THE CARAVAN OF PEACE

Physical and virtual exhibition day

Come, hear and interact with entrepreneurs from Africa and the Middle East. Discover how international trade can boost businesses leading to higher incomes and stronger economies. See how this can help stabilize communities, bridge divides and build peace.

Virtual Reality 360° visits of artisans’ workshops in participating countries will be offered. VR headsets will be available to guests who have a smart phone.

1 July, 11:00 to 19:00
Place des Nations, Geneva

11:45 Welcome

12:00 Rania Kinge, Syria
Dignity for displaced women in Damascus

12:15 El Amine Serhani, Morocco
Nomadic traders of the Sahara

12:30 Mahlet Afework, Ethiopia
From bullets to bracelets

12:45 Anna Kim, Rwanda
A new place for women in the coffee industry

13:00 Q&A

THE e-COMMERCE CARAVAN

Physical and online shopping

- 30 June, 11:00 to 17:00
  Palais des Nations, Hall 6, Building C, Geneva

- 4 July, 11:00 to 19:00
  WTO, Rue de Lausanne 154, Geneva

- 5 July, 11:00 to 17:00
  ITC, Rue de Montbrillant 54-56, Geneva

- 6-7 July, 11:00 to 17:00
  eBay, Pfingstweidstrasse 60, Zurich

Buy direct from producers and designers from www.ecomcaravan.org:
Côte d’Ivoire - Ethiopia – Morocco - Rwanda - Senegal – Syria

ITC’s e-COMMERCE INITIATIVE

The purpose of the e-Commerce Initiative is to give small and medium-sized enterprises (SMEs) the opportunity to promote their brands and to retail their products directly to consumers in target markets. Along the way, they acquire cross-border e-commerce skills that allow them to increase sales and win the confidence of a growing set of consumers. Building a good reputation online is a major step to developing their own brands and getting a better price for their goods.

The e-Commerce Caravan is an ITC event where physical and virtual worlds meet to promote and sell authentic products produced by SMEs working with ITC.

The ITC e-Solutions programme is a modular portfolio of advisory and capacity-building services, which enable SMEs from developing countries to successfully trade in international markets through digital channels.

With the cooperation of

E-COM COOP LTD.

An e-commerce cooperative (e-ComCoop Ltd.) has been registered by a group of SMEs who are ITC beneficiaries. ITC and DHL assisted in the setup of this cooperative and have equipped it with e-solutions for solving the issues around e-payments, e-logistics and the authorization for distribution in the Swiss market.

The e-ComCoop belongs to participating SMEs and is operated by them. Grouping services together for the benefit of its members, it reduces the cost of a range of activities per SME. The e-ComCoop is the commercial entity that will be importing and selling the goods in Switzerland and Europe, on behalf of each SME member.

FOR MORE INFORMATION

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#eComCaravan
WHY A CARAVAN?

For a producer or designer from a developing country, it can be very difficult to access international markets and to conduct marketing and promotional activities. The high cost of logistics and international payments can make their products non-competitive. A small company cannot solve these issues alone.

ITC has developed e-solutions that address all these issues, and has grouped entrepreneurs from several African and Middle Eastern countries in a mutually-owned cross-border e-commerce cooperative called eComCoop Ltd. Together, small and medium enterprises (SMEs) can share fiscal, logistic and payment solutions and, most importantly, marketing efforts.

HOW DOES IT WORK?

Buying from a seller located in a developing country through e-commerce channels can sometimes be perceived as a risky endeavour because the sellers are unknown and payment possibilities are limited. But when the eComCaravan passes through your country or city, you get a chance to buy authentic, high quality products at attractive prices, directly from the producers.

Buy on the ground: engage with the entrepreneurs; look at, pay and carry home amazing products.

Buy on the Internet: While the eComCaravan is here, all online orders are shipped for free anywhere in Switzerland thanks to a partnership with DHL.

MORE THAN 1000 PRODUCTS

From six countries: Côte d’Ivoire, Ethiopia, Morocco, Rwanda, Senegal and Syria

- Home decor: lamps, carpets, cushions, baskets, pottery, teapots and tea boxes, frames, cups, candles and handicrafts.
- Apparel: clothing and accessories for women, men and kids; shoes, summer sandals and jewelry.
- Beauty and spa products: argan beauty products, face masks, body scrub, cosmetics, traditional soaps, essential oils, flower water sprays and fragrances.
- Culinary products: spices, coffee, olive and argan oils.