

Digital Transformation in the Age of Artificial Intelligence

Empowering SMEs in the BRICS for a competitive future



Webinar 2: Market Access and internationalization for BRICS SMEs

Date: April 2, 2025; 9 AM to 12:00PM (Brasília time, GMT – 3)

Summary of time distribution (Total duration: 3 hours)

- **Welcome remarks** – 5 min
- **Opening remarks** – 10 min
- **Panel 1: "E-Commerce and SMEs in the BRICS"** – 40 min
- **Panel 2: "Fostering digital policies and internationalization for SMEs"** – 40 min
- **Round Table: "BRICS perspectives on SMEs digital transformation"** – 70 min
- **Wrap-up and closing remarks** – 10 min

Buffer time for transitions and contingencies: up to 15 min

Annotated agenda:

- ✓ **Welcome remarks and housekeeping announcements** – 5 min
A brief introduction to the event, platform guidance, and agenda overview.
- ✓ **Opening remarks** – 10 min
Institutional opening, providing context about the nature and objectives of the webinar series and setting the stage for discussions on AI, digital transformation, and the internationalization of SMEs.
- ✓ **Panel 1. "E-Commerce and SMEs in the BRICS"** – 40 min
This panel will explore how SMEs in the BRICS countries can leverage e-commerce strategies to overcome challenges, expand their market reach, and stay competitive in the global marketplace.

Key points:

- Trends and challenges in adopting AI tools for e-commerce in the SME sector
- Successful e-commerce strategies in BRICS countries
- Insights on BRICS government policies and private sector initiatives enabling SMEs to embrace AI in e-commerce.

Digital Transformation in the Age of Artificial Intelligence

Empowering SMEs in the BRICS for a competitive future



✓ **Panel 2: "Fostering Digital Policies and and Internationalization for SMEs"** – 40 min

This panel will explore the role of digital policies, governance frameworks, and AI tools in enabling SMEs to thrive both locally and internationally. The session will highlight how digital transformation, including AI, can foster inclusivity and facilitate the internationalization of SMEs within the BRICS region and beyond.

Key points:

- Harmonizing regulations across BRICS to support SME digital transformation and market access
- The role of AI and digital tools in expanding SMEs into new markets
- Case studies or examples of successful SME internationalization through digital strategies.

✓ **Round Table: "BRICS Perspectives on SME Digital Transformation"** – 70 min

A dialogue among representatives from BRICS nations, discussing national strategies, challenges, and opportunities in fostering SME digitalization and market access.

Key points:

- National successful approaches to supporting SME digital transformation
- Overcoming regional challenges in market access and digital adoption
- Collaborative opportunities within BRICS to foster SME growth

✓ **Wrap-up and closing remarks** – 10 min

A summary of key takeaways and information on the third and final event of the series, and the upcoming publication.