



HOW TO ESTABLISH AND IMPLEMENT AN E-TRADE DESK

GUIDE 5

E-TRADE DESK SERVICES

This is a working document subject to modifications as new services become available or old ones are removed. e-Trade Desks 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.



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-Trade Desks 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-Trade Desks to offer their client companies, the e-Trade ID and Electronic Trade Opportunity (ETO) Trust System, (all accessible at: www.tradepoint.org, www.etraeid.world and www.etotrust.com), in particular constitute real added value in international trade services.

The e-Trade Desks 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-Trade Desk 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-Trade Desk.

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

e-Trade Desk CENTRAL

Basic services

e-Trade Desk CONSULTING

Additional services

e-Trade Desk CENTRAL

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

This module comprises the following services

e-Trade Desk CENTRAL

- Collect ETOs and feed the ETO trust system
- Deliver together with the WTPF the e-Trade IDs to companies
- Access to the WTPF website database

ETO trust system contains company's offers/demands regularly, updated by e-Trade Desks which are supporting and advising companies in the management of their ETOs. e-Trade Desks are also continuously promoting and distributing the ETOs on the WTPF platform.

E-Trade ID is delivered to the companies after e-Trade Desks and WTPF are certifying the data and store the validated documents.

WTPF website is providing accessible and trustworthy information collected by its network and its Partners.

e-Trade Desk CONSULTING

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

e-Trade Desk CONSULTING

- 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.
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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-Trade Desk CENTRAL**, e-Trade Desks can address the services under **e-Trade Desk CONSULTING**. A certain level of expertise is required to be able to offer this type of service, and it is crucial that e-Trade Desks work on the Consulting module to establish true added value for their SMEs.

With respect to services requested by other e-Trade Desk 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.