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THE FUTURE OF ITALIAN SMEs LIES IN DIGITAL EXPORT



With the Covid-19 pandemic more than 50% of Italian consumers have resorted to online shopping, addressing not only the large multi-brand marketplaces such as Amazon, Ebay, etc. ... but also the digital platforms of small companies.

The lockdown has not only accelerated the transition of SMEs to e-commerce, but has also changed the consumption habits of Italians who, in addition to electronics and clothing products, have purchased online also food, household and entertainment items.

The radical changes in the market due to the lockdown will remain definitive and irreversible, since the pandemic has generated an acceleration of years towards the future; it follows that the companies that will not invest in digital will have lost the entire acceleration of years condensed in 2020.

This trend is driving many SMEs to transform their business by moving to digital channels.

It is, therefore, now proven that the key to the relaunch of SMEs lies in digital export as a new way of doing international business through the use of marketplaces and e-commerce platforms.

This is precisely the moment in which SMEs must transform themselves into smart companies and establish channels of direct relationship with end customers, achieving a significant strengthening of the company's brand towards the consumer.

The outlet market for the digital export of Italian products is primarily the European one (53.2%), followed by Asia (23%) and the Americas (18%). Currently, the products most sold abroad, through online digital platforms, are those pertaining to the fashion sector (clothing, shoes, accessories), followed by the ones pertaining to food and home furniture sectors.

In support of the strategic role of digital in the internationalization of enterprises, the “Piano per l'Export”, issued by Italian Government last June, contains provisions in favor of e-commerce aimed at facilitating agreements with international digital platforms and facilitating the access of SMEs to an increasing number of marketplaces and digital fairs.

Leading social media companies are also investing to help SMEs use digital channels to overcome the pandemic crisis, providing them with information, products and programs for the development of digital marketing and export through online sales.

BACCIARDI and PARTNERS with its Technology Law and Digital Innovation Department is able to support companies in the adoption of the best technological innovation strategies, in the identification of platforms and digital tools for international trade management, as well as in the regulation of relationships with IT, logistics and financial providers, and also in the compliance with privacy and consumer law.