

# Sido chief counsels on e-commerce

By PETER KEASI

**SMALL** Industries Development Organisation (SIDO) Director General Mike Laiser has advised small and medium enterprises (SMEs) to develop aggressive e-trade strategies to compete effectively in export trade.

"For SMEs to compete in export trade, information is crucial through e-trade strategy training programmes," Mr Laiser said in Dar es Salaam over the weekend.

He said SMEs needed to enter into export trade competitively in the wake of

globalisation.

The Sido boss was speaking at the E-Trade Strategy Training Workshop attracted Executives and Senior Officials from both public and private sectors.

"It is now a fact that e-business will further promote competitiveness of SME products by providing relevant business and market information as well as promoting Tanzania's position in the digitised world economy," Mr Laiser said.

According to the DG, the government recognised that SMEs were among the key players in the international trade lacked accurate market information.

"We (Sido) commend the ITC-Geneva for their noble initiative and commitment to disseminate the materials, skills and tools to this endeavour to develop SMEs in Tanzania," he said.

He also challenged workshop participants to share and access local and global knowledge and opportunities while reducing exposure to vulnerability of isolation from globalisation.

Earlier, the Director of the Centre for International Business Development Services (CIBDS), Mr Remmy Temba, whose centre in partnership with International Trade Centre (ITC) organised the

workshop, said that CIBDS and ITC were committed to enhance competitiveness of local enterprises into international trade.

"This workshop culminates the five-month programme on 'winning with the web' that aims to create and disseminate the best practice case studies of SME e-traders," Mr Temba said.

Speaking at the same occasion, ITC Consultant Christian Planchette said the centre was all out to improve and promote Information and Communication Technology among SMEs in Tanzania.

He said 23 local entrepreneurs have been so far trained on methodology consultancy.