



Cross-Border E-Commerce Essentials for Exporters

E-COMMERCE BUSINESS



PASSPORT



Cross Border E-Commerce Essentials

Program Overview

The global e-commerce landscape is evolving rapidly, reshaping how businesses reach and serve international customers.

This short, fully online course equips exporters with the practical tools and regulatory insights to thrive in cross-border digital trade.

Delivered over three sessions, the three part program blends market insights, compliance essentials, and actionable strategy to help participants plan, launch, and scale online exports into priority global markets.



Cross Border E-Commerce Essentials



Program Learning Outcomes

By the end of the program, participants will be able to:



Understand how cross-border e-commerce integrates with export strategy.



Identify target markets and digital sales channels for their products.



Navigate compliance, logistics, and payment issues in global marketplaces.



Understand the key digital trade regulations in top export markets.



Apply digital marketing and trust-building techniques for international success.



Build agility to adapt to changing technologies and global trade conditions.

Modules

Module 1: Understanding Global E-Commerce & Market Entry Fundamentals

Key Themes



The global e-commerce environment: growth trends, opportunities, and challenges.



Cross-border e-commerce vs. domestic online selling — what changes when you go global.



The role of government: top export-ready sectors and markets for online growth.



The customer journey in global digital trade — how trust, localisation, and experience drive conversion.



Key cross-border platforms: Amazon Global, Alibaba, eBay, Etsy, Shopify Markets, TikTok Shop.

Practical Takeaways



Cross-Border E-Commerce Readiness Checklist



Digital Market Entry Framework (from awareness to delivery)



Case study: A brand scaling from domestic Shopify store to multi-market exports

Modules

Module 1: Understanding Global E-Commerce & Market Entry Fundamentals



Learning Outcomes

Participants will be able to:



Understand the fundamentals of cross-border e-commerce and how it differs from domestic online selling.



Identify key global and regional e-commerce trends and growth opportunities for exporters.



Assess business readiness for international online sales using practical evaluation tools.



Select suitable target markets and digital platforms for cross-border selling.



Develop an initial digital market-entry framework that aligns with export objectives.



Modules

Module 2: Compliance, Regulation & Logistics for Global Online Sellers

Key Themes

1

Export Compliance Essentials

- Documentation for online exports (commercial invoices, HS codes, Incoterms).
- Certificates of origin and FTA benefits (e.g., AUSFTA, UKFTA, ASEAN-Australia-New Zealand FTA).
- Understanding product classification and duty exposure for digital exports.

2

Logistics and Fulfilment Models

- Direct-to-consumer vs. 3PL vs. marketplace fulfilment.
- Comparing platform fulfilment networks (Amazon FBA, Alibaba Cainiao, eBay Global Shipping).
- Packaging, labelling, and customs declaration requirements.

3

Taxes, Duties & De Minimis Thresholds — What They Mean for Exporters

- De minimis thresholds define the value below which imported goods are exempt from customs duties and/or taxes.
- Understanding these thresholds directly affects product pricing, landed-cost competitiveness, and choice of fulfilment model.

Modules

Module 2: Compliance, Regulation & Logistics for Global Online Sellers

Key Themes

Cross-Border Regulations Snapshot

- Market
- Key Regulation or Framework
- Relevance to Sellers

Returns, Refunds & Customer Service

- Setting clear policies aligned with consumer law in target markets.
- Managing reverse logistics and cost recovery strategies.
- Balancing customer trust with cost control.

Practical Takeaways

✓ Cross-Border Compliance Quick Guide (including de minimis summary sheet)

✓ Fulfilment & Logistics Decision Matrix

✓ VAT/GST Threshold Calculator Template

✓ **Case Study:** How a skincare brand structured pricing below the EU de minimis limit to grow market share without increasing landed costs.

Modules

Module 3: Compliance, Regulation & Logistics for Global Online Sellers



Learning Outcomes

Participants will be able to:



Navigate customs, tax and de minimis rules in the five key export markets.



Design pricing and shipping strategies aligned with thresholds.



Understand data privacy and consumer protection requirements.



Choose optimal fulfilment models to minimise compliance risk and costs.



Modules

Module 3: Building Digital Visibility, Trust & Agility in Global Markets

Key Themes



Digital marketing for cross-border success: localisation, SEO, and performance marketing.



Building credibility through reviews, certifications, and sustainability claims.



AI tools for product recommendations, customer segmentation, and advertising efficiency.



Managing cyber risk and data protection for cross-border transactions.



Future trends: AI-driven logistics, sustainability, and the rise of social commerce.

Practical Takeaways



Digital Trust-Building Toolkit (ratings, reviews, certifications)



Post-Course Action Plan Template (developing a cross-border e-commerce roadmap)



Case study: Adapting to disruption — lessons from SMEs navigating platform changes and logistics bottlenecks.

Modules

Module 3: Building Digital Visibility, Trust & Agility in Global Markets



Learning Outcomes

Participants will be able to:



Build effective digital marketing strategies for international visibility and customer engagement.



Apply trust-building tools such as verified reviews, certifications, and secure payment systems.



Manage digital and data-related risks in cross-border trade.



Incorporate sustainability and transparency into brand positioning.



Strengthen agility by adapting to emerging technologies, new platforms, and regulatory change.

Participant Resources

A downloadable Digital Workbook & Templates Pack including:

- Readiness checklist
- Market selection framework
- Logistics and compliance matrix
- Regulatory reference table (USA, UK, EU, China, Singapore)
- Post-course action plan template

Session recordings and resource links

Access to a curated library of international market resources

Recognition through Global Trade Passport & micro-credentials



Empowering Exporters, Driving National Trade Growth

Exporters are vital to our economy, creating jobs, generating foreign exchange, and boosting innovation. Yet many small and medium exporters struggle to access programs that could expand their markets due to financial, technical, and informational barriers. By funding a free access program, the government can remove these barriers and accelerate export growth.

- ✓ Exporters often face high costs to participate in trade support programs.
- ✓ Many lack awareness, guidance, or technical capacity to access programs effectively.
- ✓ As a result, potential export opportunities are missed, limiting national economic growth.



Empowering Exporters, Driving National Trade Growth

Proposed Solution:

You can sponsor a fully-funded program that provides exporters with:

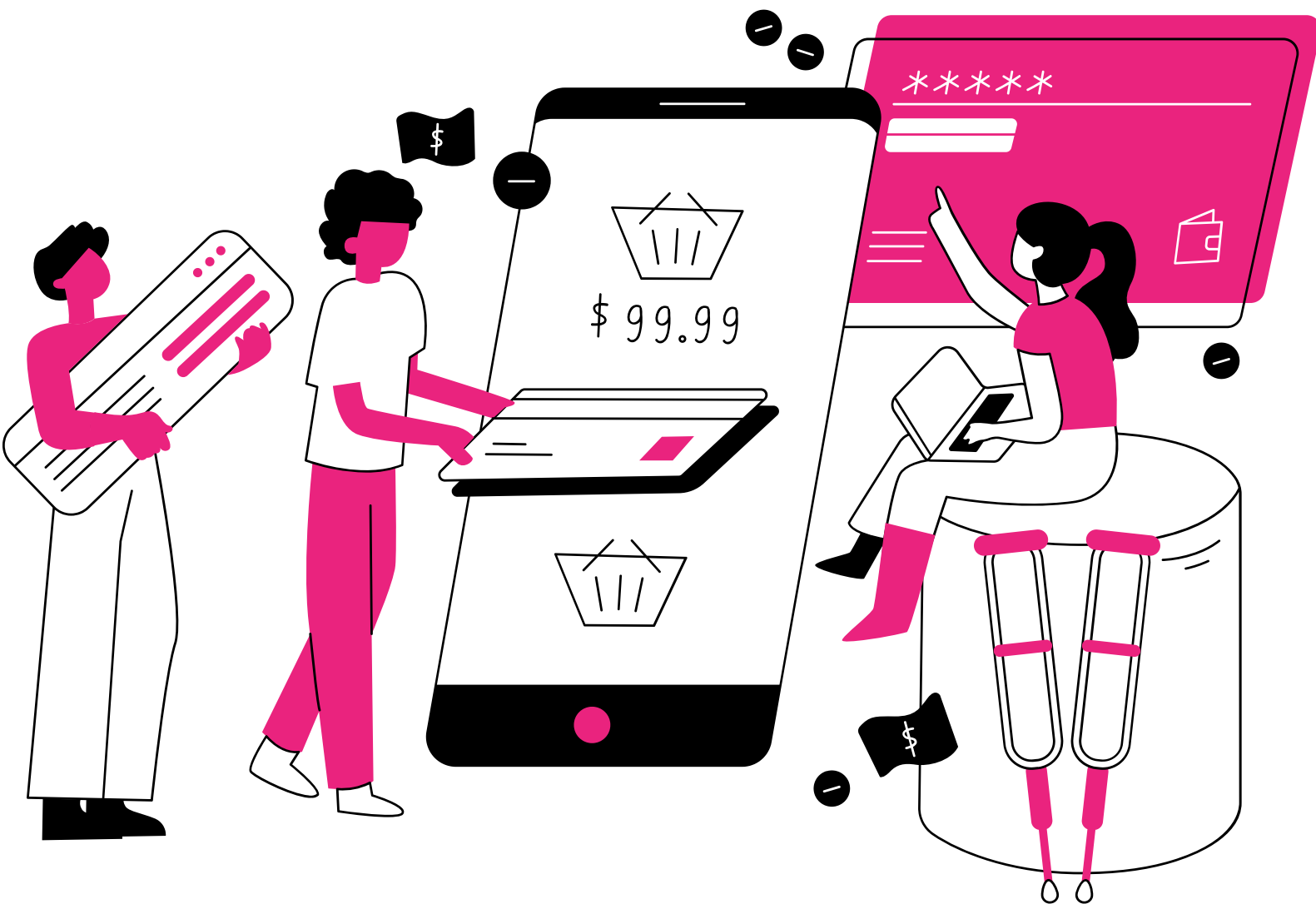
- ✓ Free access to program benefits (training, certifications, market insights, trade missions).
- ✓ Technical support and guidance to navigate applications and compliance.

By funding this initiative, the government can unlock export potential, support SMEs, and strengthen our national economy.

This is a strategic investment that ensures every exporter, regardless of size or resources, has an equal opportunity to succeed in global markets.



Empower Exporters, Elevate Our Economy.



Global trade is more complex than ever:

Contact us to explore detailed course curriculums or to discuss a tailored program.

Our delivery and content are flexible and can be customised to meet the unique needs of your organisation.

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GTPA

GLOBAL TRADE PROFESSIONALS ALLIANCE

Your Global Trade Hub Starts Here

Powered by GTPA — In Partnership With the Trade World

Education. Tools. Support. Certification. Collaboration.

All in one global solution.

At the Global Trade Professionals Alliance (GTPA), we believe that today's global challenges demand collaborative, cross-border solutions. That's why we unite individuals, businesses, and trade organisations under one powerful mission:

To build a more resilient, inclusive, and opportunity-rich global trade ecosystem.

We don't just deliver value — we co-create it. Whether you're an individual professional, a business, or a trade organisation, GTPA offers flexible ways to engage, build capacity, and drive measurable impact.





GTPA
GLOBAL TRADE PROFESSIONALS ALLIANCE

1. The Global Trade Passport Program

For Individuals, Entrepreneurs & SMEs. Your personalised passport to trade expertise.

Earn digital badges, unlock credentials, and work toward internationally recognised ISO/IEC 17024 certification.

What's Included:

- Digital credentials in 15+ specialisation areas
- Downloadable templates and strategic business tools
- Online training via GTPA, EMTC, and trusted partners
- Fast-track and specialist pathway options

2. Global Trade Alliance Membership

For Individuals, Companies & Organisations. Join a trusted global community dedicated to sustainable, inclusive, and open trade.

Membership Benefits:

- Complimentary access to the Global Pathways Program
- Premium resilience toolkits for trade and supply chains
- Access to exclusive strategy clinics, webinars, and roundtables
- Global trade directory and partner network
- 25–40% savings on advanced training and certification

3. Strategic Collaboration & Co-Delivery

Let's Build Better Trade — Together. Partner with GTPA to design and deliver high-impact trade solutions. We collaborate with governments, trade associations, chambers of commerce, and development agencies.

Opportunities for Collaboration:

- Co-design and co-delivery of training and certification programs
- Development of tailored toolkits and market-focused content
- Launch of joint trade readiness and upskilling initiatives
- Inclusive trade pathways for emerging communities
- Co-hosted insight forums, market outlook events, and the Festival of Inclusive Trade

Whether you're running your own initiative or seeking to integrate with ours — let's collaborate, co-create, and scale for global impact.

Let's build leadership in trade — together.



Contact Details



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