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Q1: Respondent details

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Q2: Country or Customs territory

UNITED STATES

Q3: Organization

Private sector

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Q4: Title of case story

eBay-ITC Partnership

Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract

eBay has entered into a partnership with the International Trade Centre to help SMEs in developing countries to take advantage of the opportunities offered by global digital commerce.

Q7: Who provided funding?

Private sector

Q8: Project/Programme type

Multi-country

Q9: Your text case story

eBay has entered into a partnership with the International Trade Centre to help SMEs in developing countries to take advantage of the opportunities offered by global digital commerce. Under the agreement, the eBay marketplace provides export-ready companies supported by ITC's e-Solutions program the opportunity to connect with over 162 million buyers around the world. Enterprises that participate are given the opportunity to open 'anchor stores' on eBay – providing them with greater online visibility, and the opportunity to reach more clients. SMEs participating in ITC's e-Solutions program will also have access to the eBay network of fulfilment centers, making logistics more cost-effective. And, they'll benefit from eBay's cutting-edge e-commerce research, allowing them to leverage this knowledge and better position their offerings in selected target markets. In addition, eBay will provide training to complement that offered by ITC on issues including how to optimize product listings; best practices in online promotion; and skills in analytics and inventory management.

Q10: Lessons learnt

Respondent skipped this question
