International Trade Centre | ecomConnect

Course 2:
E-Commerce for your B2B Business

ITC SME Trade Academy

📅 31 July 2023

🔗 learning.intracen.org

KENYA EXPORT PROMOTION & BRANDING AGENCY

E-COMMERCE FOR YOUR B2B BUSINESS

We are excited to announce a valuable opportunity for the local business community to enhance their knowledge and skills in e-commerce. The International Trade Centre (ITC) through the SME Trade Academy is offering a free and comprehensive course on "E-commerce for your B2B Business."

In today's rapidly evolving business landscape, e-commerce has become a crucial aspect for businesses looking to expand their market reach, increase sales, enhance their competitiveness, and establish a strong online presence. With this course, participants will gain a deeper understanding of the intricacies of B2B e-commerce, allowing them to leverage digital platforms effectively and maximize their business potential.

The course will cover a wide range of topics, including:

Introduction to B2B E-commerce:
Participants will grasp the fundamental concepts of B2B e-commerce and its significance in the current global market.

Developing Your E-commerce Strategy: Learn how to create a tailored e-commerce strategy that aligns with your business goals and target audience.

Online Marketplaces and Platforms:
Explore different online marketplaces and platforms available for B2B businesses, understanding their advantages and how to choose the right ones.

Digital Marketing and Customer Engagement:
Discover effective digital marketing techniques to attract and engage potential B2B clients, building long-term relationships with them.

The course is set to begin on 31stJuly 2023, and we encourage all interested businesses to register promptly to secure their spots. Don't miss this exceptional opportunity to upskill your B2B business in the world of e-commerce.

TO REGISTER FOR THE FREE COURSE "E-commerce for your B2B Business,"
Please visit the following link:
https://learning.intracen.org/course/info.php?id=443

UPCOMING EVENTS

🌐 **ATHENS COFFEE FESTIVAL**

ATHENS COFFEE FESTIVAL

🌐 **ASIA FRUIT LOGISTICA**

ASIA FRUIT LOGISTICA
6-8 September 2023
ASIA FRUIT LOGISTICA

EMERGING TRENDS

HIGH-QUALITY COFFEE FROM KENYA
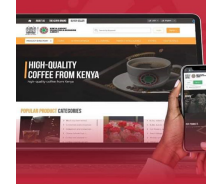
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