

Free E-commerce Catalogs for SME Networks Using Google Tools & Servers

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OpenEntry

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OpenEntry is an e-commerce platform enabling SMEs to generate full function catalogs able to accept credit card payments. It also makes it easy for such as chambers of commerce, industry associations, and trade promotion organizations to aggregate their members catalogs (even those not built with OpenEntry) into powerful "network markets" capable of generating the visibility and credibility necessary for e-commerce.

OpenEntry was recently relaunched using Google tools and servers and is now offering free e-commerce catalogs (software, hosting, user support) for SMEs worldwide. The United Nations Development Program documented OpenEntry's role in generating 4000 jobs in Nepal for artisan women and young IT professionals (see <http://sdnhq.undp.org/e-comm>).

OpenEntry Founder and CEO, Dan Salcedo, will present cases from implementations in 44 countries and conduct a live demonstration of creating free e-commerce catalogs.

Track: 2. Small Business in Developing & Transition Economies