



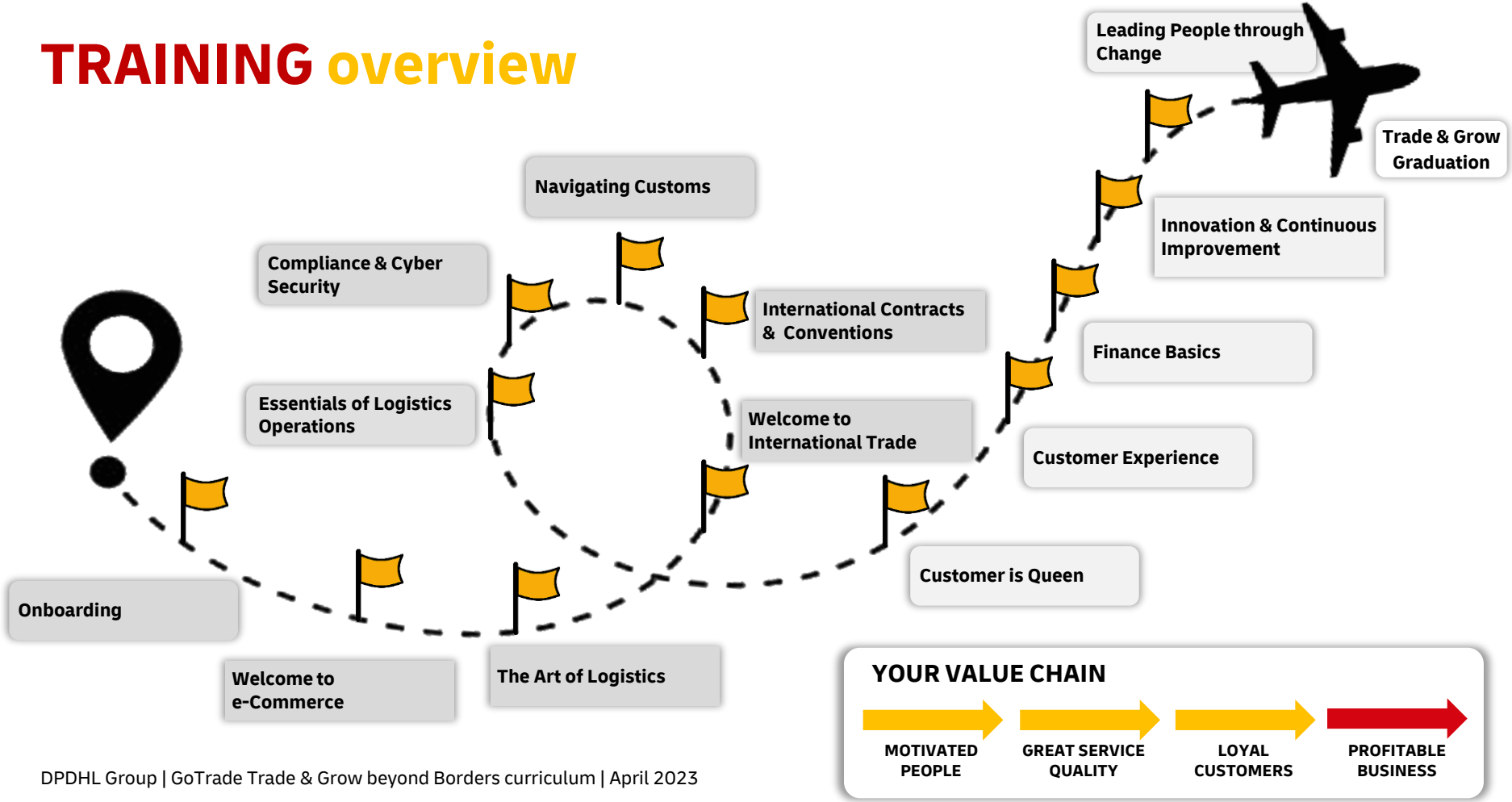
GOTRADE

***TRADE & GROWN BEYOND
BORDERS CURRICULUM***

Deutsche Post DHL
Group

GOTRADE

TRAINING overview



GOTRADE learning journey (1/3)



Getting started with the learning journey

This module gives an overview of the learning journey and helps participants to get to know each other. Topics that are covered are:

- Understanding the learning journey
- Getting to know each other

Online workshop

2 hours

Launching your international e-commerce business

This module explores e-commerce and how entrepreneurs of SMEs can benefit from it. Topics that are covered are:

- Importance of logistics for the end customers
- e-com types, e-com value chain, e-com landscape, and digital channels
- Role of logistics in cross border e-commerce

Online workshop

2 hours

Strengthening your logistics for international e-commerce

This module explores logistics and how entrepreneurs of SMEs can benefit from it. Topics that are covered are:

- Strengthening logistics & benefits of working with logistics partners
- Modes of transportation
- Hidden costs in logistics

Online workshop

1.5 hours

Welcome to International Trade

Navigating international agreements

This module focuses on international trade and what it takes to do business on a truly global scale. Topics that are covered are:

- Benefits and challenges of international trade
- International agreements
- Specifics of customs unions, free trade and preferential agreements

Online workshop

2 hours

International Contracts & Conventions

Securing your shipment with international contracts and conventions

This module focuses on how entrepreneurs can secure their shipments with international conventions and contracts. Topics that are covered are:

- International conventions
- Logistics contract types and elements
- Impact of future trends

Online workshop

1.5 hours

GOTRADE learning journey (2/3)



Navigating Customs

Getting your shipment through customs

This module looks at the role of customs and customs requirements as well as automation. Topics that are covered are:

- Customs roles & responsibilities, customs documentation requirements
- HS convention
- Incoterms
- Automation and customs charges
- Rules of origin

Online workshop

🕒 2.5 hours



Compliance & Cyber Security

Complying with (international) regulations and cyber security

This module looks at compliance and cyber security. Topics that are covered are:

- Compliance areas and risks of non-compliance
- Data privacy & cyber security

Online workshop

🕒 2 hours



Essentials of Logistics Operations

Mastering shipment paperwork

This module enables entrepreneurs to work effectively with their logistics provider on e.g. packaging, dangerous goods, key shipping documents. Topics that are covered are:

- Modes of transportation
- Avoiding non-compliant shipments
- Packaging
- Dangerous goods handling
- Key customs documents

eLearning

🕒 1.5 hours



Customer is Queen

Developing a customer-centric mindset

This module explores how to increase customer centricity. Topics that are covered are:

- Importance of customer centricity
- Increasing customer centricity with Customer Profile and Value Proposition

Online workshop

🕒 2 hours



Customer Experience

Shaping your customer experience

This module explores how to identify new customers (in foreign markets), how to best reach them and shape their customer experience. Topics that are covered are:

- Increasing customer centricity with Experience Map
- Identify new customers
- Reach target customers
- Website health check

Online workshop

🕒 2 hours

GOTRADE learning journey (3/3)




Finance Basics

Getting cost calculations and proper long-term planning right'

This module discusses how to calculate total costs and product prices as well as proper long-term planning to be a sustainable business. Topics that are covered are:

- Calculating total cost
- Factors influencing pricing strategies and deriving prices
- Difference between profit and cash
- Importance of proper long-term planning

Online workshop

 2.5 hours



Innovation & Continuous Improvement


Gearing up through innovation and continuous improvement

This module shows entrepreneurs how to innovate and improve business activities to improve customer value.

Topics that are covered are:

- Different types of innovation
- Opportunities for innovation
- Design Thinking approach
- Continuous Improvement mindset
- Performance Dialog with KPIs and targets
- GEMBA walk and 5S

eLearning

 1.5 hours




Leading People through Change

Developing effective teams and leading people through change

This module helps entrepreneurs to build high performing teams and lead people and teams through change. Topics that are covered are:

- Factors for effective teams
- Phases of team development
- Different behaviors in changing times
- Leading others through change curve

Online workshop

 2 hours

GOTRADE learning journey

Module Name	Format	Estimated Duration
Onboarding Getting started with the learning journey	Online training via Zoom	~2 hours
Welcome to e-commerce Launching your international e-commerce business	Online training via Zoom	~2 hours
The Art of Logistics Strengthening your logistics for international e-commerce	Online training via Zoom	~1.5 hours
Welcome to International Trade Navigating international agreements	Online training via Zoom	~2 hours
International Contracts & Conventions Securing your shipment with international contracts and conventions	Online training via Zoom	~1.5 hours
Navigating Customs Getting your shipment through customs	Online training via Zoom	~2.5 hours
Compliance & Cyber Security Complying with (international) regulations and cyber security	Online training via Zoom	~2 hours
Essentials of Logistics Operations Mastering shipment paperwork	eLearning module	~1.5 hours
Customer is Queen Developing a customer-centric mindset	Online training via Zoom	~2 hours
Customer Experience Shaping your customer experience	Online training via Zoom	~2 hours
Finance Basics Getting cost calculations and proper long-term planning right	Online training via Zoom	~2.5 hours
Innovation & Continuous Improvement Gearing up through innovation and continuous improvement	eLearning module	~1.5 hours
Leading People through Change Developing effective teams and leading people through change	Online training via Zoom	~2 hours



Thank you for your attention!