



Logistics for E-Commerce UPS support to SMBs

9/6/2022



Cross-Border Data Flow

Reliance on accurate data from all locations all over the globe for quality logistic process

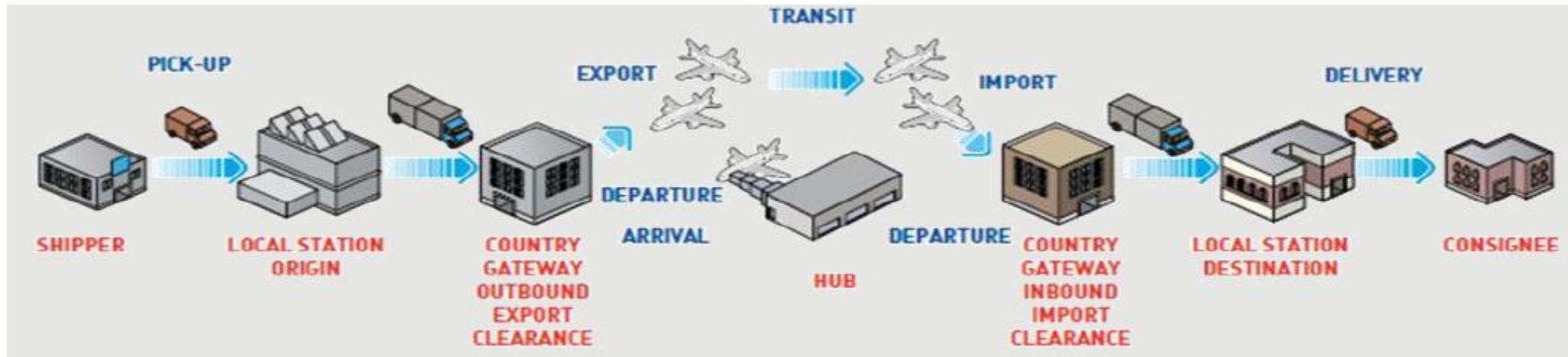
Business Operation Decision

- Who is this package for?
- Where to
- How to route?

Regulatory Compliance

- Tax ID numbers
- Value
- HTS Code/Goods Description

Express Delivery Service Operation



E-Commerce and Small Businesses

UPS supports the promotion of cross-border e-commerce while solving emerging public policy issues

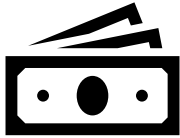
At the Border



Behind the Border



Challenges faced by SMBs owned by Women in Central Asia



Women in Central Asia are **15%** less likely than men to have any savings, and **28%** less likely to have enough savings to start a business¹



Women have **30%** less access to the internet than men²

Countries in the region have adopted measures to support e-commerce and facilitate trade, but some challenges remain



Digital trade facilitation implementation in the region is growing, but it is currently at **64%**, which is still below the average for UNECE countries, **77%**³



Consumers in the region are still **concerned about making online transactions** such as payment security, data protection, and privacy, which leads to lower e-commerce consumption²

Sources:

1 - [The World Bank, 2022](#)

2 - [United Nations Economic Commission for Europe \(UNECE\), 2022](#)

3 - [UNECE Regional Report 2021](#)

Policy recommendation to strengthen women participation in the economy and e-commerce



1

Promote **capacity building** and **technological education** for women

2

Include **language** that explicitly does not discriminate between men and women in trade agreements

3

Educate women on the benefits of being part of the **formal economy**

4

Increase access of women entrepreneurs to **credit for e-commerce development**

She Trades Initiative Turkey

WEP – Women Exporters Program

What is WEP

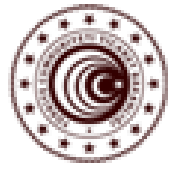
- **#SheTrades Initiative**

The Women Exporters Program is a global initiative launched by UPS and The UPS Foundation that helps women cross borders, overcome challenges and forge new futures by expanding their businesses to global markets.

- **Goal & Target Audience**

To give export training to 10,000 entrepreneur women by the end of 2023 and to provide access to international markets.

- Women Entrepreneurs
- Women Cooperatives
- Women Craftsmen



T.C. TİCARET BAKANLIĞI

Women Exporters Program

- The project partners are **KAGIDER (Women Entrepreneurs Association)** and **KEDV (Foundation For The Support of Women's Work)** which help us to reach the target group. Thus by combining the power of UPS, KAGIDER & KEDV (NGOs); we support women both to improve themselves, their businesses and the communities they involve.



Export Akademi

- Export Akademi** is a training program that we have been continuing with our Ministry of Commerce for 4 years. Its aim is to inform, encourage and mobilize our young entrepreneurs and women about e-export. We trained more than **7000** people in the program.
- We are coordinating the initiative with **Turkish Trade Ministry** along with the supporting of the **Department of Women Cooperatives Association**.
- The content of the training includes topics such as sales methods in marketplaces, payment channels, digital marketing, and government incentives for exports. Our goal is to ensure that participants learn where to start when the training is over, not to become experts.

First Session

Second Session

01

UPS

Export & Customs Operation

02

Export & Logistics

Return Processes

03

Export & Marketing

Market Place Payment Methods

04

Export & Market Places

Export & Government Incentives

05

Q & A

Q & A



Izmir



Gaziantep



Izmir



Gaziantep

KADIN İHRACATÇI PROGRAMI

KAGİDER
Türkiye Kadın Girişimciler Derneği
Women Entrepreneurs Association of Turkey

UPS

KADIN EMEĞİNİ DEĞERLENDİRME VAKFI

UPS Türkiye Kadın İhracatçı Programı
10 Eylül 2020

Açılış Konuşmaları 13:00 - 13:10
13:00 - 13:05 Burak KILIÇ / UPS Türkiye Genel Müdürü
13:05 - 13:10 Emine ERDEM / KAGİDER Başkanı

Başarı Hikayesi 13:10 - 13:20
13:10 - 13:20 Bir Başarı Hikayesi / Bala ÇOLAKOĞLU & Özlem BAYRAM - UMBİ

Panelistler 13:20 - 13:45
Melike DAVASLI OKÇU / Ticaret Bakanlığı Esnaf San.ve Koop.Gn.Md.Ticaret Uzmanı
Begüm BAYRAK / KAGİDER Proje ve Uluslararası İlişkiler Yöneticisi
Emine Gökçe YANIK / KEDV Kooperatifler Sorumlusu

Kadın İhracatçı Akademisi 13:45 - 15:30
13:45 - 14:30 Oturum 1
İhracat & Lojistik / Pazarlama & Temel İhracat Kanalları
Kazım UTANGAN / UPS Türkiye Segment Yöneticisi

14:30 - 14:45 Ara

14:45 - 15:30 Oturum 2
Gümrük Süreçleri & lade /
Ödeme Yöntemleri / Devlet Teşvikleri
Kazım UTANGAN / UPS Türkiye Segment Yöneticisi

Soru & Cevap 15:30 - 16:00

10 Eylül Kip Video Kayıt

2020-09-10 13:06:19

Burak Kılıç
UPS Türkiye Genel Müdürü

10 Eylül Kip Video Kayıt

2020-09-10 13:07:33

Emine Erdem
KAGİDER Başkanı

2020-09-10 13:12:07

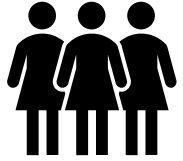
Türkiye'den Amerika'ya Gönderiler

Amerika'da gümrük muafiyet limiti 800\$'dır.

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2020-09-10 15:56:18

Women Exporter Programs Turkey (via UPS efforts or collaboration with other parties)



- UPS has trained over **8,120** women in Turkey since 2018
- Aiming to reach out **10,000** entrepreneur women by the end of 2023

Lessons Learned

- Small steps can lead to big results for women
- Perception Changed – ‘Export is Complicated’
- Pandemic affect on creating human touch
- Partnerships & Collaborations





THANK YOU