

DIGITAL EXPORT ENABLEMENT PROGRAMME (DEEP)



Take your business to the next level with the DEEP

The Digital Export Enablement Programme (DEEP) for ASEAN Small Business, launched by ICC, Google and ITC will support 1,000 micro, small and medium-sized enterprises (MSMEs) from across ASEAN member states to grow their business internationally, by equipping them with digital export-relevant skills.

DEEP is facilitating a unique cross-border entrepreneurial journey for firms in the Southeast Asia, by delivering a series of trainings, access to digital platforms and practical workshops that will strengthen the capacity of MSMEs from 10 ASEAN markets to engage in cross-border digital trade.

The programme guides SMEs along the full journey from identifying and comparing trade opportunities, understanding market access conditions, exploring trade finance options and the incoterms governing contracts, to sharpening their skills in digital marketing and successfully growing their business through e-commerce channels.

Participating firms will learn how to leverage digital platforms including [the Global Trade Helpdesk](#), [Google's Market Finder](#) and [ecomConnect](#). The programme is free of charge and live training sessions will be delivered in English and local languages.

Firms from ASEAN countries are encouraged to apply using the link below **before April 30, 2023**



[Apply now!](#)

CONTENT OUTLINE

MARKET RESEARCH

Topic 1 - Assessing the Current Situation of the Firm

- Export Readiness
- E-Commerce readiness
- Key dynamics of cross-border trade

Topic 2 - Identify and Select New Potential Markets

- Find promising markets
- Explore tariffs and regulations of the selected markets
- Target the right customers and explore niche opportunities

Topic 3 - Develop a selling strategy

- Define a Pricing strategy including logistical costs
- Understand digital trade costs and digital marketing
- Define contract terms for your selling channel

Topic 4 - Connect to Partners to implement your strategy

- Find potential customers
- Find potential suppliers
- Understand the role of TPOs
- Access Trade Finance
- Connect with Freight Forwarders

E-COMMERCE (through a virtual self-driven course and webinars):

Topic 1 - Understanding Customers

- Focus on the right customers
- Selling on the right online channels

Topic 2 - Attracting Customers

- Help customers find you (keywords)
- Develop your promotion strategy

Topic 3 - Closing the Purchase

- Develop a profitable pricing strategy
- Convert visitors into customers (product presentation and customer care)
- Develop trust in the online sales process
- Maximize the ticket (cross-selling & up-selling)

Topic 4 - Fostering Customer Relationships

- Meet customer expectations (inventory management, packaging, delivery)
- Keep your customers coming back (customer loyalty and repeat business)



CURRICULUM

April

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June

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July

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August


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September


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24	25	26	27	28	29	30


 Call for applications closes

 Selected MSMEs and trainers are notified


 Launch event (Virtual)

 E-commerce self-driven training for MSMEs (Virtual)

 Market research and Digital Marketing Training of Trainers (Virtual)

 E-commerce Clinics for MSMEs (Virtual workshops)

 Training of MSMEs on Market research and Digital marketing (virtual and in-person)

 MSMEs apply for the digital marketing coaching

 Digital marketing coaching (only for 150 SMEs)

 Closing event (Virtual)

DIGITAL EXPORT ENABLEMENT PROGRAMME (DEEP) FOR ASEAN SMALL BUSINESSES



Frequently Asked Questions

Q. Will I need to pay to participate?

A. Participation in the DEEP programme is completely free for the trainers as well as SMEs. Selected trainers will be compensated for delivering pre-decided training sessions as part of the programme.

Q. When does the programme start and how long will it last?

A. The DEEP programme for SMEs will kick off on May 16, 2023, and conclude on July 8, 2023. The approximate time commitment expected from SMEs is 30 hours over 3 months. In addition, a selected group of 150 SMEs will receive 4 hours of advanced digital marketing coaching from August 1-31, 2023. The Training of Trainers module will commence on May 17, 2023, and end on June 13, 2023. Selected trainers will be expected to deliver the training sessions between June 19, 2023, and July 8, 2023.

Q. Will I get a certificate for participating?

A. Participants who successfully complete the course will be awarded a participation certificate from Google, ICC, and ITC.

Q. What is the curriculum for the training programme?

DEEP will cover the following topics:

- A.**
- Selecting the right marketing channel
 - Market research
 - Digital marketing
 - Trade finance
 - Incoterms®