



Challenges and Opportunities for E-commerce Adoption by SMEs in Egypt 2008

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Abstract

Egypt has seen significant economic growth in recent years, but small and medium-sized enterprises (SMEs) have been slower to adopt e-commerce compared to larger firms. A qualitative approach was used to gather data from interviews with SME owners and analysis of existing e-commerce policies. SMEs face high costs related to setting up digital infrastructure, which is a significant barrier to entry. However, there is strong interest in using e-commerce for market expansion. While challenges persist, the potential benefits of e-commerce adoption are substantial and warrant targeted support from government agencies. Policymakers should provide financial incentives for SMEs to invest in digital infrastructure and offer training programmes to improve their online selling capabilities.

Keywords: *Economic Growth, Small Business, Technology Adoption, Internet of Things, Supply Chain Management, Digital Transformation, Geographic Information Systems*

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