

TRAINING SMALL BUSINESS ON CROSS BORDER E-COMMERCE

International Trade Centre (ITC), in cooperation with the Academy for International Business Officials (AIBO) and the Department of Commerce of Zhejiang Province (DOFCOM Zhejiang), will support a limited number of selected Micro, Small, and Medium-sized Enterprises (MSMEs) from **Lao PDR, Cambodia, Myanmar, Honduras, Ecuador and Costa Rica** to participate in a 12-day training program (Seminar on Cross-border E-commerce and Digital Trade for MSMEs Entrepreneurs from Developing Countries in China) during 18-29 September 2024, including participating in the 3rd Global Digital Trade Expo (GDTE) which will be held in Hangzhou during 25-29 September.

ITC is for the 3rd time participating in the Global Digital Trade Expo (GDTE) on 25-29 September 2024 in Hangzhou, China.

GDTE 2024 will be co-hosted by the Ministry of Commerce of the People's Republic of China (MOFCOM) and the Zhejiang Municipal People's Government. Government officials, business communities, exhibitors and professional buyers across the world are expected to participate again in GDTE.

For more information, please go to the GDTE website: <https://www.gdte.org.cn/En/>

OBJECTIVES

ITC and AIBO will support MSMEs from developing countries to build its capacity on cross border e-commerce and participate in GDTE 2024. MSMEs will be able to:

- Promote their products and services with good export potential to China
- Familiarize themselves with Chinese market requirements including product quality, delivery conditions, export pricing, market trends and offers by competitors.
- Meet potential Chinese and international business partners.

EXPECTED RESULTS

- MSMEs exhibited and promoted their products and services.
- MSMEs reported improved knowledge and understanding of the Chinese market.
- MSMEs established and consolidated business contacts with Chinese buyers.

PROGRAMME

The training program (16 – 24 September) in Beijing will be organized in the campus of AIBO MOFCOM and includes topics on:

- China's experience of reform, opening up and economic development;
- China's preferential trading arrangements with developing countries;
- Chinese market supervision and regulation requirements;
- Chinese customs clearance procedures and requirements for imported products (cross-border e-commerce related);
- E-commerce development and cross-border e-commerce management procedures in China;
- B2B and B2C ecommerce practices.
- Field visits to Chinese village (poverty alleviation case study), the Great Wall or big commodity market.

Activities during the 3rd Global Digital Trade Expo (25 to 28 September) in Hangzhou Zhejiang will include:

- Exhibition and display of samples at the ITC booth during GDTE;
- Business visit to Alibaba headquarter;
- Business match-making meetings (arranged by the China Council for the Promotion of International Trade, Zhejiang Sub-Council (CCPIT Zhejiang) (TBC).



The websites of AIBO and GDTE are as follow for your reference.

<https://www.china-aibo.cn/en/>

<https://www.gdte.org.cn/En/index.htm>

CONDITIONS FOR PARTICIPATION

Entrepreneurs wishing to apply need to fulfil the following criteria:

- Interested in cross-border e-commerce business, applicants who have already started their cross-border e-commerce business and wish to upgrade their skills will be prioritized;
- Possess good communication skills in English.
- Physically fit and able to travel alone for international trip;
- Priority will be given to young entrepreneurs and female entrepreneurs;
- Entrepreneurs who know the Chinese market or already have potential Chinese partners will be prioritized.

Participation is by invitation only. Company selection will be confirmed by ITC.

ITC, AIBO MOFCOM AND ORGANIZER OF GDTE WILL COVER:

- International travel costs – arrival in Beijing on 16 September and return from Shanghai (Hangzhou) on 29 September;
- Intercity travel (high speed train) between Beijing and Hangzhou;
- Accommodations and meals in Beijing and Hangzhou;
- Local transport (airport-hotel-expo);
- Visa arrangements (with letter of invitation to be facilitated through AIBO MOFCOM);
- Exhibition booth space, furniture and set-up;
- Preparatory workshops / webinars;
- Promotional catalogues in English and Chinese;
- Matchmaking with buyers mobilized through various channels (i.e. business sector associations in China, China-based Embassies, ITC booth);
- Intensive logistical and coordination support prior and during the event incl. briefing session in Beijing prior to CAETE;
- Advisory support to facilitate contacts and business negotiations with potential buyers;
- Follow-up to facilitate and monitor the status of initiated transactions, identify and help address possible challenges, capacity building and complementary technical assistance as part of related ITC projects.

THE SELECTED MSMES NEED TO COVER THE FOLLOWING COST:

- Shipment of product samples/exhibiting materials, promotional material and related costs – with advice and relevant contacts to be provided by ITC;
- Any additional expense during their travel and stay in China except the cost covered by the training program listed above.

HOW TO APPLY

A fully completed application questionnaire through the following link :

<https://surveys.intracen.org/response/G2tIYnJRTwQEYIFzVFF9S0d6dHo>

Following document are required to be upload during the application

- copy of the company's representative passport with validity of at least 6 months after 29 September 2024;
- copy of the official registration / business license of the company;
- logo of the company in high quality (about up to max 400–600 pixels wide for a large image; 100–200 for a thumbnail image, 72 DPI);
- a brochure and / or video of the company.
- a completed PPT template (attached) to serve as a concise catalog input to present the company and provide relevant contact, product and business details

Please be informed that the application deadline is 15 July 2024 and any application received after that date will not be considered. Only selected companies will be contacted by ITC and receive confirmation before 1 August 2024.

For any specific information please contact Ms. Hu Duanmei, dhu@intracen.org, Mr. Rob Kohlmann rkohlmann@intracen.org and/or Mr. Mao Tianyu tmao@intracen.org