



HOW TO ESTABLISH AND IMPLEMENT AN E-TRADE DESK

GUIDE 6.1

WORK PLAN

For the establishment and implementation
of an E-Trade Desk



GETTING STARTED

Careful consideration should be given to all points covered in the **Checklist of Pre-conditions for Setting up an e-Trade Desk**, since they form the basis for the process of setting up an e-TradeDesk. It is particularly important to make a **general assessment of local market conditions in relation to potential e-Trade Desk services** with focus on the potential to collect offers/demands and feed the ETO trust system, thus fostering the e-trade and participation of SMEs in international trade. A brief analysis of the current availability and effective demand for trade-related services in the country/area/sector will give an overview of the type of services needed and help in defining a market niche for the e-Trade Desk. This general assessment should be carried out by the requesting host entity with guidance and feedback where necessary from the WTPF through its Regional Coordinators.

It is also important to ensure the adequacy of the proposed legal framework of the e-TradeDesk. Guide 2: Legal Framework for e-Trade Desks provides a model text for a suitable annex to be incorporated into the statutes/official documents of a host institution/entity. The same basic principles apply to legal provisions other than statutes (for instance where the host institution is a government body or a chamber of commerce where the procedure for modifying the statutes is too cumbersome). It will also be helpful at this stage to look in detail at **Guide 3: Terms and Conditions for the Establishment of an e-Trade Desk and Associate Membership in the World Trade Point Federation (WTPF)** which the legally constituted entity requesting the right to use the e-Trade Desk brand will be required to sign.

Once it has been established that the pre-conditions for setting up an e-Trade Desk in the country/ city/business community are fulfilled, this should be stated clearly and briefly in a written document (**Background Document**) making specific reference to the issues raised in the checklist. The draft of the legal documents pertinent to the set-up of the e-Trade Desk should be included in an annex to the **Background Document**. The WTPF is available for consultation during the entire process of preparing the **Background Document**.

When the **Background Document** is complete, the official request to set up the e-Trade Desk should be submitted to the WTPF (**Step 1** of the Work Plan) accompanied by this document. Upon receipt of the request and appraisal of the accompanying documentation, the WTPF through will make contact regarding any outstanding queries or issues to be resolved and, when appropriate, will communicate the acceptance of the request. At this point, the forming e-Trade Desk enters in the Feasibility Stage and in order to get to the next stage, it will honor the commitment to pay the annual fee to the WTPF.

Once the **Terms and Conditions**..... Document has been signed, the e-Trade Desk enters in the Development Stage. Functional Status is awarded once all the steps up to and including Step 8 of the Work Plan have been complied with and all commitments agreed to in the **Terms and Conditions**... have been honored. The e-Trade Desk now becomes an Associate Member of the WTPF.

THE FORMAL PROCEDURE FOR ESTABLISHING AN E-TRADE DESK



01. Submit a letter of request to the World Trade Point Federation (WTPF)

Hosting entities: Submit a letter of request (with the Background Document attached) to set up an e-Trade Desk.

All letters should be addressed and sent in the original to the President of the World Trade Point Federation at:

World Trade Point Federation Cours de Rive 2,
1204 Geneva, Switzerland

Email: secretariat@tradepoint.org

Model texts are provided in Guide 1 for the letters of request. The contact person designated in the letter of request should have sufficient decision-making authority to ensure fluid feedback with the WTPF during the setting up of the e-Trade Desk.

As soon as the request to establish an e-Trade Desk is formally accepted by the WTPF on the basis of the information provided in the Background Document and the payment of the annual fee is done, the WTPF will grant the "Feasibility status" and the host entity should proceed to Step 2. [See Guide 1.](#)

02. Set up the legal framework

The host entity must take the necessary measures to formalize the setting up the e-Trade Desk. The host entity will identify and approve an appropriate legal form to integrate the e-Trade Desk into the entity. If the host entity is an official government organ, where statutes are not pertinent, a binding resolution, decree etc. must be passed by the appropriate government organ to the effect that the e-Trade Desk is being set up in conformity with the Terms and Conditions. [See Guide 2.](#)

03. Sign the Terms and Conditions. Agreement with WTPF

Sign two originals of the Terms and Conditions for the Establishment of an e-Trade Desk and Associate Membership in the World Trade Point Federation (WTPF)

The entity legally constituted under Step 2 now commits itself to fulfill the step-by-step requirements for setting up and developing the e-Trade Desk and to abide by the Terms and Conditions... Both signed originals should be submitted to the WTPF with a copy via e-mail to the WTPF. The Entity will receive back one original with the signature of the President of the WTPF, at which point it continues setting up the e-Trade Desk. The e-Trade Desk is now at the "Development Stage".

Several of the following steps may be carried out in parallel, though it is the Action Plan that will constitute the formal basis for advancing. [See Guide 3.](#)

04. Prepare the Action Plan

One of the primary objectives of an Action Plan is to set down clear development actions and have a benchmark against which to measure future progress. A market analysis is called for, and the necessary actions to reach the target clients should be drafted. A marketing strategy must also be prepared. Guide 4 provides precise guidelines as to the content of the e-Trade Desk Action Plan and Guide 5 describes the WTPF Service Packages modules and Guide 6 specifies the ICT requirements. Much of the information required for the Action Plan will already have been gathered for the elaboration of the Background Document. Based on this document WTPF will establish jointly with the host entity the critical mass of eTradeIDs to be guaranteed in this stage by e-Trade Desk. The Action Plan must be submitted to the WTPF for endorsement. [See Guides 4, 5 & 6.](#)

05. Set up the e-Trade Desk facility

- Rent / purchase / assign suitable and adequately furnished premises for the e-Trade Desk with sufficient independent space, telephone and internet installations, easy access for clients, and good visibility, enhanced using the e-Trade Desk Brand as described in the Branding Guidelines;
- Purchase/assign, install and test the computer hardware and software;
- Recruit/assign e-Trade Desk staff (at least a manager/director and other staff needed). Refer here to the e-Trade Desk Action Plan.

[See the e-Trade Desk Action Plan and the Branding Guidelines provided by WTPF.](#)

06. Create databases and provide complete information of their profile.

[WTPF will provide a copy of the WTPF Website User Manuals.](#)

For this step it is essential to become fully familiar with the WTPF website www.tradepoint.org and platform tools e-Trade ID and ETO trust System, to appreciate the type of information an

e-Trade Desk is required to gather, provide to clients or upload into platform. The first priority of a new e-Trade Desk is to deliver together with the WTPF the e-Trade ID to companies and feed ETO trust system with offers/requests.

The specific action that should be taken now is as follows:

- Provide to WTPF the information regarding their profile, information that will be uploaded in the WTPF website;
- Connect the e-Trade Desk to the Internet;
- Collect and process local/national trade-related data. Internationally agreed standards (such as the Harmonized System and ISO codes) should be used wherever applicable;
- Deliver eTradeIDs to a critical mass of companies;
- Implement the routine collection and dissemination of ETOs and their upload onto the WTPF website. This is an absolutely essential routine task for all e-Trade Desks;
- Develop market research services;
- Start to exchange information with other e-Trade Desks and Trade Points

07. Add trade facilitation/trade transaction services, in considered necessary/needed by the business community

- Initiate cooperation with providers of trade transaction services (banking and insurance, transportation, customs clearance, etc.) and set up the services in this area;
- Make available information on other service providers in the country/region;
- Provide advice/consulting on all aspects of international trade transactions ("minimum service" requirement) and on e-commerce.

See Action Plan & Guide 5.

08. Market the e-Trade Desk throughout the local business community

In this step it is important to adhere to the WTPF Branding Guidelines.

Implement the marketing plan outlined in the e-Trade Desk Action Plan and develop promotional material. The WTPF can provide sample materials.

09. Reaching Functional Status

To become an Associated Member of WTPF the e-Trade Desk must be able to show compliance with all the foregoing steps of the Work Plan, and delivered the e-Trade ID to the critical mass of companies.

When the WTPF is satisfied with the e-Trade Desk compliance, a Certificate of Functional Status will be awarded. The e-Trade Desk will now be able to assist at the WTPF General Assembly meetings, annual and/or regional meetings and benefit from all tools and services offered by the Federation to its associate members. See [e-Trade Desk Essentials](#).

10. Maintaining Functional Status

To maintain Functional Status Status an e-Trade Desk must show that it continues to uphold the philosophy and objectives of the World Trade Point Federation, observes the Federation code of conduct, regularly send to WTPF updates of its profile information and actively promotes the ETO trust System and e-Trade ID. Véase [e-Trade Desk Essentials](#).

FINAL NOTE: It is important for e-Trade Desks to be aware that achieving **Functional Status** is a reversible process: if they continually fail to comply with any or all of the above, the WTPF is at liberty to downgrade their status to the **development stage** until such time as they do comply.