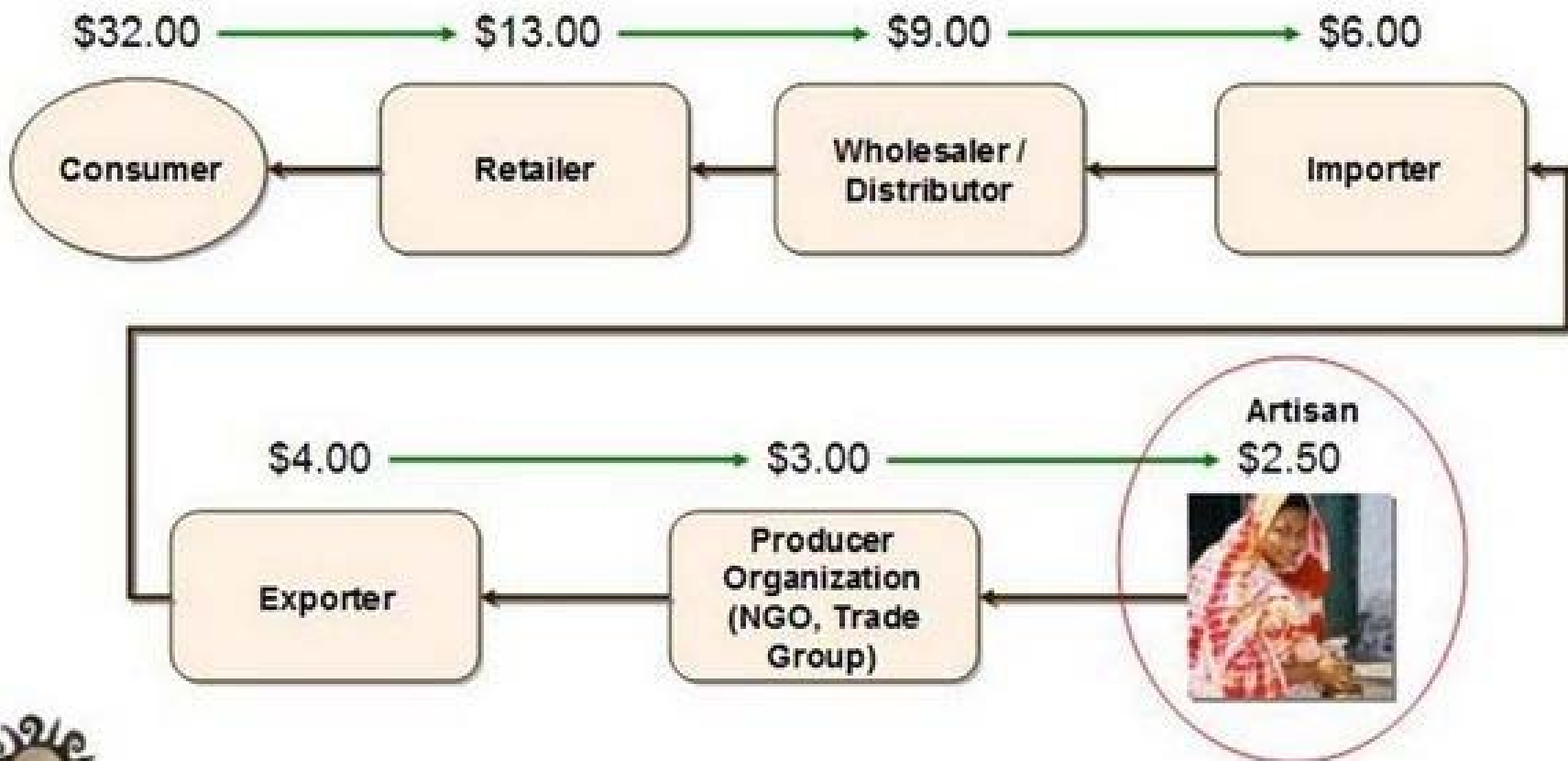
**Session 4 - Trading Across Borders:
Regulatory and Operational Concerns**

November 10, 2011 - Halekulani Hotel, Honolulu, Hawaii
by Dr. Daniel Salcedo, Founder & CEO of OpenEntry.com
dsalcedo@OpenEntry.com - tel: +1.240.242.9798

 **OpenEntry**.com into Trusted E-commerce for All

Today, artisans receive 7 – 9% of selling price

TYPICAL TIER 2 PRODUCER SUPPLY CHAIN



Source: Interviews with TransFair, IFAT, PEOPLink & NGOs

Good Problems Solved Easily

- Intermediaries in the traditional commercial chain take care of the problems
 - International payment
 - Shipping logistics
 - Customs, regulations, duties, etc.
- SMEs trading internationally, have to connect to the necessary services – but they exist
- But if an SME doesn't have orders, that's a bad problem that can't be solved by hiring services

Early Promise of E-commerce

- Development experts - “level the playing field for the little guy”
- Bill Gates – disintermediation will enable “friction free capitalism”
- Everybody thought it was a technical problem of getting SMEs online

However, even if a SME builds a beautiful catalog...

- Buyers can't find it among the billions of websites on the Internet
- Even if they do, they won't trust it
- So besides the technical difficulties, the main challenge of e-commerce is **visibility, credibility, and trust**

Recent Advances Change Everything

- Internet costs continue to drop while its reach and speed increase. Corporations now offer powerful "cloud computing" services
- A proliferation of low cost devices (mobile phones, netbooks, tablets) greatly expands the hardware choices for accessing the Internet
- Social networking services demonstrated how to leverage the power of trust

OpenEntry is a Development Organization

- Mission – to help artisans and SMEs to benefit from e-commerce
- Support from World Bank, USAID, InterAmerican Development Bank, Rockefeller, Oracle, eBay, private...
- Developed an e-commerce platform for artisans and SMEs worldwide

Free Catalogs in 44 countries on Google “Cloud Computing”

- **Gmail** - account security
- **Docs** - store information
- **Picasa** - image management
- **Translate** - into 57 languages
- **Checkout** - also PayPal, 2Checkout
- **Apps Engine** - execute programs on powerful/reliable Google servers
- **Android** - offline mobile operation



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- ➔ [Nakshi Kantha](#)
- ➔ [Palm Fiber Products](#)
- ➔ [Decorative Car Bell](#)
- ➔ [Jewelery Box](#)
- ➔ [Home Decorative Items](#)
- ➔ [Wall Mat](#)
- ➔ [Bed Cover](#)
- ➔ [Scarves](#)
- ➔ [Woolen Shawl](#)
- ➔ [Cushion Cover](#)
- ➔ [Bag and Purse](#)
- ➔ [Optic Cover](#)
- ➔ [Table Cloth](#)
- ➔ [Nakshi Umbrella](#)

PUP "Pollee Unnayan Prokolpo"



PUP "Pollee Unnayan Prokolpo" means "Rural Development Project". This project was started in Bogra area (North Western region of Bangladesh) in 1986 by some local people initiative who acquired their experience working in different development organizations. PUP was officially approved by the Social Welfare Department of Bangladesh in 1992 and became IFAT member in 1998. PUP. is working with poor and landless artisans, providing skill development training, non formal primary education, health care, family welfare and credit support. At present P.U.P. is working with about 500 female artisans organized in

groups. Their main production is Nokshi Kantha designed Handicrafts. Along with different trainings such as Group Management, Leadership training, Production Quality Control etc. P.U.P. also provides adult education for the producers and child education where the children of the producers take their primary education. Besides PUP also provides Saving schemes and Credit Programs. In case of necessity, producers can borrow money from the organization without any interest. PUP regularly offers free eye treatment to the producers and provides other free medical services to its poor producers. Water-Sanitation, Environment and Nursery are too part of PUP programs. PUP is a non government, non-profitable organization try to run by its own income.

Guaranteed door to door delivery within 7-14 Days.



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Categories

- ➔ Nakshi Kantha
- ➔ Palm Fiber Products
- ➔ Decorative Car Bell
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- ➔ Wall Mat
- ➔ Bed Cover
- ➔ Scarves
- ➔ Woolen Shawl
- ➔ Cushion Cover
- ➔ Bag and Purse
- ➔ Optic Cover
- ➔ Table Cloth
- ➔ Nakshi Umbrella

Home Decorative Items - Product



Crafted Boat

\$ 25.0

[Details](#)



Crafted Astray

\$ 3.0

[Details](#)



Crafted Boat

\$ 25.0

[Details](#)



Computer Keyboard

\$ 24.0

[Details](#)



Coin Purse

\$ 3.0

[Details](#)



Candle Stand

\$ 3.0

[Details](#)



Cycle Belt

\$ 3.0

[Details](#)



Glass Mat (Cotton)

\$ 3.0

[Details](#)



Glass Mat (Cotton)

\$ 3.0

[Details](#)



Glass Mat (Cotton)

\$ 3.0

[Details](#)



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- ➔ Bag and Purse
- ➔ Optic Cover
- ➔ Table Cloth
- ➔ Nakshi Umbrella

Crafted Boat

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Next >>



Boat

Product Code : CBoat-002

Name : Crafted Boat

Description Crafted Boat

Materials: Hard Paper, Silk Thread, Cloth, light metal & Plastic Materials.

Only for Local Sale in Bangladesh.

Price : \$ 25.0

Quantity : 1

1 [Add to Cart](#)



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CURRENCY:

LANGUAGE:

CART - REVIEW ORDER

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Pollee Unnayan Prokolpo has directed you to 2Checkout.com to complete your purchase.

Qty	ID	Name	Price \$ (USD)	Subtotal \$ (USD)
1 Remove	1319129919197 -	Cart Purchase: 1319129919197 - pupbd,OpenEntry	25.00	25.00

Vendor site cart purchase: Invoice 1319129919197 - pupbd,OpenEntry

(Qty: 1) Crafted Boat - [CBoat-002]

Sale Total (USD): \$25.00

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Multimedia Works by Marlys Fuego for Sale Online (sponsored by the Cuban Art Space)

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Categories

- UTILITARIAN, MIXED MEDIA
- PAINTINGS, MIXED MEDIA



Marlys Fuego Gonzalez

Marlys Fuego Gonzalez was born in Las Tunas in 1988. She lives and works in Havana, Cuba. She will be showing her new works in September 2011 at The Center for Cuban Studies/The Cuban Art Space in New York City.

Featured Products



Marlys Fuego,
\$ 750.0

[Details](#)



Marlys Fuego,
\$ 1000.0

[Details](#)



Marlys Fuego,
\$ 500.0

[Details](#)



Marlys Fuego,
\$ 500.0

[Details](#)



Marlys Fuego,
\$ 500.0

[Details](#)

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Presentamos el Proyecto de MUJERES LIDERES PERU que busca empoderar a la mujer para contribuir a la mejora de la situación, ECONOMICA, social y la calidad de vida de las mujeres, es por ello que los invitamos a visitar el catalogo de sus PRODUCTOS.

Este proyecto fue hecho realidad gracias a la colaboración y el impulso recibido del Instituto de Medicina Tropical Alexander von Humboldt - UPCH, la Oficina Técnica de Centros de Innovación Tecnológica - Ministerio de la Producción y Openentry - USA .

Estos productos son trabajados por las mujeres que viven con diferentes diagnósticos.

Contacto: mujeres.lideres.peru@gmail.com

Featured Products

Product Not Found!

Categories

Tejidos

Llaveros

Bisutería

Colgadores de Ropa

Chocolatería

Adornos

Carteras

Cotillón para eventos

Día de la Madre

Kwanza Collection Company Ltd



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Categories

Baskets



Kwanza Collection company Limited

Kwanza Collection Co. Ltd (formally known as Travelers Choice Trading Company Ltd) was incorporated in November 1999. The Company started operations in May 2001. The company is limited by shares under company ordinance cap. 212.

KCC Ltd is a company that links rural artisans and small scale producer groups in Tanzania who wish to sell their products to local, regional and export markets.

Featured Products

Kigoma K ...



\$ 12.0

[More Info](#)

Natural ...



\$

[More Info](#)

Iringa T ...



\$ 15.0

[More Info](#)

Iringa N ...



\$ 14.0

[More Info](#)

Iringa S ...



\$ 12.8

[More Info](#)



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Featured Categories

Categories

- ⇒ New Collections
 - ⇒ Bags
 - ⇒ Cushion Covers
 - ⇒ Shoes
- ⇒ Broach
- ⇒ Christmas Items
- ⇒ Purse
- ⇒ Woolen Caps
- ⇒ Jackets
- ⇒ Tops
- ⇒ Animal Kingdom



New Collections



Broach



Christmas Items



Purse





Development Wheel - DEW is a non-government voluntary development organization established in 1996 by a group of experienced professionals and researchers to promote self-help poverty alleviation initiatives of the poorest households in Bangladesh towards sustainable improvement of their livelihood.

Categories

- ⇒ Bamboo
- ⇒ Terracotta
- ⇒ Jute
- ⇒ Embroidery
- ⇒ Palm and Kaisa

Featured Products



Jute bag
\$ 3.1

[Details](#)



Silk scarf
\$ 22.0

[Details](#)



Silk scarf
\$ 22.0

[Details](#)



Round basket
\$ 8.0

[Details](#)



Black pot
\$ 3.5

[Details](#)

Vicky Surles's Gallery

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Categories

- ➔ [Notecards](#)
- ➔ [Small Prints](#)
- ➔ [Large Prints](#)
- ➔ [Original Paintings](#)



I do figurative drawings and portraits, still life and landscapes that are inspired by nature, looking closely at the world to reflect its beauty.

My love of nature has always driven me to want to explore the structure and intricate details of life around me through realism.

Please browse through my original paintings, prints, and notecards.

Featured Products



Flowers at
\$ 400.0

[Details](#)



Railroad Bridge
\$ 60.0

[Details](#)



Holly Leaves
\$ 5.0

[Details](#)



Butterfly Bush
\$ 60.0

[Details](#)



Pumpkin Gourds
\$ 40.0

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Featured Items



[Mother Owl Shaker & Owl's Nest Drum - Peru - J0257/J0258](#)
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[Ocean Drum - Peru - J0256](#)
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[Sun Moon Star Drum w/ DVD - J0181D](#)
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[8 Key Balaphone - Ghana - J0211](#)
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[12 Key Balaphone - Ghana - J02141 -- NOW IN STOCK --](#)
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[Digiridoo w/ Blue Gecko Motif - Indonesia - W090 - NOW IN STOCK --](#)
\$ 49.80



[Digiridoo w/ Green Gecko Motif - Indonesia - W091 - NOW IN STOCK --](#)
\$ 49.80



[Jaw Bone Rattle - Peru - J028](#)
\$ 30.80

Shopping Cart Content - Summary

Product	Options	Price	Quantity	Total
Crafted Boat 		25.0	1	25.0
			1	25

Pay via 2CO

Order Inquiry Form

*The field with * are required!*

*Name

Company

*Email

*Phone

Message

Send



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SHOPPING WITH US
IS **100% SAFE**

CURRENCY: USD | U.S. Dollar

LANGUAGE: English

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Natural ...



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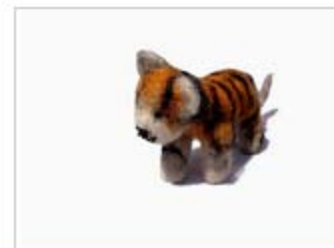
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Featured Categories

Categories

- ⇒ New Collections
 - ⇒ Bags
 - ⇒ Cushion Covers
 - ⇒ Shoes
- ⇒ Broach
- ⇒ Christmas Items
- ⇒ Purse
- ⇒ Woolen Caps
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Butterfly Bush
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Pumpkin Gourds
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OpenEntry Network Markets

- Any high profile business network
 - Chamber of Commerce
 - Export Promotion Agency
 - Industry Association
 - Trade Show
- Can aggregate all the catalogs of its members into a network market
- Generating visibility, credibility, trust



MESH



Maximising Employment to Serve the Handicapped provides opportunities for people affected by leprosy all over India to achieve social and economic integration by craft production and trade

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Category: All

All Categories

[Apparel and Clothing](#)

[Art and Painting](#)

[Bags and Purses](#)

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[Furniture and Furnishing](#)

[Gifts and Crafts](#)

[Glass Beads Crafts](#)

[Home Decor and Garden](#)

[Jewelry](#)

On this marketplace, potential buyers anywhere in the world can view the hundreds of beautiful products from nine MESH affiliated artisan groups in India and then go to their online catalogs to learn more about their important work and place wholesale orders directly from them.

Featured Products

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\$150 [DETAILS](#)



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\$109 [DETAILS](#)



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World Fair Trade Organization Network Market

One-stop-shop for thousands of fair trade products from all the WFTO producer groups worldwide



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--- Select ---

Country

Any price

Enter Keyword

Search

All Categories

Home Appliances

Lights and Lighting

Apparel and Clothing

Art and Painting

Bags and Purses

Beauty and Personal Care

Collectibles

Clay and Ceramic

Fashion Accessories

Furniture and Furnishing

Gifts and Crafts

World Fair Trade Organization's (WFTO) mission is to enable producers to improve their livelihoods and communities through Fair Trade. WFTO will be the global network and advocate for Fair Trade, ensuring producer voices are heard. This Network Market offers wider selection of goods and services offered by WFTO global members.

Featured Products

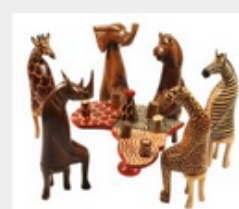
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Order >>



Order >>



\$50 Order >>



Order >>



\$2 Order >>



Order >>

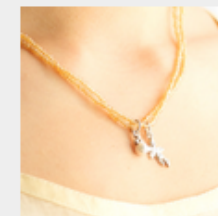


Order >>



Safari Collection

Order >>



Order >>



Order >>

women

Promoting women all over the world



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All Categories ▾

Country ▾

Any Price ▾

Enter Keyword

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From Her Hands is an on-line catalog (under construction) of items created by women from all over the world. You can purchase unique, high quality products directly from these talented women, thereby by passing the normal commercial chain of middlemen that sometimes pay them 10% of the final retail price. When you support From Her Hands, you are improving the lives of women all over the world. Read more about the goals of From Her Hands and how promoting From Her Hands can be a fundraiser for your organization.

Featured Products

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NA [DETAILS](#)



NA [DETAILS](#)



\$24 [DETAILS](#)



NA [DETAILS](#)



NA [DETAILS](#)



\$32 [DETAILS](#)



NA [DETAILS](#)



NA [DETAILS](#)



NA [DETAILS](#)



NA [DETAILS](#)



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Expro 88 Pipe & Process Equipment

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Category: All

All Categories

[Fittings](#)

[Foins and Tubes](#)

[Heat exchangers](#)

[Hoppers/Chutes](#)

[Lifting/Transporting](#)

[Parts for coolers](#)

[Parts for heaters](#)

[Plastic pipe](#)

[Pumps](#)

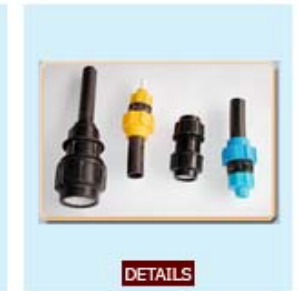
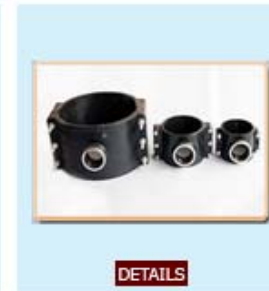
[Rice processing](#)

[Valves](#)

This searchable marketplace contains thousands of products from all the exporters participating in **CBI's Expro88** Pipe and Process Equipment Initiative to foster imports into the European Union from developing countries.

Featured Products

[f](#) [t](#) [e](#) ...





Welcome to this preliminary marketplace where you can scan thousands of products from the online catalogs of exhibitors specially selected to participate in LIFESTYLE VIETNAM 2010. You can continue to place wholesale orders on these catalogs all year long!

Featured Products

SHARE [f](#) [t](#) [e](#) ...



DETAILS



DETAILS



DETAILS



DETAILS



DETAILS



DETAILS



DETAILS



DETAILS



DETAILS



DETAILS



DETAILS



23x15.5x6
6./126/8.22

DETAILS



DETAILS



DETAILS



Featured Products

Kumbeshwar



\$ NA
Soft yarn

Fair Trade Village



\$ 99
JUST'ETHIC

AMWA



\$ NA
Lamp

Community



\$ NA
**Painted Bone
BangleS**

Jambohut.com



\$ 5
**Wooden
Finches**

Gone Rural



\$ NA
**Large Ceramic
Vase with**

Bluehand Store



\$ NA
**Halter Bubble
Mini Dress**

AU DELA DES



\$ NA
frog toy

Adyfarm



\$ NA
Medicine

Development



\$ 5
Bamboo basket

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This mystical kingdom, tucked into the Himalayas between India and China, offers visitors a glimpse of an isolated culture untouched by the passage of time. Women still create intricate weavings by hand. Paintings created centuries ago still grace ancient buildings. The land of the Thunder Dragon proceeds cautiously into the 21st Century, committed to preserving its pristine forests, rare wildlife, unique architectural wonders, traditional Bhutanese crafts, and deep Buddhist roots. ([more](#))

Featured Packages

Operational Concerns for SMEs in International Trade: Good Problems and Bad Ones

also at the US Booth of the

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November 10, 11, & 12 - Royal Hawaiian Coconut Grove
by Dr. Daniel Salcedo, Founder & CEO of OpenEntry.com
dsalcedo@OpenEntry.com - tel: +1.240.242.9798

