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**Digital Specialist – Islamic Chamber of Commerce, Industry
& Agriculture**

OIC BUSINESS INTELLIGENCE CENTRE (OBIC)

Digital Transformation Roadmap for SMEs

Storyline

- Brief Introduction about ICCIA
- Understanding the Disruption and the need for Digital Transformation
- SMEs and Digital Transformation
- Roadmap for digital transformation
- Technology Interventions that are part of Digital Transformation
- ICCIA's Digital Transformation of Chamber of Commerce Journey
- ICCIA Projects and Initiatives

Brief Introduction about ICCIA

Islamic Chamber of Commerce, Industry & Agriculture (ICCIA), is an affiliated Institution to the Organization of Islamic Cooperation (OIC) and represents the private sector of 57 OIC Member Countries via their Apex Chambers of Commerce

ICCIA Vision and Member Countries

Far East & America

Malaysia
Indonesia
Brunei Darussalam
Suriname
Guyana

Observer:

Arab
Brazilian
chamber

Central & Southern Asia

Uzbekistan
Kyrgyzstan
Turkmenistan
Tajikistan
Kazakhstan
Pakistan
Afghanistan
Bangladesh
Azerbaijan
Maldives
Iran

Fertile Crescent & Europe

Iraq
Syria
Lebanon
Jordan
Palestine
Turkey
Albania

Observer:

Turkish
Cyprus
Bosnia & Herzegovina

GCC & Arabian Peninsula

Saudi Arabia
UAE
Kuwait
Qatar
Bahrain
Oman
Yemen

North Africa

Algeria
Egypt
Tunisia
Libya
Morocco
Sudan
Mauritania

West Africa

Benin
Gambia
Guinea Bissau
Guinea
Niger
Nigeria
Mali
Senegal
Sierra Leone
Cote d'Ivoire
Burkina Faso
Togo

East & Central Africa

Uganda
Djibouti
Somalia
Comoros
Cameroon
Chad
Gabon
Mozambique

ICCIA STRATEGY

*Expanding the role of the OIC Private
Sector in realizing the UN Sustainable
Development Goals Agenda 2030 and OIC
Program of Action 2025*



Strategic Pillars of ICCIA

Be an Engine for
Mobilizing
Investment

Influence Policy
making related to
Private Sector

Development of
the Private Sector
and its
representatives
(Chambers of
Commerce)

We are in the midst of two overlapping Industrial Revolutions

First Industrial Revolution (IR): Advent of machines (mechanization)		mid-late 1700's – mid-late 1800's	New tools, equipment, manufacturing processes (& lifestyles)
Second IR: New ways of using machines: mass manufacturing		mid 1800's – mid 1900's	Assembly lines, standardized parts > specialized salaried jobs > urbanization
Third IR: digital ICT becomes ubiquitous	Mainframe-terminal	1940's – c. 1980	Structured text > unstructured text > image/audio > IOT
	Client-server	c. 1980 – c. 2005	
	Cloud	c. 2005 - present	
Fourth IR: New ways of capturing value from data	Industry 4.0 (transitional from 3-IR)	c. 2010 - present	Artificial intelligence, blockchain, edge computing, quantum computing, ...
	More analytics and automation		

Industrial revolutions and digital transformation

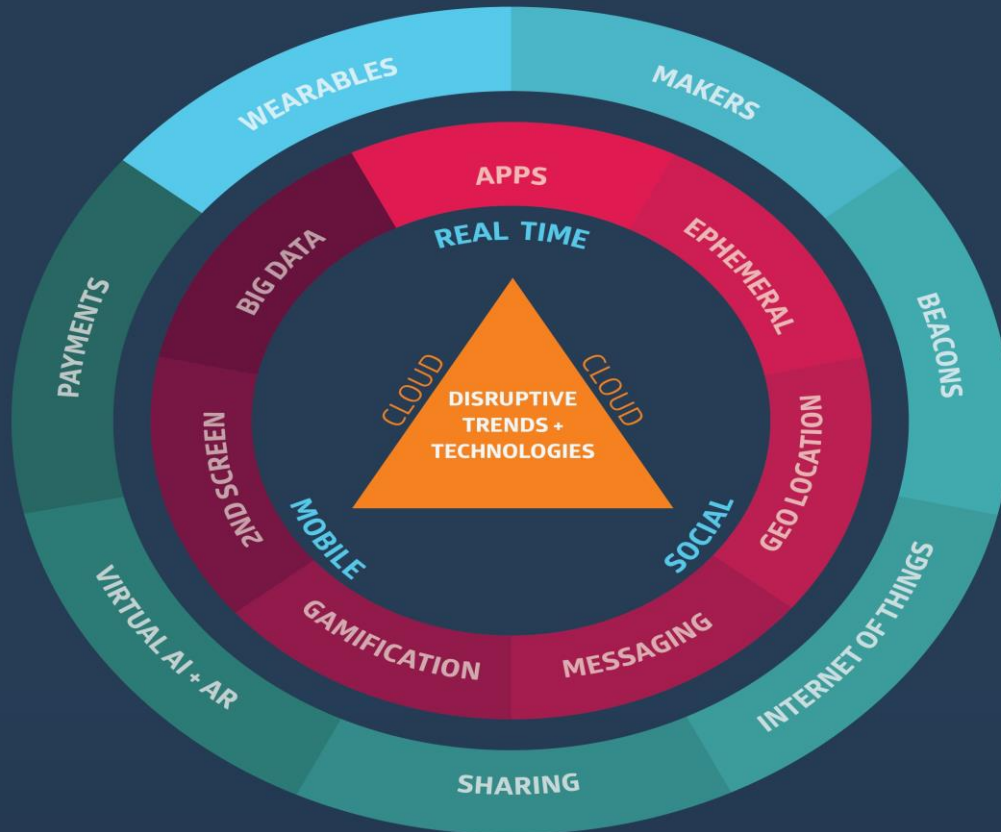
- What happens in an industrial revolution? Macro-scale change
 - New ways of doing things in industry become mainstream
 - New lifestyles become the norm
 - Polarization of winners and losers
 - Companies and people “on the side of innovation” tend to increase in wealth
 - Economic gap widens to those left behind
 - Results in 19th-century: migrations to the New World, social unrest, reactionary politics
 - Results in 21st-century: national populism, anti-immigration sentiment, etc.
- Digital transformation: Micro-economic response
 - Individual companies undergo change at their core
 - Adopting the new standards is essential to stay “alive” (competitive)



Digital transformation: using digital data to change core aspects of business

Digital adoption	Digital transformation
Cloud computing	Cloud-first IT architecture
(Big) data analytics	Data-driven business • New customer experiences • Internal performance evaluation
Online advertising	Real-time bidding, influencer marketing
IT in cars & factories	Autonomous vehicles, ridesharing, intelligent robots, smart factories, predictive maintenance scheduling ...
E-commerce (online sales)	Crowdsourcing, price optimization, value-driven pricing
Chatbots for communications	Alexa (controls things), robot process automation
Online payment, financial svcs	Data-driven banking & insurance, risk optimization

THE WHEEL OF DISRUPTION

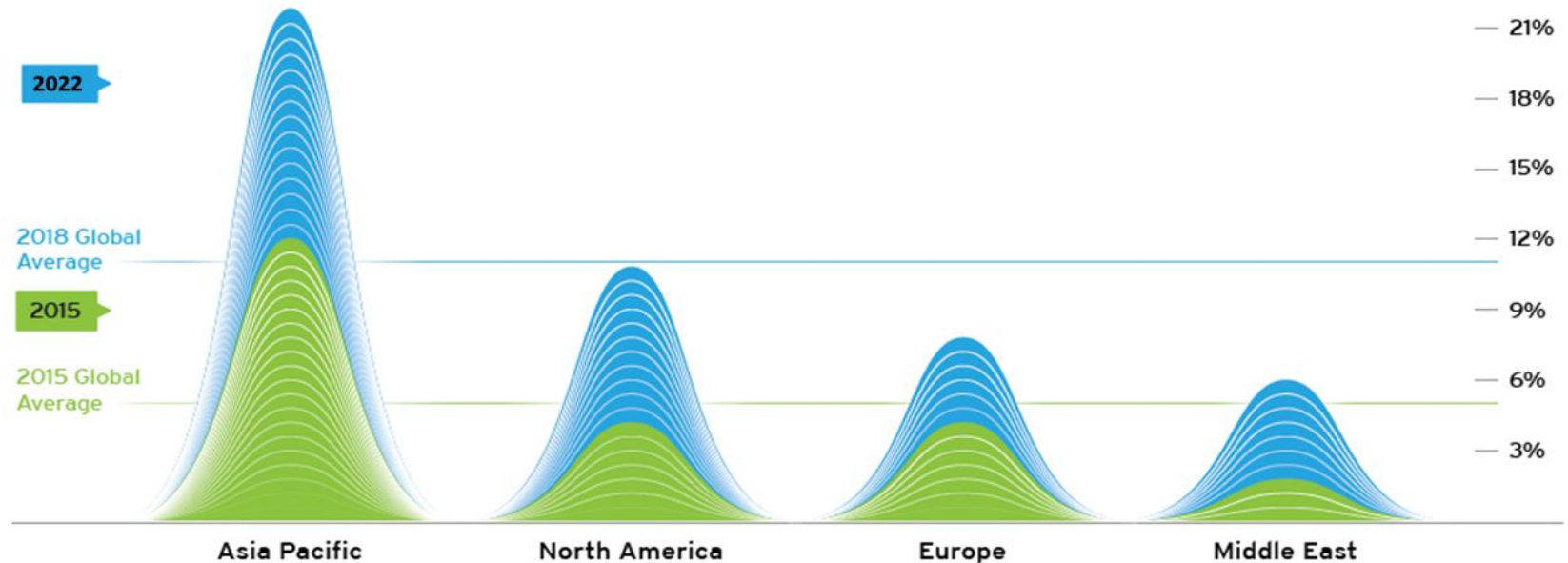


Mobile and real-time marketing join social in disrupting business models that cannot keep up with more connected, nimble, and informed customers.

Revenue driven by digital techs greater in Asia than anywhere else

Revenues from “digital transformation” were projected to double by 2022 (survey in 2021 of 300 senior executives of A/PAC companies)

Percent of revenue driven by digital



We live in Vulnerability, Uncertainty, Complexity & Ambiguity (VUCA) World

Disruption Everywhere

- Manufacturing undergoing digital transformation
- Technology bringing greater connectivity

Accelerating Innovation

- Process optimization throughout the value chain
- Companies being more flexible and agile

Rapid Digitalization

- Better-positioned for rapid future growth
- Creating enormous value to business, if used well

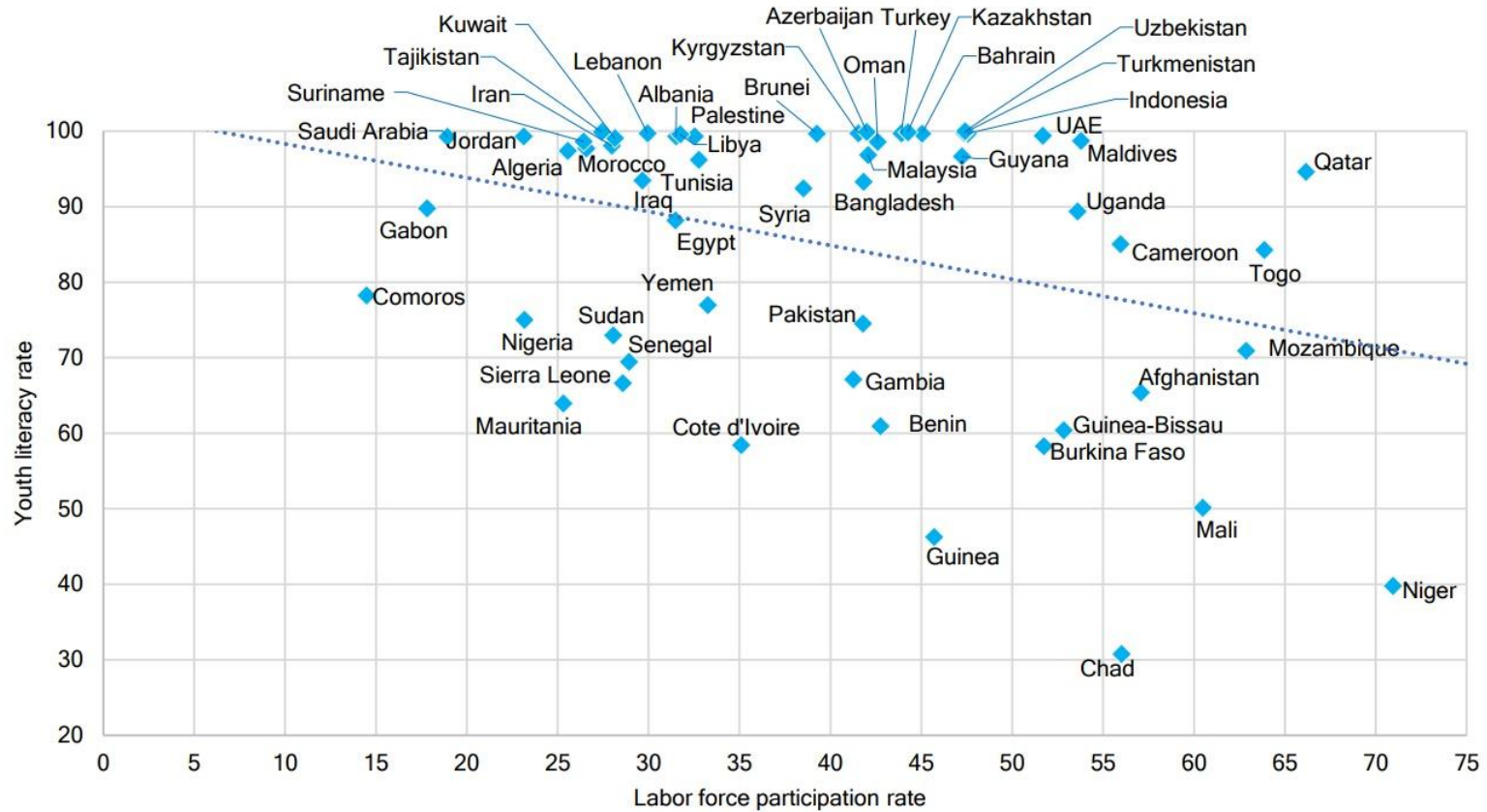
The role of SMEs in Economy

- Small and Medium Enterprises (SMEs) have major role in most economies, particularly in developing countries.
- SMEs create jobs representing about 90% of businesses & over 50% employment worldwide.
- Formal SMEs contribute up to 40% of national income (GDP) in emerging economies. Numbers are significantly higher when informal SMEs are also included.
- According to World Bank estimates, [600 million jobs](#) will be needed by 2030 to absorb the growing global workforce, making SME development a high priority for many governments around the world.

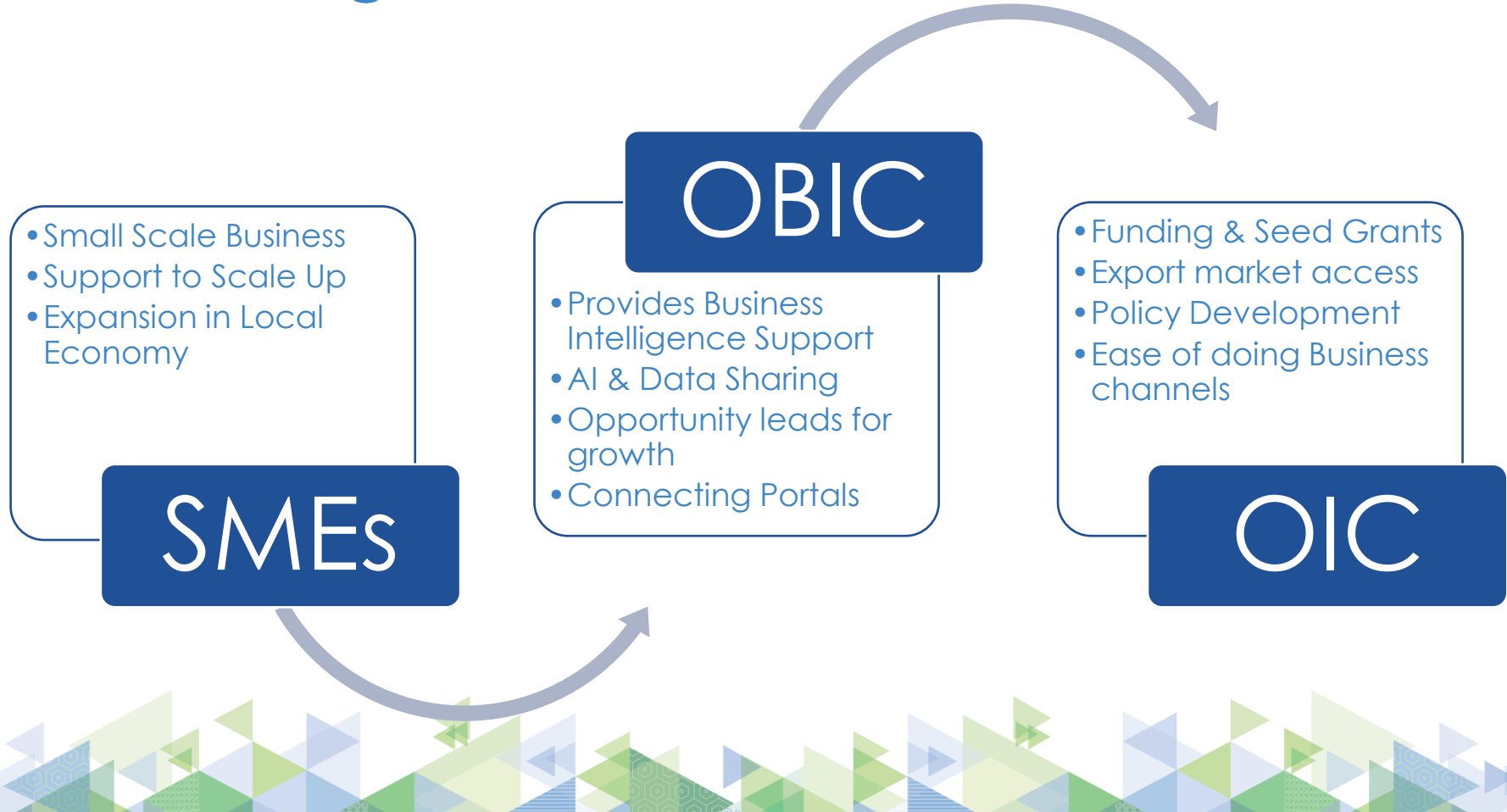
The current state of SMEs in OIC Countries

- The current economic outlook of OIC Countries post COVID is NOT very good. [SESRIC - Statistical, Economic and Social Research and Training Centre for Islamic Countries](#)
- Most badly hit are SMEs.
- Majority of OIC countries are below poverty line at barely \$2/day per capita income average.
- No instrumental communication platform between various categories of SMEs across OIC countries

Youth Literacy Rate vs. Youth Labour Force Participation Rate



Connecting OIC & OBIC with SMEs



Challenges of SMEs

Formal Recognition of SMEs in OIC

Financing: Angel Investments and Venture Capitalism

Improving Capacity Development & Human Development Index

Digital Literacy, Digitization and Digital Transformation

BENEFITS OF DIGITAL TRANSFORMATION

UPDATED COMPANY VISION



The company vision is modernized and humanized, which earns support from digital customers.

THRIVING CULTURE OF INNOVATION



This effort creates buzz within the organization and inspires a company culture of innovation and the ability to innovate in product and service development.

IMPROVED CUSTOMER JOURNEY



Customers continue naturally every step of the their journey, which improves conversions and outcomes.

GREATER COMPETITIVE ADVANTAGE



Businesses build competitive advantage that executives recognize.

INCREASED INTERNAL COLLABORATION



Collaboration significantly improves between business functions.

BENEFITS OF DIGITAL TRANSFORMATION

MORE EMPOWERED WORKFORCE



Leadership and employees feel empowered through education.

IMPROVED EFFICIENCY



Decision-making and processes become more efficient across departments.

DEEPER DATA ANALYSIS



Better understanding of what/where data is across the organization, which translates into the ability to infer insights and deepen customer analysis to prove ROI.

INCREASED CUSTOMER CONVERSION AND LOYALTY



A true 360-degree, seamless customer experience contributes to increased conversions and customer loyalty.



Ability to reconfigure

The capacity to redesign chains of resources, e.g. to speed up production to meet demands



Diversity of social relationships

Access to heterogeneous networks



Access to valuable resources

The degree to which an organization can efficiently obtain new informational, financial and regulatory support



Ability to mobilize networks

The ability of organizational members to reliably call on their professional relationships to access the necessary social, financial or physical resources, especially at short notice



Ability to redeploy resources

The ability to reuse or otherwise adapt existing financial, physical or talent resources for purposes other than the initial one intended



Flexibility to refine strategy

The ability of a company to seek out and integrate new information into its strategic plan based on ongoing changes in external or internal circumstances



Innovativeness

Differentiated from innovation itself (outcome), innovativeness refers to the inclination (process) of companies to engage in and support new ideas and experimentation



Proactiveness

The ability to anticipate and pursue new opportunities in the market



Autonomy

The degree of freedom given to employees by top management to make important decisions independently



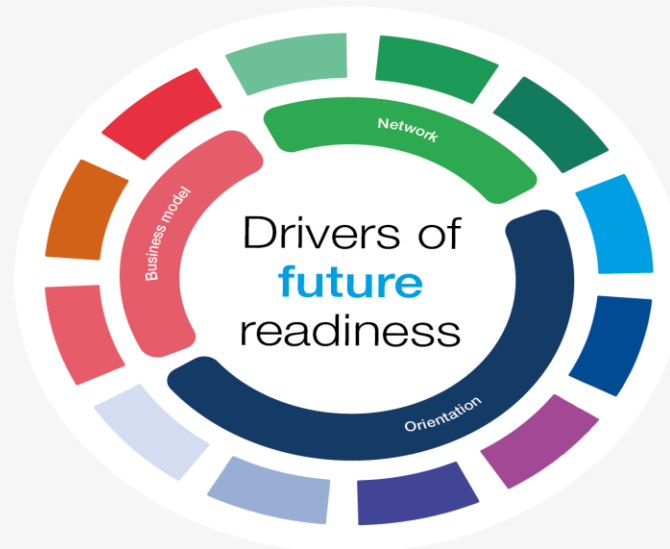
Competitive aggressiveness

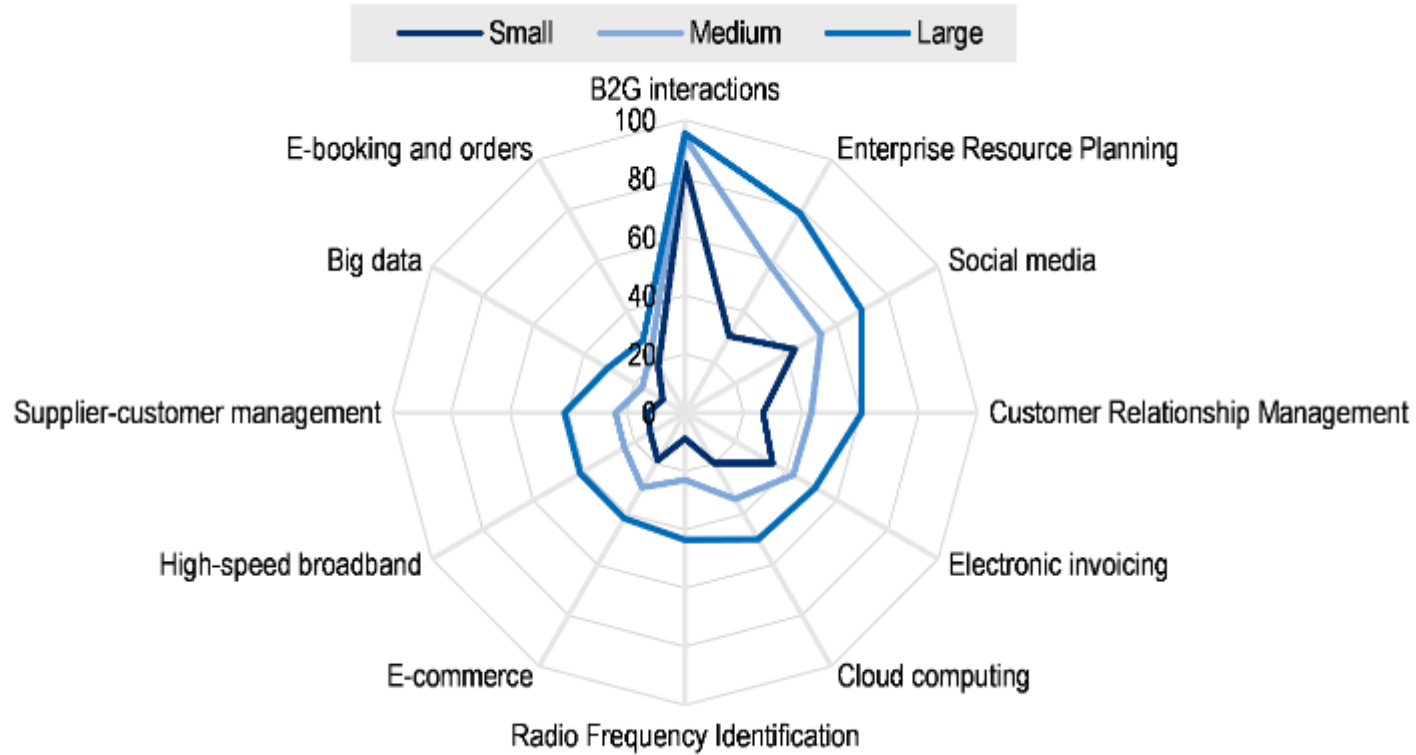
The ability to challenge competitors to gain entry or improve current market position



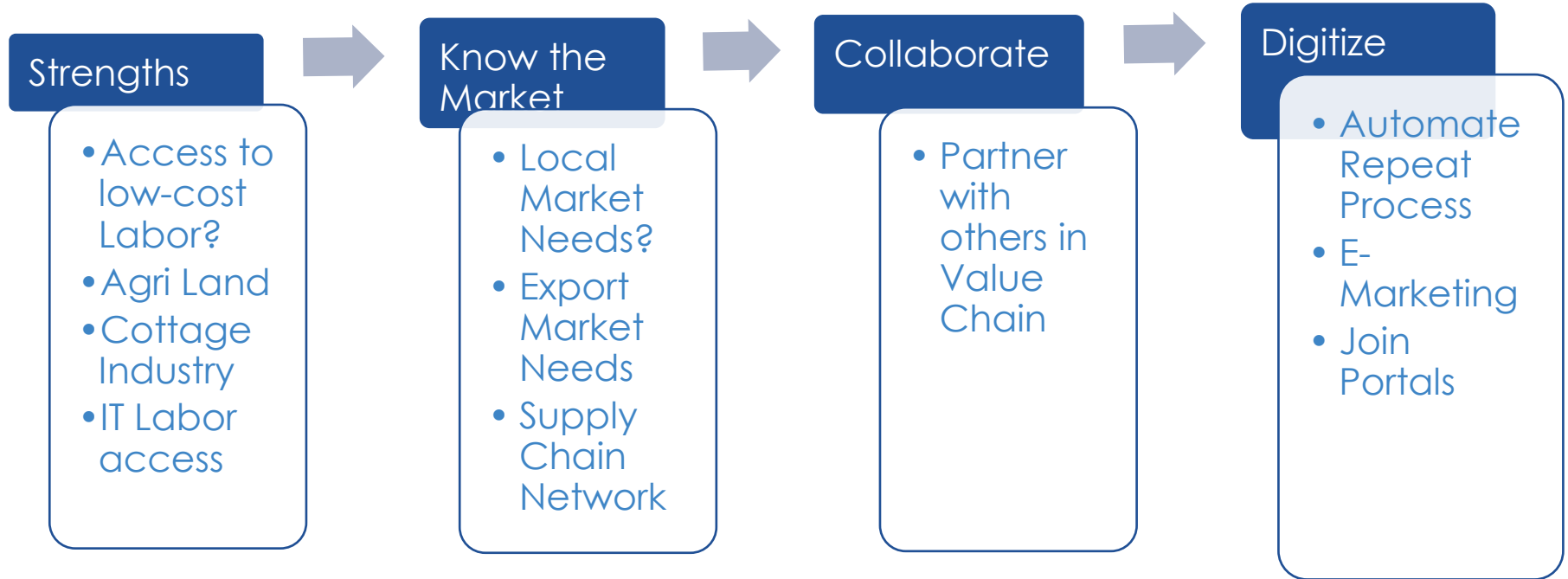
Risk-taking

The tendency of a company to take action despite incomplete information or predicted likelihood of failure





Roadmap



The Process of Transformation



The digital transformation Roadmap

PRESENCE

Website
Social Media
Presence

Know the
Market

RESOURCE PLANNING

Know the
Supply Chain
Line

Register on
known
Platforms

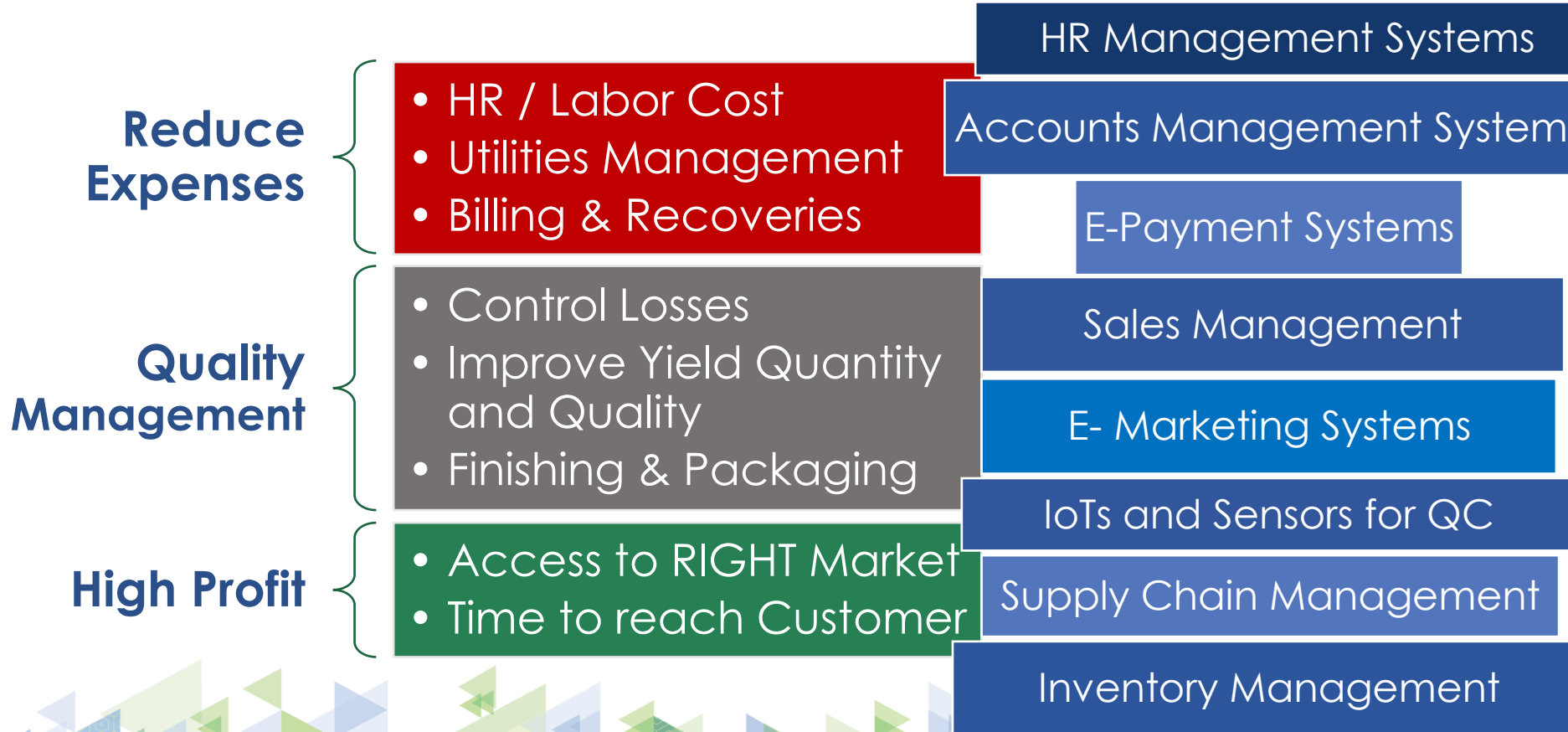
Align Banking
Channels

AUTOMATE

Automate
processes for
Cost
Minimization

Technology
Deployment
for Quality
improvement
and High Yield

Why Digital Transformation for SMEs?



What needs to be transformed

Culture

- Bring Email Culture
- Use Online meeting tools
- Document tasks
- Track Project lists

People

- Training them to use Digital tools
- Task handling transparency
- Tackling language and communication barriers

Process

- Automate repeated tasks
- Use Data Analytics
- Audit processes for human errors. Automate those.

Possibilities	What to do?	Tools	Cost	How it helps?
Online Presence	Buy domain, create website go E-Commerce	Wordpress, wix, etc.	Economical, college interns can do it	Digital presence and faster access to market
ERP	Install/Implement ERP Applications	Zoho, Localized Business ERPs	Economical and cost effective	Simplifies business process, reduces management costs
Mobile Applications	Install Mobile Application from the online store	Apps for payments, marketing and communication	Minimal costing, pay per use model	Multitasking, Keeps your communications& documents organized
Cloud-based Solutions, AI, Big Data Analytics	Cloud storage, Conversational Commerce, Chatbots, Predictive Analysis	AWS, Tableau, Power Bi, Localized Machine Learning Models	Pay per user, SAAS Model	Data analysis informed & calculated decisions, monitor & track business processes

AI & Blockchain in Transformation

Artificial Intelligence (AI)

Automation and Efficiency: Automate routine and time-consuming tasks, like data entry, customer support, and inventory management.

Data Analysis: AI-powered analytics for valuable insights from data, enabling better decision-making. helping SMEs optimize their production and inventory.

Personalization: Enhanced customer experiences through personalized recommendations & services.

- **Chatbots and Virtual Assistants:** AI-driven chatbots and virtual assistants can handle customer inquiries and provide support 24/7, reducing the need for human intervention and lowering operating costs

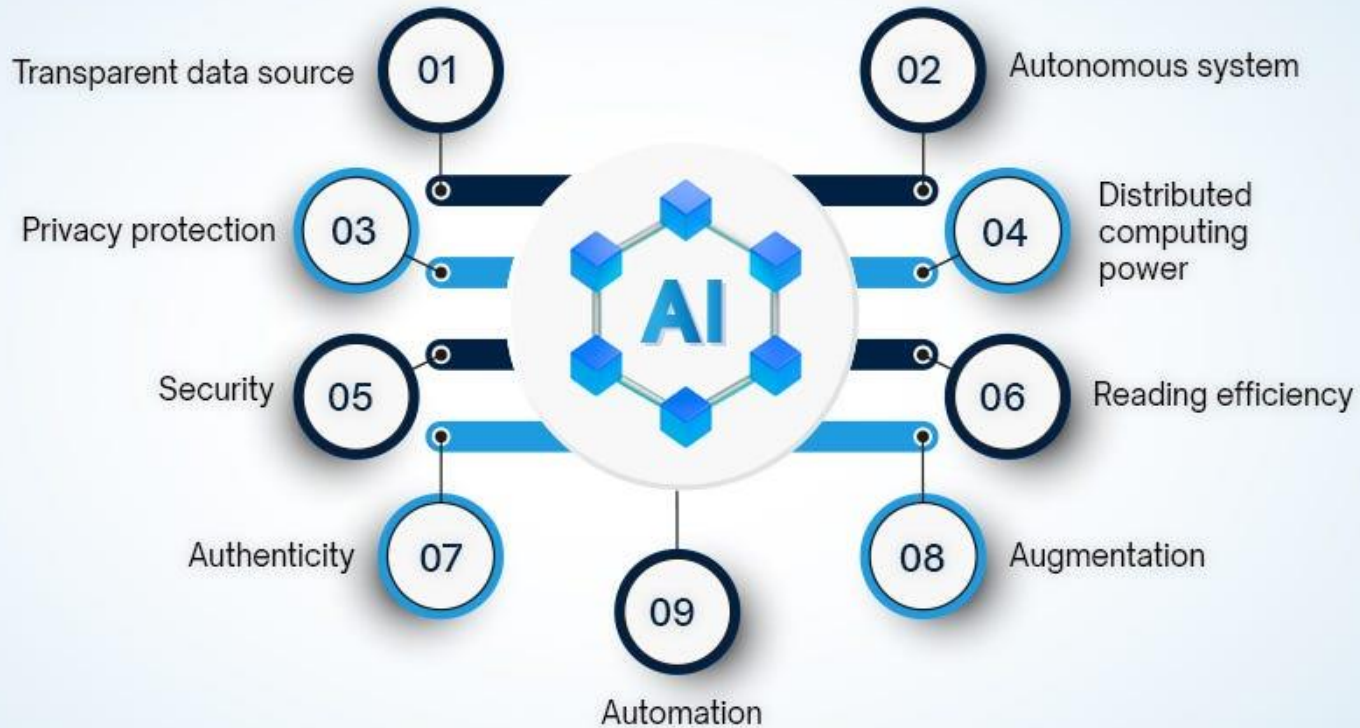
Blockchain

- **Security and Trust:** Providing a secure and tamper-proof way to record transactions and data, leading to the trustworthiness of business operations, such as supply chain management and financial transactions.
- **Supply Chain Transparency:** Provides end-to-end visibility into supply chains, helping track the movement of goods and verify the authenticity of products. Specially important in industries like food & pharma.
- **Reduced Intermediaries:** Eliminates need for intermediaries in certain transactions, reducing costs
- **Access to Financing:** Enables SMEs to raise capital through methods like tokenization of assets or crowdfunding, bypassing traditional financial institutions.



Benefits of Interlinking

Blockchain and AI



Other Technological Interventions beneficial for SMEs

1. IoT (Internet of Things):

- IoT devices can collect real-time data, helping SMEs monitor equipment, track inventory, and optimize operations.
- This technology is particularly valuable for sectors like manufacturing, logistics, and agriculture.

2. Cybersecurity Solutions:

- SMEs should invest in robust cybersecurity measures to protect sensitive data from cyber threats.
- This includes firewalls, antivirus software, and employee training on cybersecurity best practices.

Other Technological Interventions beneficial for SMEs

3. Big Data Analytics:

- Beyond AI, big data analytics can help SMEs gain insights from large datasets to make data-driven decisions, identify trends, and improve operations.

4. Robotic Process Automation (RPA):

- RPA can automate repetitive and rule-based tasks, reducing errors and increasing operational efficiency.

5. 3D Printing:

- For manufacturing SMEs, 3D printing can offer cost-effective prototyping and customization capabilities.

Other Technological Interventions beneficial for SMEs

6. Voice Technology and Chatbots:

- Voice assistants and chatbots can automate customer support and improve user experiences, especially in e-commerce and customer service.

7. Biometrics and Access Control:

- Advanced security solutions like biometric authentication and access control systems can enhance physical and digital security

8. Augmented Reality (AR) and Virtual Reality (VR):

- AR and VR technologies can enhance product demonstrations, training programs, and customer experiences in various industries.

Underlying barriers in technology adoption

- Top Management Commitment for being nimble and flexible
- Technological Awareness & Change Management
- Limited interaction between technology providers and seekers
- Lack of proper Technology transfer
- Lack of hardware, network facilities and necessary infrastructure to use technology
- Access to modern technology seems expensive
- Lack of skilled manpower to use technology
- The absence of an ecosystem

Where to start the Digital Transformation?

- To start with – Make the best use of open-source tools
- They are time-tested (security ensured)
- OR opt for paid, cost-effective IT solutions that fit the business requirements.
- Negotiate for IT tools and solutions that can offer the option “Pay as you Grow”.

Digital Bootstrapping

- Digital bootstrapping refers to the process of starting and growing a digital business or venture with minimal external funding or resources. It involves leveraging available tools, technologies, and strategies to build and scale a business primarily through self-sufficiency and creativity. Digital bootstrapping is often associated with startups, small businesses, and entrepreneurs who aim to minimize costs, maintain control, and prove their concept or product's viability before seeking external investments.

Key aspects of digital bootstrapping

- Lean Operations
- Self financing
- Open source and low-cost tools
- MVP (Minimum Viable Product)
- Customer Centric Approach
- Freelancers and contractors
- Profitability focus
- Networking and partnerships

Digitally Transforming SMEs need to

Reflect: Where do you stand today?

- Digital Enablement
- Security Risks
- Platform and Digital Processes

Restart: What can you do now?

- Digital Touchpoints
- Digital ways-of-working
- Virtual Enablement

Revitalize: How can you start to shape your future?

- Productivity Optimization
- Infrastructure Optimization
- Future Digital Opportunities

Recommendations for Successful Transformation

Advocate digital transformation & customer experience

Execute change within the context of an end vision

Be willing to take risks and learn from mistakes

Create or join ecosystems with partners whose capabilities complement your own

WHY?



**“Only 12% of the Fortune 500
companies from 1955 remain
Fortune 500 Companies today.”**

- American Enterprise Institute, 2020

ICCIA's Digital Transformation Journey





الغرفة الإسلامية للتجارة والصناعة والزراعة
Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture

Welcome to, Islamic Digital Chamber of Commerce Platform

Log In



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Continue with Facebook



Continue with Twitter

or

Log in

[Forget Password?](#)

Don't Have an account?
[Signup Now.](#)



Home



Contacts



Events



Campaigns



Memberships



Finance



Communities



Chamber Management



My Tasks



Analytics

Upgrade to PRO to get
access all Features!

Get Pro Now!



Total Customers

5,423

↑ 16% this month



Members

1,893

↓ 1% this month



Active Now

189



Sales Over the Years



Income

Today

\$ 9460.00

↓ 1.5%

Compared to \$9940 yesterday

Last week Income \$25658.00

Expences

Today

\$ 5660.00

↑ 2.5%

Compared to \$5240 yesterday

Last week expences \$22658.00

Projects

Today

● Total Won 54% ↑

● Total Canceled 20% ↑

● Total Pending 26% ↓

Contacts Dashboard

 Home

 **Contacts** 

Dashboard

Contacts

Companies

Opportunities

Data Update Verification

 Communities

 Chamber Management >

 My Tasks >

 Analytics

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Total Contacts
5,423
↑ 16% this month



Active Contacts
1,893
↑ 1% this month



Active Now
189


Hard Bounced

This Week 

0
HARD BOUNCED EMAIL

[See all >](#)

My Assigned Contacts


NO ASSIGNED CONTACTS

New Companies

This Week 

10
NEW COMPANIES

[See all >](#)

New Opportunities

This Week 

0
NEW OPPORTUNITIES

[See all >](#)

Open Opportunities

This Week 

20
OPEN OPPORTUNITIES

[See all >](#)

New Contacts

This Week 

173
NEW CONTACTS

[See all >](#)

Recently Added Contacts

Customer Name	Company	Phone Number
---------------	---------	--------------

Jane Cooper	Microsoft	(225) 555-0118
-------------	-----------	----------------

Floyd Miles	Yahoo	(205) 555-0100
-------------	-------	----------------

Ronald Richards	Adobe	(302) 555-0107
-----------------	-------	----------------

Recently Viewed Contacts

Customer Name	Company	Phone Number
---------------	---------	--------------

Jane Cooper	Microsoft	(225) 555-0118
-------------	-----------	----------------

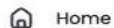
Floyd Miles	Yahoo	(205) 555-0100
-------------	-------	----------------

Ronald Richards	Adobe	(302) 555-0107
-----------------	-------	----------------

Opportunities



+ Add Opportunity



Home



Contacts



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Opportunities

Data Update Verification



Communities



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Pre Qualified (3)

\$160.7k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k

Negotiation (11)

\$1600.7k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023

Proposals (7)

\$600.0k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023

Contract Sent (2)

\$2000.0k



John Doe
New as of 07/19/2023
\$77.1k



John Doe
New as of 07/19/2023
\$77.1k

Events

📝 Draft Events

3

📅 Current & Upcoming

7

📅 Past Events

100+

📊 Avg. Checked In

58%



Home



Contacts



Events



Campaigns



Memberships



Finance



Communities



Chamber Management



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Current & Upcoming Events >

🔍 Search

Short by : **Newest** ▼

Event ID#	Event Title	Location	Start Date	Total Attendees	Total Capacity	Action
0001	Event 1	Location 1	7/19/2023	--	1000	⋮
0002	Event 2	Location 2	7/19/2023	--	500	⋮
0003	Event 3	Location 3	7/19/2023	--	1200	⋮
0004	Event 4	Location 4	7/19/2023	--	1000	⋮
0005	Event 5	Location 5	7/19/2023	--	500	⋮
0006	Event 6	Location 6	7/19/2023	--	500	⋮

Showing data 1 to 8 of 256K entries

< 1 2 3 4 ... 40 >

Campaigns – Subscription Lists



Home



Contacts



Events



Campaigns

Dashboard

Surveys

Subscription Lists

Suppression Lists



Chamber Management



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Subscriptions

Search

Short by : Newest

+ Add Subscription

Name	Date Created	Subscribers	Auto-subscribe	Action
Subscription 1	07/21/2023	120	All New Subscribers	
Subscription 2	07/21/2023	20	All New Subscribers	
Subscription 3	07/21/2023	12	Off	
Subscription 4	07/21/2023	200	Off	
Subscription 5	07/21/2023	100	Off	
Subscription 6	07/21/2023	00	Off	

Showing data 1 to 8 of 256K entries

< 1 2 3 4 ... 40 >

Hello Talha Shaikh 🖐️,

🔍 Search



Talha Shaikh ▾
Project Manager

Members - Overview



Home



Contacts >



Events



Campaigns >



Memberships ▾

Dashboard

Members

Plans



Chamber Management >



My Tasks >



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REVENUE

\$125,000



REGISTRATIONS

654



RENEWALS

985



CANCELLATIONS

121

NEWEST MEMBERS



Andy Wilkinson ●
Joined 2 hours ago



Emma Goode
Joined 1 day ago



Chris Patel
Joined 1 day ago



Hannah West ●
Joined 3 days ago

NOTIFICATION CENTER

[VIEW ALL](#)



Andy Wilkinson commented on **Creating Better Stylesheets With Figma Components** 2 hours ago



Emma Hudson commented on **Creating Better Stylesheets With Figma Components** 2 hours ago



Ramil Patel commented on **Getting the Pitch Right From the Beginning** 4 hours ago



Andy Wilkinson started a conversation 1 day ago
Using Sketch for this course instead of Figma



Ramil Patel replied 1 day ago
Module 2 Review



Andy Wilkinson sent a message 1 day ago
Using Sketch for this course instead of Figma

UNREAD MESSAGES

[VIEW ALL](#)

Chamber Management – Dashboard



Home



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Dashboard

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New Companies

This Week

2

HARD BOUNCED EMAIL

See all

New Members

This Week

1

HARD BOUNCED EMAIL

See all

Hard New Attendees

This Week

0

HARD BOUNCED EMAIL

See all

Current & Upcoming
Events

This Week

1

HARD BOUNCED EMAIL

See all

Campaign Summary

0

EMAILS SENT

0%

BOUNCE RATE

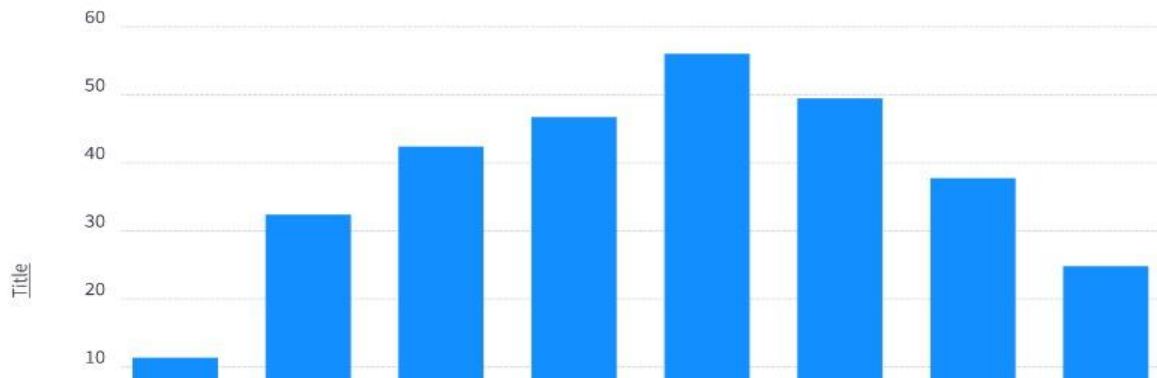
0%

OPEN RATE

0%

CLICK RATE

Campaign Summary



-  Home
-  Contacts
-  Events
-  Campaigns
-  Memberships

 Finance

- Invoices
- Payments
- Event Profit & Loss
-  My Tasks

 Analytics

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Create/ Edit Invoice

#Invoice Number

IN-0001

Select Customer

John Doe

Start Date

16/05/2020



End Date

16/05/2022



Line Items

Category	Property	Memo	Amount	
Maintenance	Property 0001	Task 1	\$300.19	
Maintenance	Property 0002	Task 2	\$30.19	

[+ Add Line Item](#)

 Additional Notes

Balance Due

Save as Draft

 Save & Send

 Save & Print

Event Profit & Loss

Total Events

3

Total Budget

\$700,000

Total Expense

\$560,000

Total Revenue

\$200K+



Home



Contacts



Events



Campaigns



Memberships



Finance



Invoices

Payments

Event Profit & Loss



My Tasks



Analytics

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Search

Short by : Newest



View Invoices

Event ID	Payment ID	Purpose	Payment Date	Due Date	Amount	Status	Action
E-0001	IN-0001	Test	07/24/2023	--	0	Unpaid	⋮
E-0002	IN-0002	Test	07/24/2023	--	0	Unpaid	⋮
E-0003	IN-0003	Test	07/24/2023	--	0	Paid	⋮
E-0004	IN-0004	Test	07/24/2023	--	0	Paid	⋮
E-0005	IN-0005	Test	07/24/2023	--	0	Paid	⋮
E-0006	IN-0006	Test	07/24/2023	--	0	Paid	⋮

Showing data 1 to 8 of 256K entries

< 1 2 3 4 ... 40 >

Some Specific Areas for Easy Transformation

Livestock

- Feed Management thru controlled feeders
- Meat Processing thru automated plants
- Cattle Farming / Milk Processing thru temp Sensors

Agriculture

- Crop Management thru drones & laser levels
- Fruit Processing thru packaging & value addition
- Crop / Animal Waste into Biofuels

Handicrafts

- Thru promotion of culture and local labor
- Local cottage industry promotion

ICCIA Projects and Initiatives



SMEs workshop

Digital Transformation
for SMEs Workshop that
was organized on the
sideline of Dubai Expo
2020



ICCIA Accreditation

ICCIA works on a “sustainable chamber model” this model is based on the same pillars of accreditation to enhance the internal development of ICCIA members, it will be presented in the next workshop in Mauritania tentatively on 19-20 December



Chambers Digital workshops

Digital Transformation
Workshop for Chambers
of Commerce” organized
virtually with the
objective of facilitating
trade held in cooperation
with the COMCEC
November 9th – 10th 2021



Development Projects

Africa Support

Agricultural Commodities Exchange Market (ACEM), Nigeria, Mozambique, and Uganda

ACEM is a rules-based platform that will facilitate traders in the member region with price discovery, risk management, and more efficient physical trade — all of which are critical to transforming market systems for greater private sector engagement and enhancing food security.



The Digital Islamic Microfinance Bank aims to provide microfinance services contributing towards improving financial inclusion and capacity building among the economically active youth, women, and emerging M-SMEs in the G5 Sahel region.



Digital Transformation of SMEs - Mauritania

- Digital Transformation of SMEs workshop will be held in Nouakchott, Mauritania on 11th and 12th of October.

Digital Transformation of Chambers

- ICCIA has initiated a project to transform the operations of chambers of commerce from manual operations to digital operations.
- The first step of the project is advocacy towards Digital Transformation
- The second step is to go through the need assessment and capacity building process
- The Third step is to initiate the product development process

Upcoming Initiatives of ICCIA

- ICCIA Digitalization and E-Commerce Committees
- ICCIA Arts and Handicrafts Platform
- ICCIA Industry Linkage Platform
- ICCIA Digital Skill Upgradation Bootcamps
- Green Waqf Initiative

OBIC PARTNERS



Thank you

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