



## ITC supports tourism SMEs to participate in the China International Import Expo - Shanghai, 5 - 10 November 2018

China will host the first edition of the new [China International Import Expo \(CIIE\)](#) in Shanghai in November 2018. The aim of the CIIE is to support trade growth and economic globalization, opening the Chinese market to companies from all over the world. It is a comprehensive trade fair which covers both goods and services trade, and tourism is one of the key component in the section on services trade.

To help SMEs from developing countries take advantage of this opportunity to explore the Chinese market, ITC's trade in services project will support, on cost-sharing bases, 20 tourism companies from developing countries to participate in the CIIE. The selected companies will receive:

- Display space within the ITC booth located in the tourism section of the expo;
- Accommodation for the duration of the trade fair (one room per company);
- Access to an online training course on doing business in China;
- Waiver on registration fees to participate in the expo.

Travel expenses and any other expenses that may occur (e.g. visa and airport transfer) will be covered by the companies on their own.

If you're interested in participating in the 2018 CIIE, please let us know through the link [here](#). Expression of interest will be considered on first-come-first-served basis. **Deadline for submission is May 30th.**

If you require any further information, please contact Mr. Manto [fmanto@intracen.org](mailto:fmanto@intracen.org).

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## ITC e-learning on e-commerce starts on 4 June 2018

In the context of e-commerce's increasing relevance in international trade, this joint course by ITC and Diplo Foundation is designed to help participants better understand the multifaceted concept of e-commerce, the opportunities it offers to SMEs, and the steps necessary to create an enabling environment allowing for a greater uptake of e-commerce by both businesses and consumers. This course aims to assist participants in identifying the key components of competitiveness from a business perspective across the e-commerce process chain, from establishing a business online, to international e-payment, cross-border delivery and aftersales.

From a policymaking perspective, participants are guided in the use of a conceptualized e-commerce matrix to evaluate strategies and policies designed to foster a conducive environment for e-commerce at both the national and international level. Particular focus is placed on the topics currently being discussed in international fora, including data flow, de minimis provisions, personalization, cybersecurity, and online

consumer protection. To register, click [here](#).

## SME TRADE ACADEMY

E-Learning Course:

### E-Commerce for SMEs: An Introduction for Policymakers



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