

EXPORT MARKETING AND BRANDING

E-SOLUTIONS: ENABLING ACCESS TO DIGITAL TOOLS AND MARKET PLACES



E-SOLUTIONS PROGRAMME: ENABLING ACCESS TO DIGITAL TOOLS AND MARKET PLACES

The International Trade Centre (ITC), with partners in the private and public sectors, provides **capacity building services** and **business advisory solutions** to small and medium-sized enterprises (SMEs) in developing countries, to help them overcome the barriers to e-commerce and enable them to successfully and cost-effectively commercialize their goods and services online.

Through a set of tools and services developed by ITC (“e-solutions”) partners are able to accompany small businesses in all the steps necessary to access online market places, receive payments, legally import their goods and services and handle the logistics and commercial cycle of international e-commerce.

BUILDING CAPACITIES AND PROVIDING ADVISORY TO HARNESS THE POTENTIAL OF THE WEB

ITC helps to transform the prospects of SMEs in developing countries by overcoming the barriers to trade in e-commerce. Training courses and advisory services are carefully adapted to the needs and context of each country. These modules each solve specific challenges and together deliver solutions to the barriers.



eMail

Online market place which enables sharing the costs of payment solutions, logistics and marketing – and re-listing on major sites from one place.



ePayment

Payment modules ready to integrate into e-commerce sites and market places. Compliance with financial regulations.



eLogistics

Access to cost effective outbound logistics, storage and management of goods delivery within target markets and returns management.



eTrade Permit

Representation services ensuring conformity with legal and fiscal requirements in markets such as the EU, USA and Japan.



eTrust

Internationally recognized qualified digital signature and SSL certificates for SMEs. National framework for eSignature.



eCRM

Cloud-based solutions and support for sales and customer service to the standards expected by international customers.

TARGET AUDIENCE

Success in e-commerce depends on working with different groups in the public and private sectors:

- **Government:** Facilitating the incorporation of e-commerce into national export strategies, advising on fiscal and legal issues including model laws and establishing public-private consultation.
- **TSI:** Establishing mutually owned legal and fiscal structures, providing shared technology, payment and logistics platforms.
- **SME:** Providing training and advisory services in online marketing, building and maintaining trust, ensuring compliance with legal and fiscal requirements.

CASE STUDIES

MADE IN MOROCCO



ITC is helping Made in Morocco to set up fiscal and legal representation in the EU and USA, and to organize international logistics.

Made in Morocco is:

- An Economic Interest Group (EIG) where the sellers own shares in the common institution.
- This EIG has launched a shared online market place to promote and sell their products together under a national label: www.made-in-morocco.ma
- Made-in-Morocco.ma has more than 400 000 SKU's and more than 300 participating SMEs which benefit from shared payment solutions, logistics and marketing.

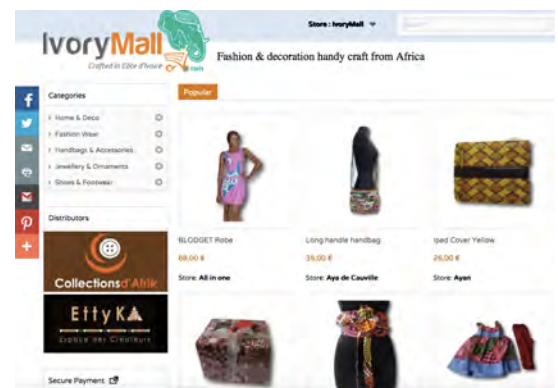
IVORY MALL: ONLINE FASHION FROM CÔTE D'IVOIRE

A recent pilot implementation of an e-commerce solution in Côte d'Ivoire allowed 12 fashion designers to list their products and, for the first time, accept international credit card payments.

The training provided the individual companies with the practical knowledge to manage the life cycle of an e-commerce transaction by a eFulfillment partner in France, from the collection of a secure payment online to the delivery of the goods at the final customer.

“Thanks to this training (on overcoming barriers to trading through e-commerce) we have been able to answer problems with which we have been struggling for many years”, Pacy KADIO-MOROKRO, DG, YALERRI, Côte d'Ivoire.

“This was a very timely training in the development of my business: without this knowledge the barriers are almost insurmountable”, Bénédicte APETÉY, AYAN, Côte d'Ivoire.



IT SERVICES IN KENYA AND UGANDA



ITC has elaborated a platform and tools that support service companies.

For the IT Services sector in Kenya and Uganda the team is building solutions which allow the vendors to discuss with potential clients in foreign markets on a more even footing. By establishing corporate structures in target markets (USA/EU) and a shared online platform (eMall) ITC is enabling the African companies to compete more effectively for higher value international business through:

- Consolidating the resources of the various small vendors.
- Developing shared marketing approaches.
- Implementing a platform for quality control.
- Promoting direct interaction with potential clients.
- Building trust in the target markets.
- Enabling receipt of international payments.

HOW TO START WORK TOGETHER:

1

Official request:

By receiving a request from you we are able to begin the work of evaluating the best way of responding to your needs. www.es4b.org/request

2

Needs assessment:

Together with you we build the case for support.

3

Project design:

We define a strategy, select the modules and develop an implementation plan with you.



With your support ITC promotes the project toward potential financing partners in order to begin project implementation.

FOR FURTHER INFORMATION, PLEASE CONTACT US



International
Trade
Centre

Contact person: Mohamed Es Fih, E-solutions Adviser

E-mail: esfih@intracen.org

Telephone: +41 22 730 0350

Contact person: James Howe, Senior Adviser International Marketing

E-mail: howe@intracen.org

Telephone: +41 22 730 0645

Street address: ITC, 54-56, rue de Montbrillant, 1202 Geneva, Switzerland

Postal address: ITC, Palais des Nations, 1211 Geneva10, Switzerland

Internet: www.intracen.org