



eBay for SMEs

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eBay African Seller Event



Later the same week eBay's Zurich office hosted the first African Seller Event with sellers from Morocco, Ethiopia, Ivory Coast and Rwanda.

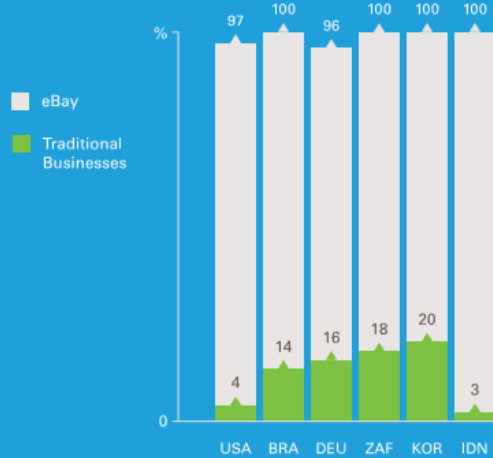
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Role of E-Commerce Marketplaces

95% of businesses on eBay export and they reach 30 export destinations on average



Share of eBay-Enabled SMEs Exporting vs. Traditional Businesses

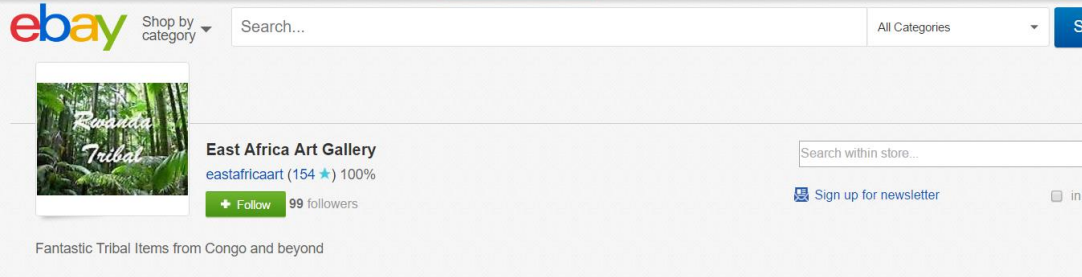


Average Number of Different Foreign Destination Markets



Note: Only exporters are considered

Exemple: Rwanda Tribal



The screenshot shows the eBay storefront for 'East Africa Art Gallery'. At the top left is the eBay logo with a 'Shop by category' dropdown. A search bar is in the center, and 'All Categories' is on the right. Below the search bar is a store banner with a green forest image and the text 'Rwandan Tribal'. The store name 'East Africa Art Gallery' is followed by 'eastafrikaart (154 ★) 100%' and a 'Follow' button with '99 followers'. A 'Search within store...' bar and a 'Sign up for newsletter' link are also visible. Below the banner, it says 'Fantastic Tribal Items from Congo and beyond'.



Featured Items



- Stay-home mom
- In Kigali, Rwanda
- In business since June 2015
- \$10k Sales

Appendix

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