e TRADE desk

The e-Trade Desk program provides trade promotion entities with a set of solutions and tools to promote and facilitate companies' access to e-commerce in a secure manner

TRADE
WORLD TRADE POINT FEDERATION

The e-Trade Desk Program: an entry point for SMEs to a trusted ecosystem for e-commerce

E-Trade Desk is an integrated program to improve the technological and commercial capabilities of SMEs in the digital environment. It aims to prepare them to enter global markets through digital transformation.

The **e-Trade Desks Program** of the WTPF, operates within a host entity to complement the trade promotion efforts of municipal governments, chambers of commerce and trade related associations.

The first objective of the program is to:

a) to establish a **network of e-Trade Desks** to support the coordinated global implementation of digital trade facilitation tools.

b) to provide **e-Trade Desks** with the necessary capabilities to become **data verification agents** for the granting of e-Trade IDs to companies linked to them.

c) train **e-Trade Desks** to become active drivers of their local business environment in the **ETO Trust** platform, where certified SMEs can interact and promote business opportunities in a secure and reliable way.

How an e-Trade Desk can help an SME

The main objectives of the program are to:

1. It acts as a **Registration Authority** at the local level, whose main function is to verify the information provided by SMEs and grant an **e-Trade ID** certification.

2. Facilitates participation in the **ETO, Trust Connection Hub**, where certified SMEs can post and view business opportunities for goods and services and cooperation proposals and interact with each other.

3. Supports SMEs in the identification and development of products and markets and provides information services. **Networking**.

4. Advises SMEs on how to find trade facilitation services, certified in the platform, for transportation, banking and anyother **logistics for international operations**.

5. Builds the **company's reputation profile**, experience and relevant information.

6. Participates in the annual seminars, workshops and meetings of the **Global Network of e-Trade Desks** and promotes cooperative **partnerships**.

E-Credentials Program

Supports SMEs to participate in the **e-Credentials Program** including examples of a company's success story, and adding value with certifications, customer testimonials and reviews.

Assigning an e-Trade ID to companies extends the "chain of trust".

www.etradeid.world

Training

Commercial success in the network largely depends on the **credibility projected by the company on the Internet**. In this context, the **training of qualified professionals** who can promote and help to improve the credibility of the information in the field of digital economy is key.

The WTPF **e-Trade Institute**, in cooperation with **Bureau Veritas Training**, makes available to **e-Trade Desks** the following **Joint Degree Training Programs**:

- Professional e-Commerce Institutional Promoter
- e-Trade ID Expert
- International Service Operator

How to establish and implement an e-Trade Desk

WORK PLAN
FOR THE ESTABLISHMENT AND IMPLEMENTATION OF AN E-TRADEDESK

STEP 01 — Submit a letter of request to the WTPF
STEP 02 — Set up the legal framework
STEP 03 — Sign the Terms and Conditions. Agreement with WTPF
STEP 04 — Prepare the Action Plan
STEP 05 — Set up the e-Trade Desk facility
STEP 06 — Create databases and provide information of their profile
STEP 07 — Add trade facilitation services
STEP 08 — Market the e-Trade Desk throughout the local business community
STEP 09 — Reaching Functional Status
STEP 10 — Maintaining Functional Status

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

Hosting entities: Submit a letter of request 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.
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. **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 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 the Terms and Conditions for the Establishment of an e-Trade Desk and Associate Membership in the World Trade Point Federation (WTPF).
Both signed originals should be submitted to the WTPF. The Entity will receive back one original with the signature of the President of the WTPF and continues setting up the e-Trade Desk. The e-Trade Desk is now at the "Development Stage". **See Guide 3**.

04. Prepare the Action Plan

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.
Based on the Background Document, WTPF will establish jointly with the host entity the critical mass of e-Trade IDs to be guaranteed in this stage by the 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

Assign suitable premises for the e-TradeDesk with telephone and internet installations, easy access for clients, and good visibility, enhanced using the e-TradeDesk Brand as described in the Branding Guidelines;
Install and test the computer hardware and software;
Assign e-TradeDesk staff (at least a manager/director and other staff needed). **See the e-Trade Desk Action Plan and the Branding Guidelines provided by WTPF**.

06. Create databases and provide information of their profile

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 the platform. The priority of a new e-Trade Desk is to deliver together with the WTPF, the e-Trade ID to companies and feed the ETO trust system with offers/requests.
WTPF will provide a copy of the WTPF Website User Manuals.

07. Add trade facilitation services

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

Implement the marketing plan outlined in the e-Trade Desk Action Plan and develop promotional material. The WTPF can provide sample materials. In this step, it is important to adhere to the WTPF Branding Guidelines.

09. Reaching Functional Status

To become an Associate Member of WTPF the e-Trade Desk must be able to show compliance with all the foregoing steps of the Work Plan and deliver 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. **See e-Trade Desk Essentials**.

10. Maintaining Functional Status

To maintain Functional 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. **See e-Trade Desk Essentials**.

www.tradepoint.org/e-trade-desks/

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