

E-Commerce and Digital Trade Growth Program

**Building smarter, scalable, and more
connected online trade ecosystems**



**Become a
Digital Trade & e-Commerce
Trailblazer**

Digital Trade & e-Commerce TrailBlazer

Introduction

This program equips SMEs, trade professionals, and digital entrepreneurs with the tools, strategies, and international networks to grow and compete in the evolving landscape of global digital trade & e-Commerce.

Developed and delivered by the Global Trade Professionals Alliance (GTPA) and EMTC this multi-faceted learning experience blends online training, practical application, and international collaboration, helping participants navigate the complexities of digital exports, e-commerce, and AI-driven trade.



Introduction

This multi-layered learning experience combines online and in-person components to ensure both practical application and global insights:

Training Series: 8 expert-led modules (1.5–2 hours each with interactive Q&A) delivered virtually, designed for SMEs and trade professionals. *Delivered either online or in-person.*

Each module includes discussion pauses every 15 minutes to encourage engagement and problem-solving.

Immersion Experience (Optional): Hands-on field trip featuring site visits, workshops, and peer exchange, focused on Mastering Digital Export Growth.

Global Learning Portal: Access to a customised online platform with recordings, templates, and GTPA & EMTC's e-Commerce Survival Toolkit and related publications, guides and templates. Continuously updated with emerging policies and practices.

Digital Trade & e-Commerce TrailBlazer

Global Credentials and Recognition

Graduates will receive exclusive international recognition through the GTPA & EMTC Global Trade Passport Program, including:

- Eligibility to apply for ISO/IEC 17024 Certification as a Global Digital Trade. e-Commerce Specialist
- Two Digital Micro-Credentials in e-Commerce and Digital Trade
- Recognition as part of a global network of certified trade professionals and digital exporters



Why Join This Program

- Build a scalable and AI-enabled digital export strategy
- Connect with leaders and peers across your region
- Strengthen links with digital trade ecosystems
- Access exclusive tools, templates, and expert insights
- Earn globally recognised credentials for career and business growth
- Join a global network dedicated to sustainable, inclusive, and tech-enabled trade

Expert Delivery

Delivered by leading trade, technology, and e-commerce experts, including specialists in:

- Global trade and export development
- Digital transformation and AI integration
- e-commerce logistics and fintech innovation
- Cybersecurity and ESG compliance

Who Should Attend

The e-Commerce & Digital Trade Growth Program is designed for professionals, entrepreneurs, and policymakers seeking to thrive in the world of online selling and cross-border digital trade.

Participants gain practical insights, strategies, and networks to scale their businesses and navigate international e-commerce opportunities.

1. Online Sellers & e-Commerce Entrepreneurs
2. SMEs & Digital Businesses
3. Importers & Exporters
4. Marketing, Branding & Customer Experience Professionals
5. Technology & Innovation Leaders
6. Policy Makers & Trade Advisors
7. Mentors & Ecosystem Enablers



What It Equips Participants With

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

Assess Digital Export Readiness

- Evaluate their company's capacity, capability, and commitment for online selling and cross-border digital trade.
- Identify strengths, gaps, and opportunities for digital growth and global expansion.

Develop a Comprehensive e-Commerce Strategy

- Define target markets, customer segments, and value propositions.
- Design effective digital marketing, branding, and social commerce strategies tailored to international audiences.

Implement Secure and Efficient Digital Operations

- Set up professional online platforms with secure payment channels and compliance frameworks.
- Integrate cloud-based tools, AI, and automation to streamline operations, logistics, and customer experience.



What It Equips Participants With

Navigate International Digital Trade and Compliance

- Understand tariffs, duties, marketplace rules, and evolving digital trade regulations.
- Manage legal, tax, and cybersecurity risks across multiple jurisdictions.

Optimise Cross-Border Logistics and Fulfillment

- Identify scalable supply chain and delivery models suitable for e-commerce.
- Apply best practices in returns management, traceability, and sustainable logistics.

Leverage Data, AI, and Emerging Technologies

- Utilise AI-driven market intelligence, analytics, and personalization to boost sales.
- Explore blockchain, smart contracts, and digital currency solutions for secure transactions.

Enhance Customer Experience Across Borders

- Build localised UX/UI, multilingual support, and 24/7 AI-driven customer service.
- Implement feedback loops to monitor and improve customer satisfaction and loyalty.



What It Equips Participants With

Measure, Review, and Adapt Strategies for Growth

- Use KPIs, ROI, and digital dashboards to evaluate performance
- Adapt strategies based on global trends, AI disruption, and sustainability considerations.

Build a Future-Ready, Resilient Digital Trade Business

- Develop agile approaches for continuous innovation in e-commerce.
- Embed ESG and sustainability metrics in business and export planning.



Course Content: Session 1

Are You Ready to Export Online?

Core:

- Assessing your company's export capability, capacity, and commitment.
- Understanding your target customers and value proposition.
- Setting up for compliance: business registration, export licenses, and digital tax obligations.
- Building a professional online presence (website, domain, content, mobile optimisation).
- Digital marketing basics — SEO, content creation, and analytics.

New for 2026:

- **AI Readiness & Digital Maturity:** Leveraging automation, AI tools, and data analytics for export preparation.
- **Cybersecurity posture & data governance:** Ensuring compliance with evolving privacy and AI-use regulations.
- **Sustainability alignment:** Assessing your environmental and social governance (ESG) readiness.
- **Cloud infrastructure for exports:** Integrating scalable SaaS tools to manage global customers and operations.

Course Content: Session 2

e-Commerce Market Opportunities

Core:

- Identifying high-potential international markets and customer segments.
- Using traditional trade data (ITC, WTO, UN Comtrade) to assess market size and competition.
- Understanding tariffs, duties, and market entry barriers.
- Evaluating marketplace options (Amazon, eBay, Alibaba, Etsy, etc.).

New for 2026:

- **AI-driven market intelligence:** Predicting trends, demand, and product-market fit.
- **Digital trade frameworks:** Exploring DEPA, RCEP, and evolving WTO e-commerce rules.
- **Niche growth sectors:** Sustainable goods, digital products, and cross-border services.
- **Social commerce markets:** TikTok Shop, Douyin, and regional influencer ecosystems.
- **Inclusive and green trade opportunities:** Targeting sustainability-conscious buyers.

Course Content: Session 3

e-Commerce Models and Payment Channels

Core:

- Overview of B2B, B2C, C2C, and hybrid e-commerce models.
- Marketplace vs. own-platform strategy.
- Managing pricing, margins, and exchange rates.
- Secure payment gateways and fraud prevention.

New for 2026:

- **Omnichannel selling:** Integrating marketplaces, social media, and your own site.
- **Digital and mobile wallets:** PayPal, Alipay, Stripe, Wise, Apple Pay, Payoneer, etc.
- **Blockchain and digital currencies:** Central Bank Digital Currencies (CBDCs) and crypto-compliant payments.
- Buy Now, Pay Later (BNPL) and cross-border fintech options.
- **Smart contracts:** Automating trade transactions and escrow services.



Course Content: Session 4

e-Commerce Supply Chain Management and Logistics

Core:

- **Shipping models:** dropshipping, 3PL, warehousing, and fulfillment centers.
- Export documentation and customs requirements.
- Incoterms and international delivery options.
- Returns management and reverse logistics.

New for 2026:

- **AI-powered logistics:** Predictive demand and real-time tracking.
- **Sustainability in logistics:** Green packaging, carbon offsetting, and low-emission shipping.
- **Resilient and diversified supply chains:** Mitigating geopolitical and climate risks.
- **IoT and blockchain:** Traceability and transparency in global supply chains.
- **Autonomous and smart delivery systems:** Drones, EV fleets, and robotics.

Course Content: Session 5

International Marketing and Brand Building

Core:

- Market segmentation, targeting, and positioning (STP).
- Adapting branding for local cultures and languages.
- Using digital ads, SEO, and social media for global reach.
- Managing online reputation and customer service.

New for 2026:

- **AI-driven personalisation:** Dynamic content, pricing, and product recommendations.
- **Social commerce dominance:** Live shopping, influencer marketing, and UGC (user-generated content).
- Voice, image, and video search optimisation.
- **Authenticity & transparency:** Communicating ESG and ethical sourcing stories.
- **Immersive marketing:** Using AR/VR and metaverse experiences to build brand loyalty.

Course Content: Session 6

Managing e-Commerce Risk

Core:

- Fraud prevention, secure transactions, and payment compliance (PCI DSS).
- Legal and tax compliance across jurisdictions.
- Managing intellectual property and digital rights.
- Currency and geopolitical risk management.

New for 2026:

- **AI-related risks:** Misuse of AI-generated content, data privacy, and bias mitigation.
- **Cyber resilience:** Protecting customer data from ransomware and phishing.
- **Reputation & misinformation management:** Dealing with deepfakes, fake reviews, and social crises.
- **Sustainability and compliance risk:** Meeting ESG disclosure standards.
- **Insurance and digital trade guarantees:** Using fintech tools for risk mitigation.



Course Content: Session 7

Review of Export Strategy and Plan

Core:

- Evaluating export readiness and competitive advantage.
- Setting SMART goals and key performance indicators (KPIs).
- Budgeting for digital marketing, logistics, and compliance.
- Measuring ROI and optimizing online campaigns.

New for 2026:

- **Digital Export Maturity Index:** Assessing growth across tech, marketing, and global reach.
- **ESG and circular economy integration:** Including sustainability metrics in export plans.
- **Adaptive strategies:** Scenario planning for global shocks or AI disruption.
- **Data-driven review:** Using dashboards and AI analytics to refine strategy.
- **Continuous innovation culture:** Embedding experimentation and agility in export management.

Course Content: Session 8

Cross-Border Customer Experience (CX)

New for 2026:

- Localised UX/UI design and multilingual support.
- AI chatbots and virtual assistants for 24/7 global service.
- Customer feedback loops and reputation monitoring.
- Building trust across cultures and digital touchpoints.

Conclusion and Wrap-Up:

- Recap of key learnings from each session
- Action planning for implementing strategies learned
- Q&A and open discussion
- Distribution of certificates of completion



Conclusion

The e-Commerce & Digital Trade Growth Programme equips participants with the knowledge, tools, and practical skills needed to succeed in the rapidly evolving world of online selling and cross-border digital trade.

Through a combination of interactive modules, hands-on workshops, and expert-led sessions, participants gain a comprehensive understanding of digital export readiness, market entry strategies, e-commerce operations, and risk management.

By the end of the training component, participants will be able to confidently design and implement resilient, scalable, and future-ready e-commerce strategies, leveraging technology, AI, and emerging digital trade frameworks.

They will also have the skills to navigate compliance, optimise customer experiences, and drive sustainable business growth across international markets.

This training forms the foundation for the immersive field experiences and practical application modules, ensuring that participants not only understand the theory but can translate it into actionable strategies for real-world success in digital trade.

Example Immersion Experience

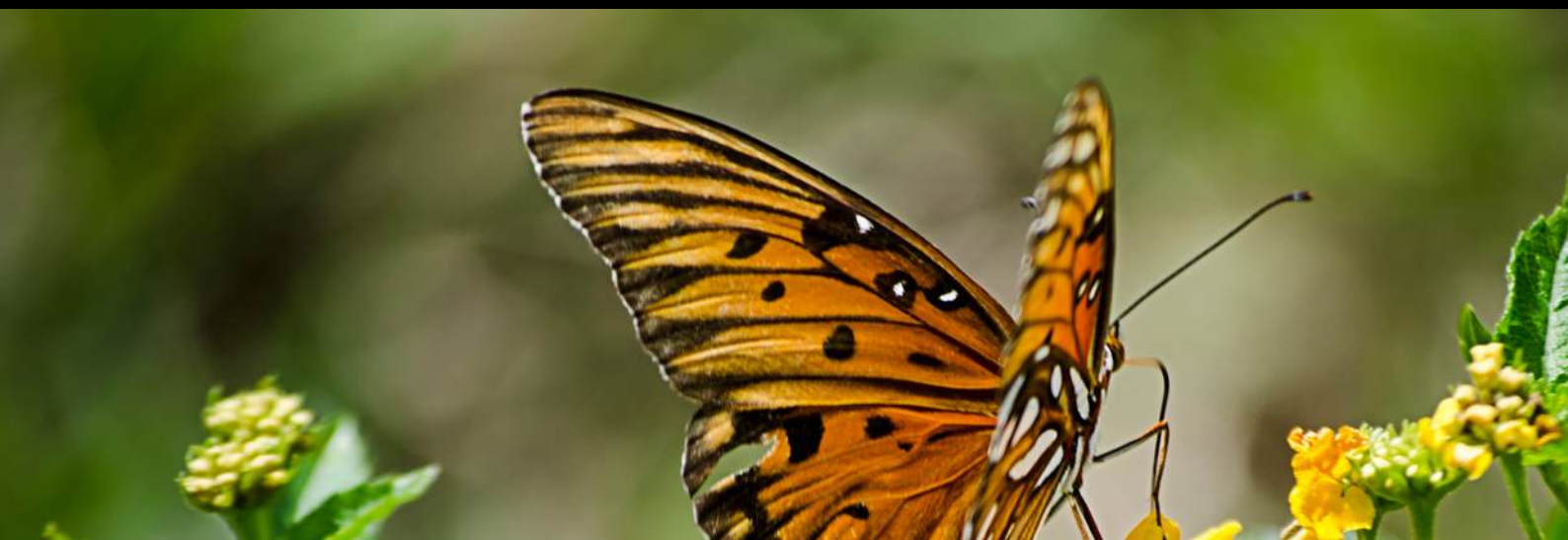
Day 1: Understanding Digital Export Readiness

Morning Session: Introduction to Digital Export Readiness

- Explore the fundamentals of digital exporting and its role in global trade expansion.
- Understand the key components of digital readiness: capability, capacity, compliance, and commitment.
- Engage in discussions on the challenges and opportunities of cross-border e-commerce for SMEs.

Afternoon Field Trip: Visit to a Digital Innovation Hub

- Visit a leading digital innovation hub or incubator supporting exporters and tech-enabled SMEs.
- Interact with entrepreneurs and experts to learn how businesses are leveraging digital tools for global growth.



Example Immersion Experience

Day 2: Exploring Global e-Commerce Markets **Morning Session: Market Intelligence and Opportunity Assessment**

- Learn how to identify high-potential international e-commerce markets using trade data and AI analytics.
- Participate in interactive exercises to map target markets and customer segments.
- Discuss evolving trade frameworks such as DEPA, RCEP, and WTO e-commerce rules.

Afternoon Session: Evaluating e-Commerce Platforms and Channels

- Explore key e-commerce platforms (Amazon, Shopee, Alibaba, TikTok Shop, etc.) and their regional dynamics.
- Engage in hands-on group work to assess platform fit, costs, and cross-border logistics considerations.
- Develop a shortlist of platforms aligned to your business goals.



Example Immersion Experience

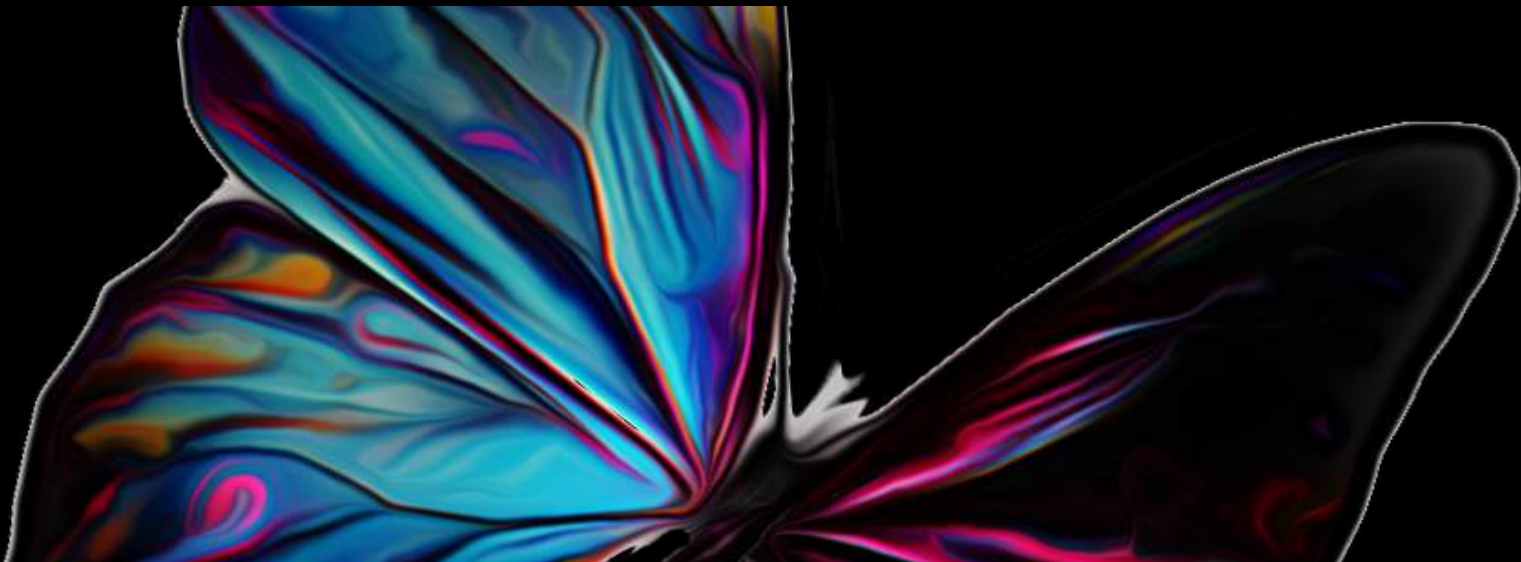
Day 3: Building a Digital Export Strategy

Morning Session: Designing a Digital Export Plan

- Learn the steps to create a comprehensive digital export strategy—from product adaptation to online marketing.
- Participate in workshops to set SMART objectives, KPIs, and budgets for digital growth.
- Understand compliance, taxation, and regulatory considerations in international online trade.

Afternoon Field Trip: Visit to an e-Commerce Fulfilment Centre

- Observe real-world cross-border logistics operations at a modern fulfilment or distribution centre.
- Engage with logistics and operations experts to understand how technology enhances efficiency, tracking, and returns.



Example Immersion Experience

Day 4: Scaling Digital Trade and Innovation

Morning Session: Leveraging AI and Emerging Technologies

- Explore how AI, data analytics, and automation are transforming digital export operations.
- Learn practical tools for personalisation, predictive marketing, and intelligent inventory management.
- Discuss cybersecurity, data governance, and compliance in an AI-driven trade environment.

Afternoon Session: Branding and Customer Experience for Global Markets

- Discover strategies for building authentic global brands through localisation and storytelling.
- Learn how to optimise digital customer journeys using UX design, AI chatbots, and social commerce.
- Participate in an interactive workshop to design your brand's digital export campaign.



Example Immersion Experience

Day 5: Applying Insights and Developing a Growth Plan

Morning Session: Strategy Review and Pitch Preparation

- Review your digital export strategy and receive feedback from expert facilitators.
- Prepare and refine a short presentation outlining your market entry plan, growth model, and performance indicators.

Afternoon Field Trip: Visit to a Leading e-Commerce or Fintech Company

- Engage with industry leaders to gain insights into cutting-edge practices in global e-commerce, payments, and digital trade.
- Network with peers and explore partnership opportunities within the digital ecosystem.



Online Sellers Survival Kit

Designed for e-Commerce, this kit provides the expertise, tools, and credentials needed to scale internationally with confidence.

It features Global Trade LaunchPad membership, an e-Commerce Digital Badge, essential guides for supply chain and e-Commerce strategy, plus selectable resources for hands-on implementation.

Sample publications:

- **Online Sellers Supply Chain & Logistics Guide:** Streamline operations and deliver on customer expectations.
- **e-Commerce Guide:** Scale online businesses with confidence from marketing to logistics.
- **Trade Dictionary:** Understand trade terminology, HS codes, and rules of origin.



Program Features & Benefits

Planning & Delivery

We will provide the following:

- End-to-end program management, including scheduling, presenter engagement, materials, and session continuity via a dedicated moderator
- Detailed summaries and recordings in multiple formats (video, audio, text) with accessibility features

Marketing & Engagement

- Custom digital assets, co-branded materials
- Promotion through our global networks, social media campaigns, email outreach, and media releases
- Inclusive outreach targeting women, First Nations, youth, and people with disabilities

Program Features & Benefits

Program Legacy

- Participants and stakeholders retain access to all materials for two years
- A comprehensive final report including participant data, key lessons, insights, and recommendations for future programs

Join Us

This program is for everyone committed to empowering SMEs to expand globally through digital trade, e-commerce, and AI innovation.

Whether advising from a government, industry, or business perspective—or directly managing operations—you will gain the strategies, tools, and insights to make a tangible impact.

Don't just respond to change; lead it.

Let's build leadership in trade — together.





GTPA

GLOBAL TRADE PROFESSIONALS ALLIANCE

Services in International Trade & Supply Chains

Explore our key service areas:

- **Education & Learning:** Courses, skill-building pathways, and professional development.
- **Mentoring:** Tailored one-on-one guidance and SME support.
- **Trade & Supply Chain Advisory:** Market entry, compliance, risk management, and supply chain resilience.
- **SME Resources:** Toolkits, templates, guides, and a digital resource hub.
- **Certification & Accreditation:** ISO/IEC programs, professional recognition, and digital credentials.
- **Global Events & Immersive Experiences:** Networking, trade missions, and the Festival of Inclusive Trade.
- **Global Insights:** Market trends, research, and data-driven support.
- **International Projects:** Trade initiatives, collaborative programs, and SME pilot projects.

Let's build leadership in trade — together.



Contact Details



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Global Trade Services Passport

TRADE SERVICES



PASSPORT



For established trade organisations, government agencies, and industry bodies with 10 or more staff, GTPA offers the Global Trade Services Passport — a customised, all-inclusive enterprise solution to track, verify, and build internationally recognised trade credentials across your organisation.

What's Included:



Flight Enterprise Upgrade: Customised package to track and upskill trade credentials across departments.



Map Internal Competencies: Identify skill gaps and develop ISO-aligned capabilities.



Build Verified Credentials: Digital trade stamps and verified qualifications.



Support Compliance: Align with international trade standards, including pathways to ISO/IEC 17065 and ISO/IEC 17024 recognition.

Global Trade Services Passport

Organisational Benefits:

- ✓ Demonstrate engagement in the global trade ecosystem through structured credentialing.
- ✓ Commit to ISO-aligned capacity building and professional development.
- ✓ Receive Trade Services Passport recognition, signalling credibility, growth, and influence in international trade.

How to Qualify:

- ✓ 10+ staff across relevant trade functions.
- ✓ Enrolment in the Corporate Trade Program.
- ✓ Commitment to ISO-aligned upskilling and trade service development.
- ✓ Active engagement in trade-related services.

Global Trade Services Passport

TRADE SERVICES



PASSPORT



Your Strategic Advantage:

Position your organisation as a globally trusted trade services provider — supporting exporters, navigating customs, providing trade law guidance, or building trade infrastructure — while building a verified, ISO-aligned track record of excellence.

Your Strategic Advantage as a Trade

This program is more than professional development — it's a career- and organisation-defining opportunity to:

- ✓ Develop leadership in trade advisory.
- ✓ Stay ahead of global trade disruptions.
- ✓ Deliver actionable, risk-aware guidance to SMEs.
- ✓ Build a globally recognised reputation for both you and your organisation.