

Protegra – Executive Brief

Protegra is a platform that helps institutions support SMEs to grow internationally. It brings together the tools, insights and services needed to help businesses reach and engage with global markets.

By combining coordinated online services with actionable market insights, Protegra enables organisations to deliver structured, scalable support to their SME communities.

Key Concept

SMEs often face structural barriers when attempting to expand internationally. These barriers include fragmented support systems, limited international visibility and uncertainty about which markets offer genuine demand.

Protegra addresses these challenges by establishing a coordinated ecosystem that connects SMEs with markets, intelligence, partners and export support services.

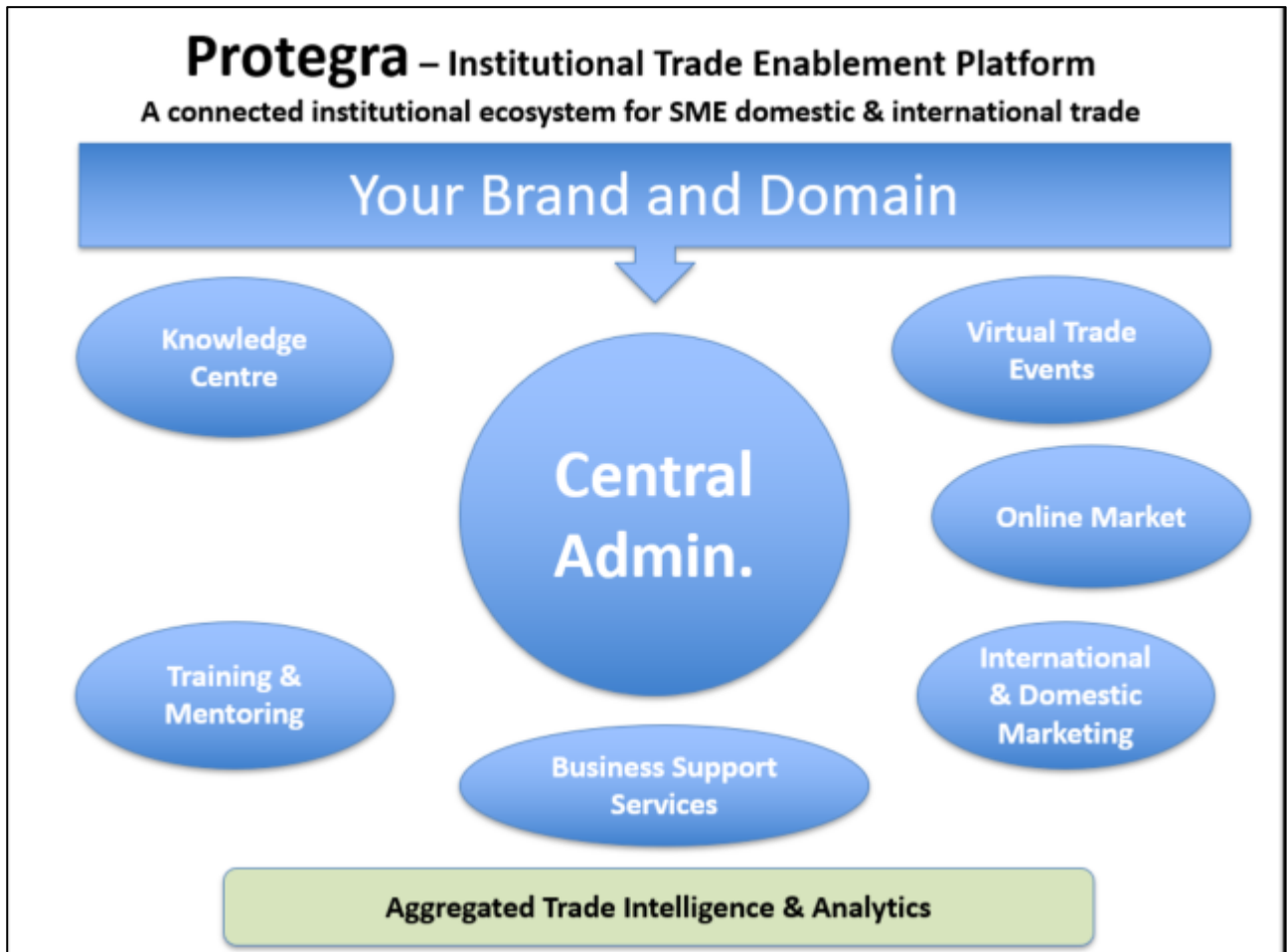
At the core of this approach are Multilingual Microsites, which enable SMEs to build an international online presence while also generating aggregated market data. This provides sponsoring organisations with unique insights into demand, engagement and market trends across their SME communities.

Core Outcomes

- International visibility through multilingual digital presence
- Aggregated analytics revealing geographic, sector and product demand
- Data-driven export promotion strategies for institutions
- Structured engagement between SMEs, buyers and support providers

Institutional Value

Protegra enables chambers of commerce, export promotion agencies, trade associations and financial institutions to deploy digital trade infrastructure without internal technology development, while generating valuable market intelligence across their SME base.



For more information, see: [Protegra](#)

Knowledge Centre Resources

Additional guidance on export visibility, multilingual digital presence and digital trade infrastructure is available in the [ExpoWorld Resource Library](#).

The Resource Library provides an overview of all [Knowledge Centre](#) publications, together with short descriptions of each document.

Additional resources are added periodically. Updated publications will appear in the Resource Library as they become available.