

## URUGUAY'S COMPANIES CAN SELL THEIR PRODUCTS IN AMAZON



**The US e-commerce giant this week included Uruguay as an eligible country to sell products through its platform.**

“We are pleased to announce that Uruguayan companies can now sell on Amazon. We look forward to working with Uruguay's dynamic business community, including small and medium-sized businesses, and helping them connect with consumers around the world,” said Eric Broussard, vice president of Amazon International Seller Services.

E-commerce has become a key element for the growth of many companies, but especially for micro, small and medium-sized companies, which in Uruguay represent 78% of the core of exporting companies.

Despite their numerical importance, MSMEs represent only 6% of the exported value, but they generate 20% of jobs in the core of exports, which represents approximately 14,049 people employed according to 2020 data.

The opportunity to access new markets through electronic commerce is essential, and public policies and the design of support tools aimed at promote the internationalization of this type of companies. Training in export culture and the provision of tools and information for greater internationalization of SMEs is the essence of our agency's role, said Uruguay XXI.

The founder of SouthWool Handbags, Florencia Díaz, beneficiary of this type of training, gave her opinion on the possibility that Amazon is now opening up and indicated that “it is good news to know that it will allow the sale of products from Uruguay. For small and micro companies like ours, the possibility of accessing markets abroad and exhibiting products made by artisans, with the sum of national design and raw materials, is of vital importance. Each new path that opens up represents an opportunity for exponential growth”.

The director of the company OUND, Paula Delgado, who is supported by this initiative, also spoke about the opportunity that Amazon provides them. “Selling over the internet opens up a world of possibilities and access to customers who greatly value what is produced in Uruguay. I started my business mainly online, selling Uruguayan merino wool and skilled Uruguayan labor that is valued. We need to know where to position ourselves, generate a desirable product abroad with the resources we have here and take advantage of this platform that allows us to generate direct contact with customers all over the world”, she said.