

Ecom Coop the Ecommerce Cooperative

How ITC uses the coop as enabling structures for developing countries



International Co-operative Alliance
**Global Conference
and General Assembly**

14-17 November 2017, Kuala Lumpur, Malaysia

Co-operatives: Putting People at the Centre Of Development

Mohamed Es Fih
eSolutions for Business Advisor, Division of
Enterprises and Institutions, International Trade Center

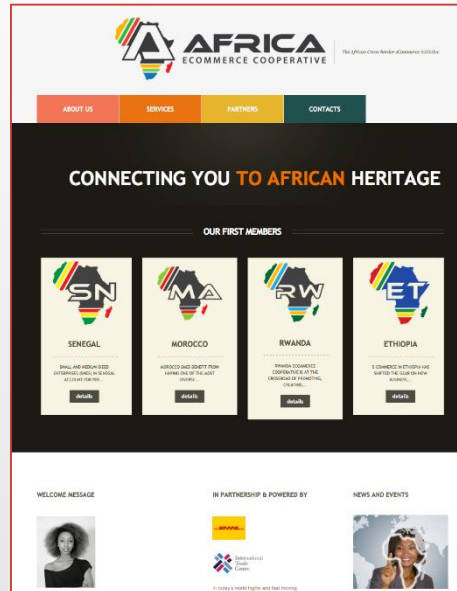
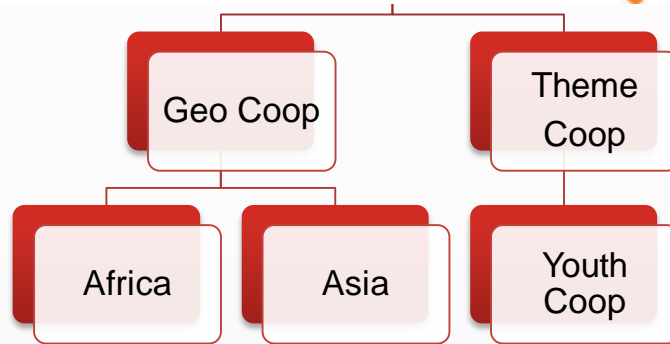


International
Trade
Centre

TRADE IMPACT
FOR GOOD

Grouping entrepreneurs together

ecum.coop Cross-border
ecommerce
together



TRADE IMPACT
FOR GOOD

The eComCoop leadership



Cross-border
ecommerce
together

Chairwoman

The logo for Africa Ecommerce Cooperative, featuring a stylized 'A' with colorful stripes and the text 'AFRICA ECOMMERCE COOPERATIVE'.

Cross border eCommerce together

Mahlet Afework - MAFI
Co-founder & Chairwoman

+251 911 891 018 📞
mafi@africa.coop 📧
www.africa.coop 🌐

A photograph showing a group of people, including a man and a child, engaged in an activity.

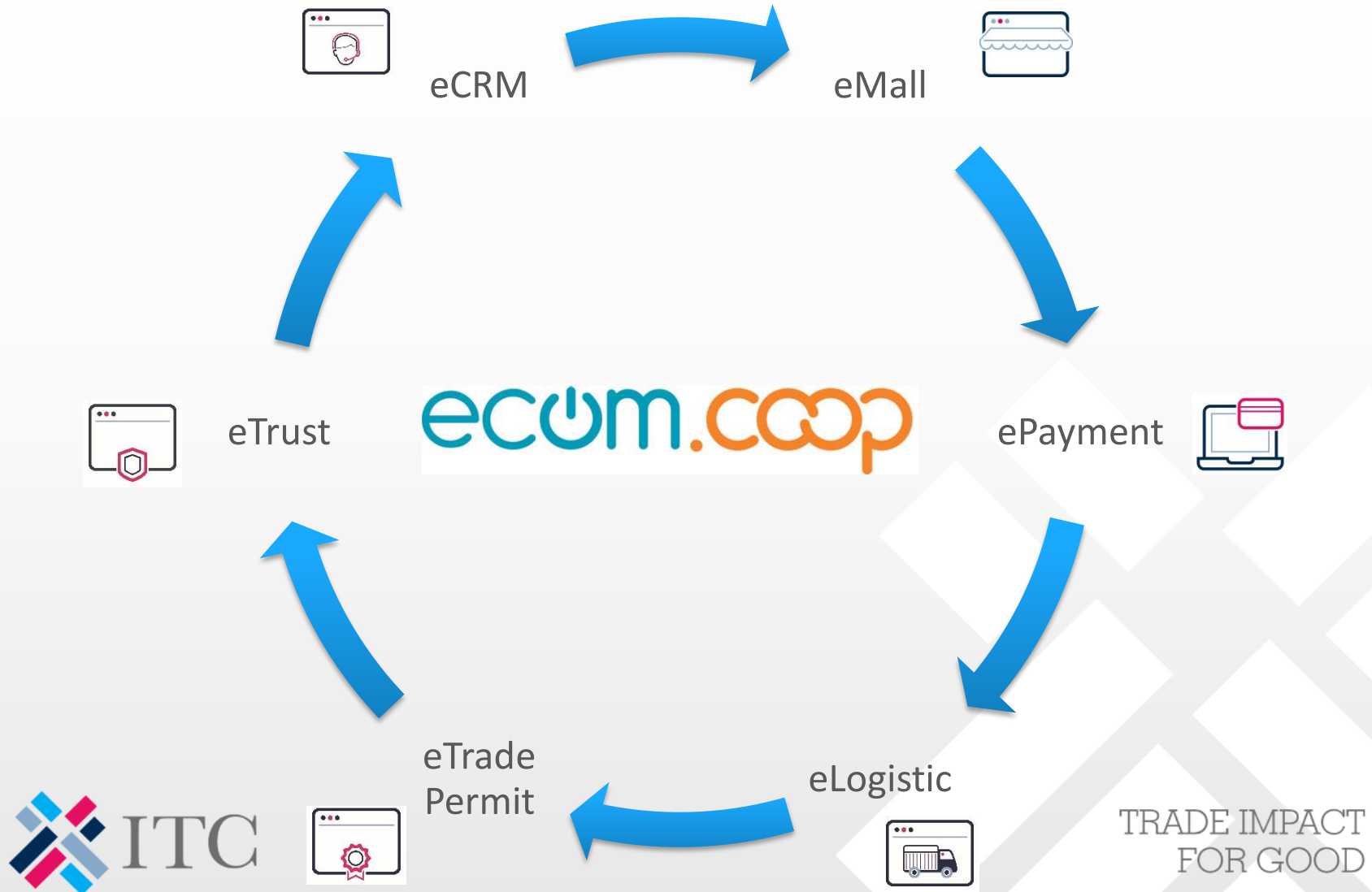
Sidley's pro bono work
draws global acclaim

[Read More »](#)



TRADE IMPACT
FOR GOOD

Coop eSolutions: Mutualized, modular, replicable, scalable



What does an eComCoop do ?



International
Trade
Centre

TRADE IMPACT
FOR GOOD



ecom.coop

It builds solutions for the members:

Fiscal & legal representation in target markets (USA, EU etc.)

eCommerce solutions (eStores and eMail with required standards; security, policies..)

International payment solutions

Compliance & due diligence

Full logistics solutions

7 ICA Coop principles



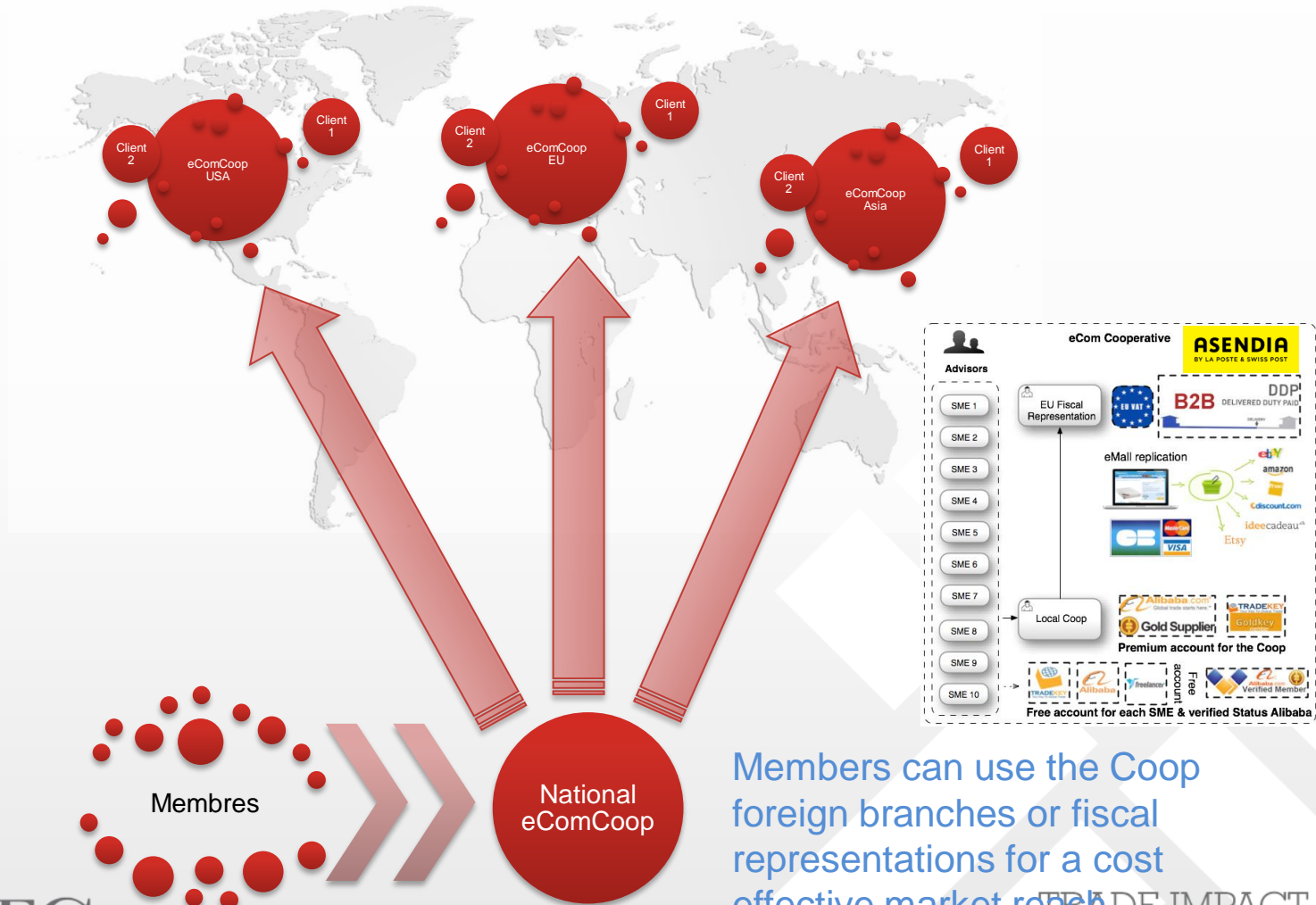
Sustainable Cross Border eCommerce

Mutualizing access to eMarket Places



Sustainable Cross Border eCommerce

Mutualized Access to Geographic Markets



Members can use the Coop foreign branches or fiscal representations for a cost effective market reach

Fulfilling international compliance



International
Trade
Centre

TRADE IMPACT
FOR GOOD

Once the local African SMEs are legally grouped into one mutually owned entity, the idea is to incorporate a branch of this entity in a country that is accepted by the crowdfunding platforms.

**African SMEs are now a registered US company
With an American bank account & a US Tax ID number**



Obtaining an EIN Tax ID number from the Internal Revenue Services in the US.

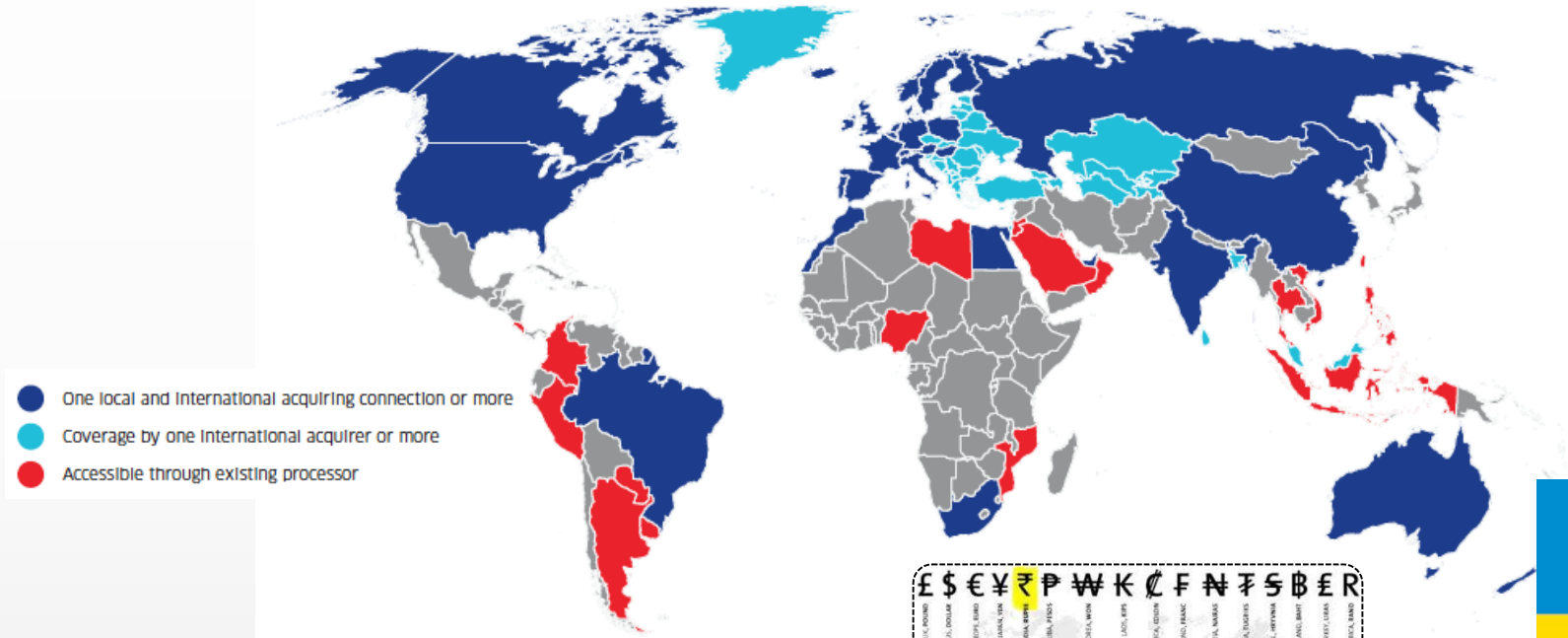


Opening of an American Bank account in \$currency with a payment card.



Sustainable Cross Border eCommerce

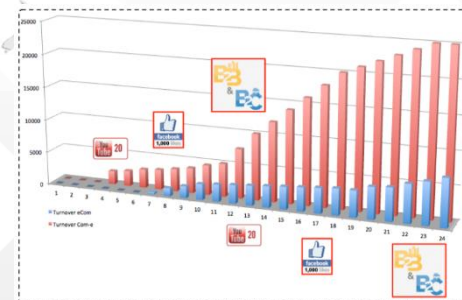
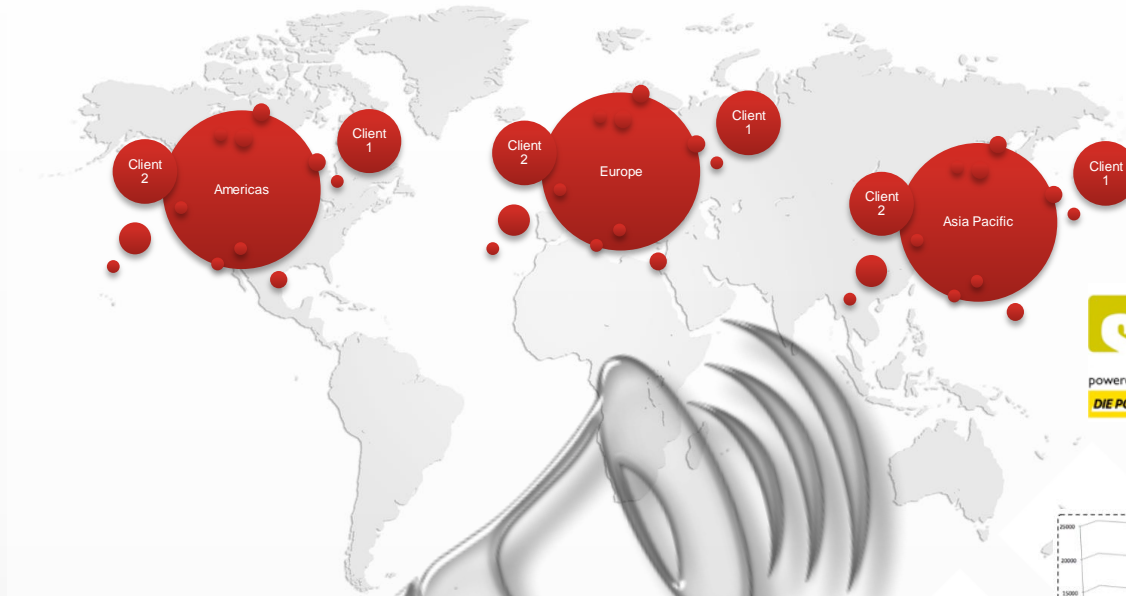
International payments made local



Members can receive multi-currency payments and their customers can pay in their local payment method

TRADE IMPACT FOR GOOD

Sustainable Cross Border eCommerce Marketing & Visibility



Members can group their forces for a great mutualized marketing effort or can share a premium Gold Account on Alibaba or Tradekey. **TRADE IMPACT FOR GOOD**



Made in Africa: A.coop



ecum.coop Cross-border
ecommerce
together

Making globalization a local convenience



TRADE IMPACT
FOR GOOD



International
Trade
Centre

THANK YOU

Contacts:

Mohamed Es Fih: esfih@intracen.org

Tidiane Diop: diop@intracen.org

