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*“Small businesses are the growth engines of the world’s economies. Yet, their success rate is not as good as it could be because of a lack of good business management practices. The SME Toolkit helps us provide a better means to support emerging markets.”*

—Lars Thunell, Executive Vice President and CEO, International Finance Corporation

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## SME Toolkit:

*IBM, IFC support community economic development through small businesses growth*



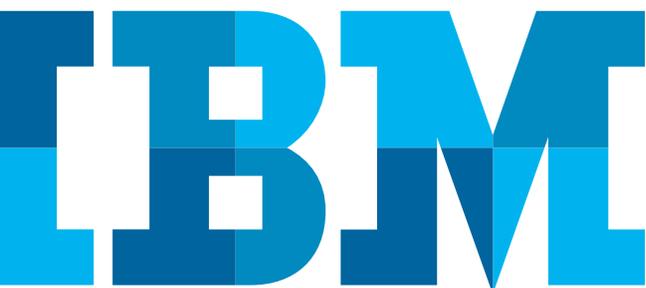
More than 1200 small business service providers around the world have been trained in the use of the Toolkit for business management classroom instruction.

IBM and the International Finance Corporation (IFC)—the private sector arm of the World Bank—have been working together to support small businesses around the globe since 2007. They co-developed a cutting-edge website to promote economic growth in underserved and emerging markets. The site provides complimentary access to essential business knowledge, online collaboration and world class training.

The SME Toolkit also helps small businesses go global by providing detailed market access, investment and trade information for the 64 most exported to countries.

### Generating jobs and growth

IBM, the IFC and a network of partners are working together to provide entrepreneurs and small businesses with guidance on how to implement sustainable business management practices, especially in areas such as finance, accounting, international business, marketing, human resources and insurance.





The SME Toolkit brings together business information, tools, training, advice and the latest technology to benefit small businesses.

The SME Toolkit is freely available online and consists of four key components:

- An easy-to-use Web, Mobile phone and CD-ROM interface that allows users to search for the content they need.
- Thousands of world class small business content articles covering the following areas of business management: Accounting & Finance, International Business, Marketing & Sales, Human Resources, Legal & Insurance, Operations and Technology.
- A robust content management tool that allows partners to manage the web site locally and in multiple languages.
- Training curriculum for consultants and SMEs.



The Toolkit is a free, open source, multilingual portal and content management system which emphasizes collaborative technology tools as well as in-person and online training.

Luttiga Presente, an entrepreneur selling recycled wood products in Capetown, South Africa, has seen the benefits of the SME Toolkit firsthand. Presente says the Toolkit has helped her with record-keeping and marketing. “It gave me confidence. I’m no longer afraid now to go to galleries and say: ‘I’ve got this product. Can you display these frames?’ Before, I used to undermine myself.”

#### **SME Toolkit: A perfect alignment of business and societal value**

The SME Toolkit is available in 32 different markets including the U.S. It is available in English and Spanish as well as 17 other languages ranging from Chinese (Mandarin) and Vietnamese to Portuguese, Hindi and Arabic.

“In a globally integrated enterprise, corporate citizenship means the alignment of business and societal value. The SME Toolkit is in perfect alignment with our IBM values and business strategy where we are experiencing rapid growth in the small and medium enterprise space,” said Stanley Litow, IBM President International Foundation and Vice President of Corporate Citizenship & Corporate Affairs.

The Toolkit currently attracts nearly five million unique visitors annually and is seeing steady growth as small and medium businesses increasingly take advantage of its powerful capabilities.

The SME Toolkit can be found at [smetoolkit.org](http://smetoolkit.org). For more information on IBM Corporate Citizenship and Corporate Affairs, visit [ibm.com/ibm/ibmgives](http://ibm.com/ibm/ibmgives) or call 914-499-1900.



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