E-commerce for sustainable businesses
Ghana, Kenya, Laos, Peru, Vietnam

E-Commerce in the post COVID-19 era
COVID-19 is forcing B2B and B2C businesses to accelerate their shift to digital trade. Mobility restrictions and health considerations have forced whole consumer segments to shop online and also B2B buyers show a strong preference for digitally enabled sales and are looking for suppliers that provide an outstanding online experience. There is an opportunity to leverage the shift to digital for augmenting existing offerings, targeting new customers and creating new product lines.

Sustainable brands go digital
The International Trade Centre's (ITC) Green2Compete Programme has established Hubs in Ghana, Kenya, Laos, Peru and Vietnam to help small businesses implement more sustainable business practices and access foreign markets. To help these businesses position their products in international markets, the programme is joining forces with the ITC e-commerce team ecomConnect. A group of local e-commerce coaches is trained and prepared by ecomConnect to accompany the businesses on their way to sell online.

PROJECT OVERVIEW:

- 10+ coaches
- 70+ businesses
- Products: Handicrafts, Fashion, Cosmetics, Coffee, Tea, Cocoa
- Duration: 2020-2021
- Funded by the Swedish International Development Agency

Modules:
- Marketing and Branding
- Export management and logistics
- Website and e-store development
- Digital marketing tactics
Meet the Coaches

"I look forward to seeing Lao products enter the international market! Taking part in this e-commerce project as a coach allows me to gain knowledge from highly experienced international experts and exchange knowledge with the local business community."

Luckanong Souliyavong, E-commerce Coach, Laos

"The Covid-19 pandemic has taken its toll on all industries, but there is still a chance to start practicing and promoting sustainability.

As a national consultant of the project, I am ready to support sustainable enterprises in Vietnam, especially handicraft businesses, to overcome the barriers to selling on international marketplaces."

Yen Nguyen, E-commerce Coach, Vietnam

"Just like a sponge, I hope to soak in as much insight and information working with SMEs and ITC on e-commerce and sustainability. I want to play an instrumental role in guiding small businesses in Ghana to be more sustainable in their business approach and access foreign markets through e-commerce."

Bernard Sokpe, E-commerce Coach, Ghana

Meet the Companies

"I find the e-commerce component very interesting, meaningful and it comes at the right time for us. Our coach provides us with real examples we can relate to. From the lectures, we can understand what we’ve been missing. We currently plan to open an Etsy store and push our current e-commerce shop and we will apply the knowledge and skills gained to do so."

Nguyen My Linh, Green Net, Vietnam

“Receiving practical guidance from the coach is helpful for us. We can access essential marketing and branding tools and learn about the importance of e-commerce to expand our e-commerce website and marketplace, while having a positive impact on the community."

Khamphan Keothavy
Bolaven Plateau Coffee Producers and Cooperative (CPC), Laos