



GIF Update

January 2019

2018 Year in Review

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GIF is a nonprofit startup that connects entrepreneur, small business, development, and university communities with policymakers and select corporations to explore the opportunities and challenges of engaging in the global marketplace.

Jake Colvin
Executive Director

Claire Pillsbury
Deputy Director

Veronica Berkshire
Communications Director

European startups & digital trade: GIF hosts events in Paris

On February 28, 2018 the Global Innovation Forum hosted a [private lunch at the OECD](#) to discuss the “Going Digital” project. Startup founders and corporate representatives joined OECD staff to discuss the role of businesses of all sizes in the global economy in the digital age. Companies discussed how they use digital technologies and platforms to run their business on a global basis and access international markets and OECD officials provided an update on their [Going Digital project](#).



On March 1, 2018 the Global Innovation Forum and France Digitale hosted a [private breakfast at Techstars, Paris](#) to discuss how startups are leveraging technology to go global. The event brought together startup and small business founders, policymakers, corporate representatives and community partners to discuss the role of online platforms and programs in the global success of European startups and scaleups.

Startup Global Austin

On March 11, 2018 the Global Innovation Forum and U.S. Department of Commerce, International Trade Administration hosted a [Startup Global event in Austin, Texas](#). The brunch brought together corporations, startups, community partners and government officials from around the world to share best practices to support global startup success.

Global startups, including Paris-based MAD, London-based Decible Insight and New Jersey-based Aerofarms, shared how their companies are global and the technologies they rely on most to engage with customers and partners abroad.

Representatives from the U.K., New Zealand, Singapore, Korea and the U.S. spoke about key programs and policies to help startups go global, including Singapore’s regulatory sandbox for fintech and gold key programs offered by the U.S. Department of Commerce.



U.S. - UK SME Dialogues: DC, London & NYC

GIF strengthened its relationships with USTR and the UK Government by supporting 3 US-UK Small Business Dialogues in [Washington, DC](#), London and [New York](#). Topics covered in the discussions included promoting innovation for SMEs, digital trade, cybersecurity, e-commerce tools and government resources for SMEs.

These SME dialogues are [one of the deliverables](#) of the U.S.-UK Trade and Investment Working Group convened by Ambassador Lighthizer and UK Trade Minister Fox.



GIF @ UNCTAD E-Commerce Week 2018

GIF participated in UNCTAD e-commerce week in April 2018, organizing meetings with U.S., foreign and WTO officials and events around the role of global e-commerce in enabling small businesses and development.

On April 17, 2018 the Global Innovation Forum hosted a private breakfast with the Friends of E-Commerce for Development at UNCTAD. GIF convened Ambassadors from countries including Argentina, Australia, Costa Rica, Colombia, Mexico, Montenegro, Pakistan, Sri Lanka, Uruguay along with business and technology leaders and entrepreneurs to explore how e-commerce can promote development and the role of institutions including the WTO to support the ability of entrepreneurs and SMEs in developing countries to access customers, partners and opportunities via the global digital marketplace.

GIF continued its informal work with the World Economic Forum, co-hosting a

reception that brought together trade and e-commerce negotiators from countries including Australia, Bahrain, Brazil, Canada, Mexico, New Zealand, Nigeria, the United States.

On April 18, 2018 GIF Deputy Director Claire Pillsbury participated in a panel discussion on E-Commerce and Women Empowerment in Developing Countries. This session considered the role that e-commerce plays in empowering women in developing countries and the policies required to support women e-commerce entrepreneurs.



Small Business in 2018: Digital, Global, and Diverse



On May 10, 2018 the Global Innovation Forum and PayPal hosted an event "[Small Business in 2018: Digital, Global, and Diverse](#)" at [Make Offices in DC](#). The forum explored how technology is changing the landscape of small businesses in the global economy.

The forum explored how technology is changing the landscape of small businesses in the global economy with a diverse group of small business owners from Lisa Jones-Smith from Worldwide Group Travel in New York to Abe Gonzalez of RPC Global in Texas. The forum also featured government and private sector leaders who discussed lessons for maximizing the cross-border opportunity.



GIF @ WeDC Fest 2018

On September 27, 2018 the Global Innovation Forum organized and moderated a [panel "DC as a Global Beacon: How to make an international impact from the DMV"](#) during the first annual WeDC Fest organized by the Washington DC Economic Partnership.

were joined by Amgad Shehata of UPS and Tricia Van Orden of the Department of Commerce to explore the global impact of entrepreneurs in the region and the public and private sector resources available to support their journeys.

DC-based entrepreneurs Kalliopi Vlastos of HatchApps and Mike Stubbs of FiscalNote



GIF Releases 'New Faces of Trade: ASEAN Women in E-Commerce'

On August 30, 2018 the Global Innovation Forum released a new report "New Faces of Trade: ASEAN Women in E-Commerce," profiling women-owned businesses across countries in the Association of South East Asia Nations (ASEAN) who have found success in the global marketplace.

The report shares the stories of incredible women entrepreneurs in each of the 10 ASEAN member countries while also exploring the different aspects critical to digitally enabled global businesses. Key takeaways and policy recommendations are summarized into the following sections:

1. Go to market: storefront, platform or both?
2. Payments, financial services, & fintech
3. Social media & search
4. Customs & international shipping
5. Cloud based services & productivity tools
6. Transparency & compliance
7. Government resources & programs
8. Policy recommendations.

The report concludes with lessons from the stakeholders, including challenges that

the women entrepreneurs face as they grow internationally and ways in which governments can support a more open and accessible global marketplace.

Read or download the report [online](#).



Startup Global Baltimore

On October 11, 2018 the ETC Baltimore, Technical.ly, the Global Innovation Forum, the U.S. Commercial Service and the International Trade Administration co-hosted the [10th Startup Global event during Baltimore Innovation Week](#).

The sessions explored the opportunities and challenges of operating globally, including the impact of tariffs, how to navigate foreign regulations and protect your ideas,

and to discover public and private sector resources to help your globally-minded business succeed. Speakers included local entrepreneurs and small business leaders -- such as Under Armour and Adashi Systems -- as well as legal experts and government officials from the city, state and federal level.



Startup Canada Salon Lunch

On October 16, the Global Innovation Forum, Startup Canada, BDC, Intuit and PayPal hosted a private [luncheon discussion during Canadian Small Business Week](#) to explore the advice, best practices and policies that can help Canadian startups and small businesses to succeed globally.

The Global Innovation Forum moderated the group discussion about simple steps entrepreneurs can take to help their business succeed globally and the tools from both the public and private sector that are available to help them do so effectively.

Helping Canada's Startups and Small Businesses Succeed Globally

Please join us for a private salon lunch during Canadian Small Business Week to discuss the role of global markets in the success of Canadian startups and small businesses and to share best practices and government policies to support their success.

October 16 from 12:00pm - 2:00pm
Rideau Club
99 Bank St, Ottawa, ON K1P 1H4, Canada

Hosted by

GIF **START UP CANADA**

In partnership with

bdc **INTUIT** **PayPal**

Simple Steps for Global Success: London, Brussels & Paris

The Global Innovation Forum hosted a series of events in Europe to discuss simple steps startups and small businesses can take to succeed globally.

- [London](#) -

On December 3, the Coalition for a Digital Economy (Coadec) and the Global Innovation Forum in partnership with Intuit and Wilson Sonsini Goodrich & Rosati, hosted a salon style dinner and conversation featuring perspectives from London-area startups engaged in the global marketplace along with government professionals and technology leaders. The conversation explored best practices and policies that can enable British startups and small businesses to participate globally post-Brexit with interventions from London-based startup Inclusive Trade, UK Department of International Trade and SelectUSA.

- [Brussels](#) -

On December 4, the Global Innovation Forum, Allied for Startups, Intuit and SelectUSA hosted a roundtable discussion to explore the advice, best practices and policies that can help European startups and small businesses to succeed globally.



The conversation began with remarks from MEP Ashley Fox, followed by interventions from EU-based startups, DG Connect, the European Commission and the US Mission to the EU on best practices about how startups can succeed globally and the role of institutions in Brussels to support their global success.

- [Paris](#) -

On December 5, the Global Innovation Forum, the European American Chamber of Commerce, Intuit and SelectUSA, hosted a salon style conversation over breakfast featuring perspectives from French-area startups engaged in the global marketplace along with government professionals and technology leaders. Participants included French-based startups such as knot and Klaxoon, community partners from Tech in France and The Family, as well as government representatives from SelectUSA, the U.S. Embassy in Paris and Consil National du Numerique.



