

CENTRUL DE EXCELENȚĂ ÎN



COMERȚ EXTERIOR

The Online Platform for Romanian Exports

Centre of Excellence
in Foreign Trade
KEY PROJECT



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CHALLENGES OF FOREIGN TRADE

- Calculating taxes
- Complying with regulations

Legislation and foreign regulations



- Intercultural communication may cause important problems

Cultural differences, communication issues



- Freight transport
- Knowledge of the target market
- Price calculation

Calculating costs and pricing



- Local representation, office network

Company Structure



- Trusting various electronic payment methods
- Payment delays
- Exchange rate differences

Payment method, exchange rate



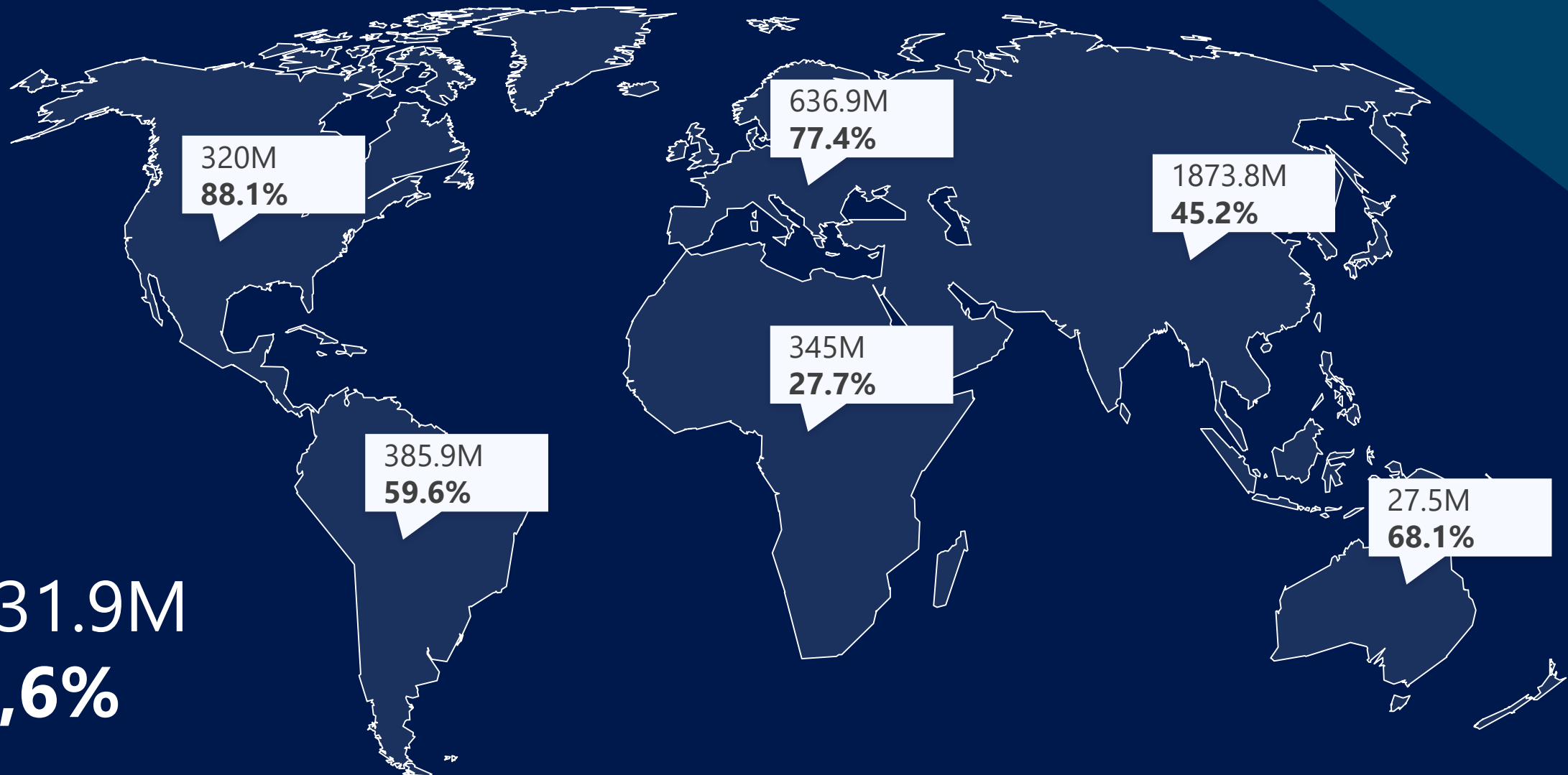
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**HOW DO WE
ADDRESS THESE
CHALLENGES?**

THE INTERNET - THE KEY FOR DEVELOPMENT



3731.9M
49,6%

Number of users and global Internet penetration rate (2017)



A website or registration in a simple manufacturers' catalog **does not suffice**



Grow your business by using a business-to-business **online export platform**

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THE EXPORT PLATFORM

Using a modern IT platform for

Connecting efficiently the Romanian and international business environments

Facilitating the access of Romanian and international companies to commercial information

OBJECTIVES



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FUNCTIONALITIES OF THE EXPORT PLATFORM

FUNCTIONALITIES

Information

COLLECTION

Platform administrators enter information on the national export legislative framework and ensure the synchronization of information with similar external sources (EU tariff, etc.).

PUBLICATION

The information is structured by platform category. They are published the same way that an online portal would.

NOTIFICATION

Traders registered with the platform are automatically notified of changes to the legislative framework (multilingual support).

FUNCTIONALITIES

Trader profile

REGISTRATION

The trader accesses the platform and fills out the registration data online. It goes through an approval process so that the associated account is then approved by the system.

PROFILE

The trader defines their own associated profile (company information, portfolio, pricing). The platform provides information on product nomenclature, taxes and other useful information.

CONNECTION

The trader is connected by the platform to other commercially registered operators, depending on the field chosen by the trader, including the logistics area, if they opt for it.

FUNCTIONALITIES

Product and price catalog

PROFILE

The trader defines their product portfolio and price catalog by way of the nomenclatures made available by the platform.

CALCULATION

The platform identifies the products according to their encoding and presents the calculation of fees according to the target market(s). It can even provide the trader with partners, according to a specific logistics area.

PUBLICATION

The platform publishes product and pricing information and automatically filters data according to trader preferences (product categories, geographic areas, etc.).

FUNCTIONALITIES

Search for information

FILTERING

The trader defines their selection filters according to their commercial interests (types of products, geographical areas, types of companies, etc.). Filters can be saved at the profile level.

SEARCH

The platform periodically performs automatic searches for information based on filters saved by the traders.

PUBLICATION

The information resulting from the search process is presented to traders as a list. It is automatically grouped together for each specific filter defined.

FUNCTIONALITIES

Market segmentation and B2B partners

PROFILE

The trader defines their product portfolio, price catalog and societies and also target market(s) (e.g. EU, North America, etc.).

ANALYSIS

The platform automatically identifies business opportunities for the trader according to the completed profile. A list of possible B2B partners in the target market / markets is presented.

COMMUNICATION

The trader can contact the partners suggested by the platform using the information (contact data) provided.

FUNCTIONALITIES

Interoperability with external systems

PROFILE

The trader defines their product portfolio, price catalog and societies and also target market(s) (e.g. EU, North America, etc.).

INTEGRATION

The platform provides mechanisms of interoperability with external systems so that it can synchronize associated information (products, stock, pricing policies).

PUBLICATION

The platform publishes synchronized data from external systems and automatically updates the trader's profile.

FUNCTIONALITIES

Analysis and reporting

COLLECTION

The platform collects all the information traded in the system and organizes it for further analyses and reporting.

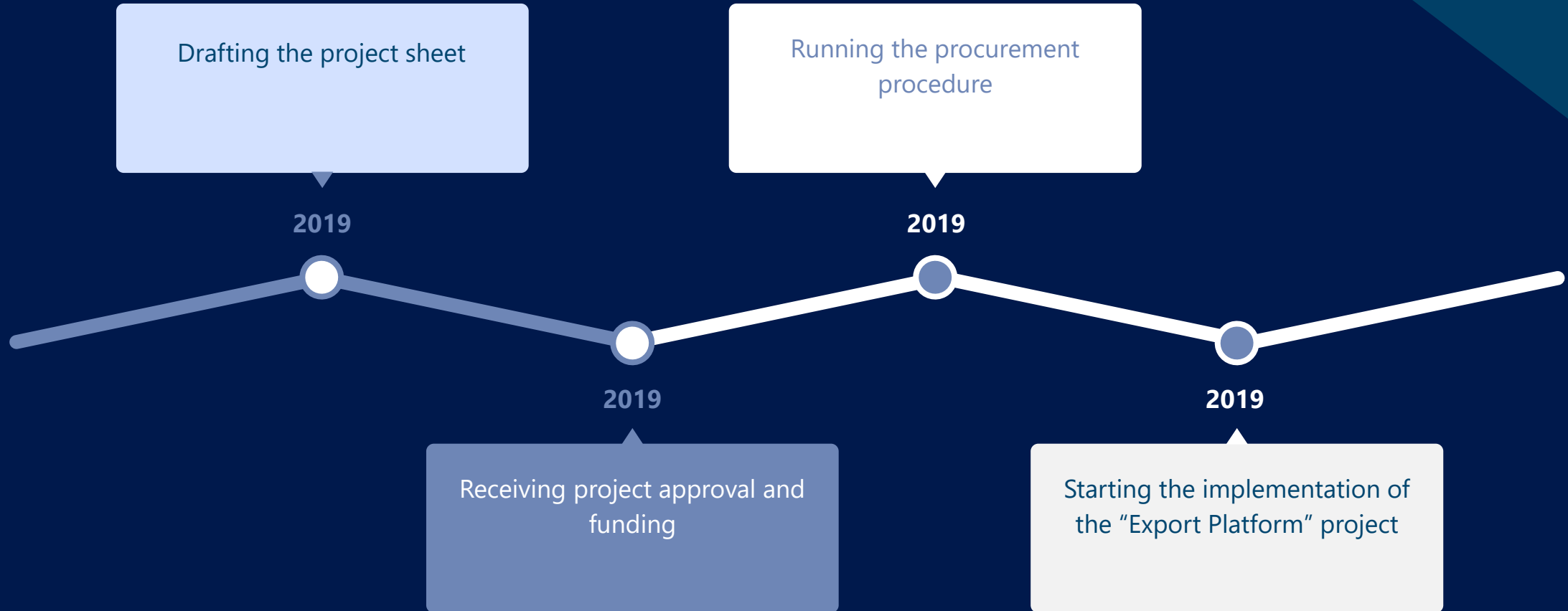
ANALYSIS

The platform performs data analysis and can publish the results for both traders and qualified institutions.

REPORTING

The platform periodically runs statistical reports that can be published for public access or sent to different institutions.

IMPLEMENTATION GRAPH



ADVANTAGES AND BENEFITS

- Easy access to a complete set of information about your company's export potential.

Accessibility



- The ability to interact with producers / exporters from other countries in order to identify business opportunities.

Collaboration



- Streamlining one's own expenses related to the sales cycle.
- Access to modern tools which provide support for price and fee calculations, as well as logistics-related costs.

Optimization



- Support for defining your own product catalog and adapting it to the needs of the identified outlet.

Adaptability



- Providing the necessary framework for support to increase your business.
- Quick connection to other business partners without the need for marketing investment.

Growth



- The interoperability framework made available ensures integration with the company's own systems so that information synchronization (products, prices, stocks) can be ensured.

Organization



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