



## GUIDE 5

# e-TradeDeskSERVICES

*This is a working document subject to modifications as new services become available or old ones are removed. e-TradeDesks are at liberty to add services not covered by this document insofar as they are in accordance with the philosophy of the WTPF and lie within the scope of its contemplated activities.*

## e-TradeDeskSERVICES

### INTRODUCTION:

To capitalize on trade opportunities across the globe, small and medium-sized companies in particular require services that help them participate more actively in e-commerce to initiate contacts and then provide them with access to a broad range of trade-related information.

As providers of trade services, e-TradeDesks have the main goal to foster and empower the cross-border e-commerce, representing the Access Centres to a cross-border e-commerce Program and its platform developed by the WTPF and a Hub for the promotion of cross-border e-commerce tools.

Among the centralized services provided by the World Trade Point Federation for Trade Points and e-TradeDesks to offer their client companies, the [ETradeID](#) and [Electronic Trade Opportunity \(ETO\) Trust System](#), (all accessible at: [www.tradepoint.org](http://www.tradepoint.org), [www.etradeid.world](http://www.etradeid.world), [www.etotrust.com](http://www.etotrust.com)), in particular constitute real added value in international trade services.

The e-TradeDesks should be very clear on the fact that the above services provided by the WTPF are just a central core around which to structure further service offers. Each e-TradeDesk is expected to design and include in its Action Plan a value-added service structure based on the business needs identified in the initial market assessment carried out for the purpose of setting up the e-TradeDesk.

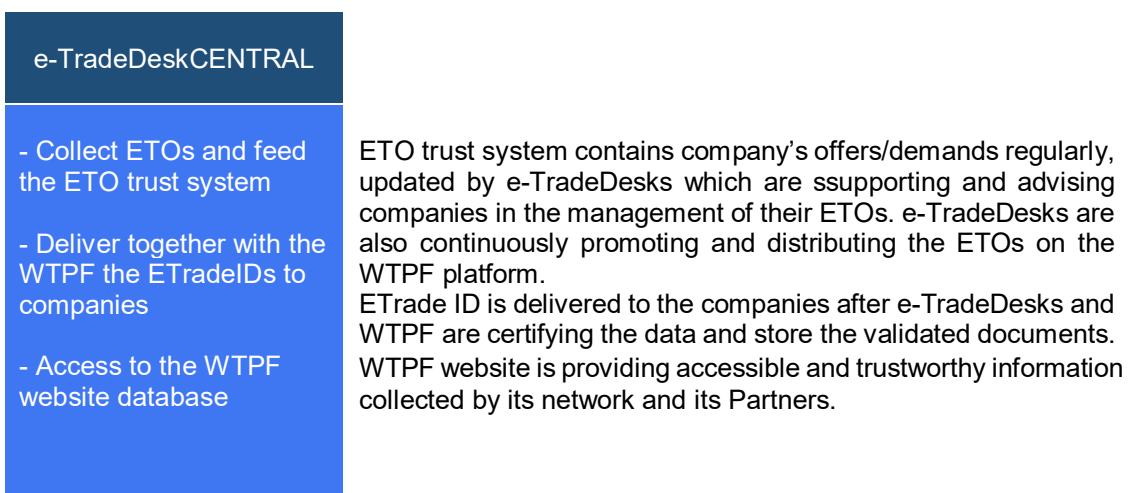
To assist in this task, the WTPF has designed two service modules to help e-TradeDesk put together service packages:



### e-TradeDesk**CENTRAL**

This is the basic module and the services it contains are mandatory, constituting the minimum services requirement for every e-TradeDesk.

This module comprises the following services



## e-TradeDeskCONSULTING

The following are examples of services to be included in this module:

### e-TradeDeskCONSULTING

- Detailed e-market analysis
- Development of new e-markets
- e-Trade lead searches
- Consultancy on customs issues
- Country-specific advice
- Advice on finance and tax issues
- Participation in trade e-fairs

The services shown here are only suggestions, and are non-obligatory. The most important aspect is to take into consideration each local situation and answer to the local needs of SMEs by activating the relevant services. The focus will be put on the additional services in support of the trust ETO system and e-trade facilitation services.

## IMPLEMENTING THE SERVICE MODULES

After implementing the mandatory services offered in e-TradeDeskCENTRAL, e-TradeDesks can address the services under e-TradeDeskCONSULTING. A certain level of expertise is required to be able to offer this type of service, and it is crucial that e-TradeDesks work on the Consulting module to establish true added value for their SMEs.

With respect to services requested by other e-TradeDesk or Trade Points (or their client companies), it is expected that a certain basic level of information will be provided free of charge and WTPF will monitor and check that the overall quality and speed of responses are meeting the quality standards.