

DELIVERING GOTRADE

PROGRAM OVERVIEW

Presenter Name

Date



GOTRADE

Agenda

GoTrade overview

SME capacity building

Projects & implementation

Backup: Regional activities

GoTrade overview (1/2)

What is the mission of GoTrade?

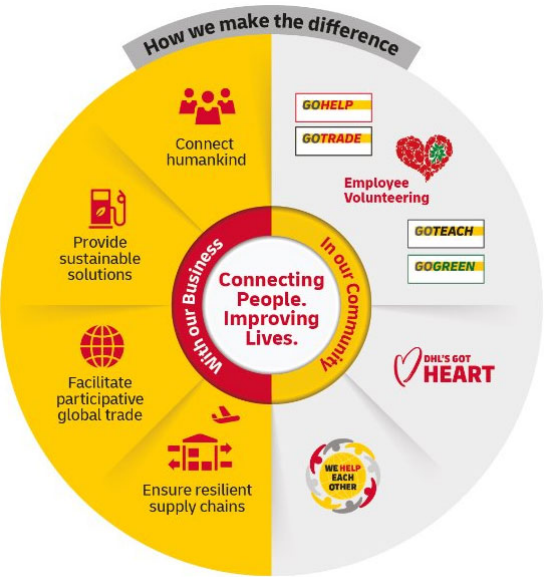
Leveraging our global footprint and in-house expertise to support Small and Medium Enterprises (SMEs) and to foster **inclusive** and **sustainable economic growth**, in alignment with the UN Sustainable Development Goals.



GoTrade projects are designed to:

- Support SMEs to engage in cross-border trade and leverage eCommerce
- Enhance competitiveness and drive business growth

GoTrade is one of DHL Group’s sustainability programs



GoTrade overview (2/2)

With GoTrade we aim to empower SMEs to leverage global trade and help countries with our **‘think global and act local’** approach. We are supporting cross-border trade and business growth through **capacity building** and **partnerships**, directly contributing towards sustainable and inclusive economic growth.





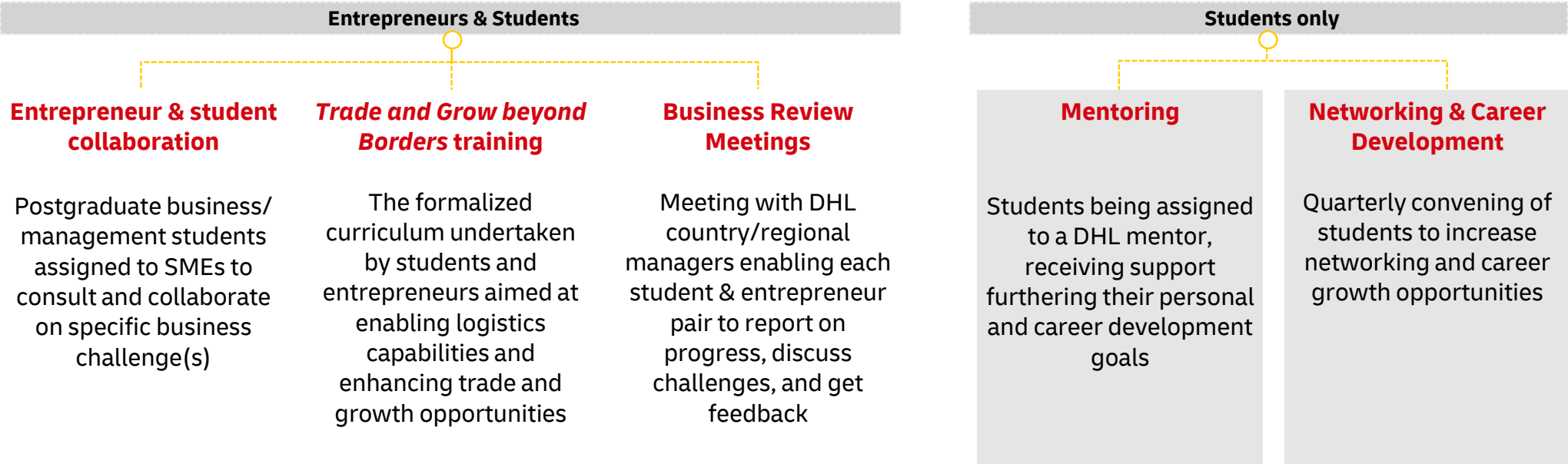
SME capacity building: Trade & Grow beyond Borders curriculum

Our comprehensive training program features a **curriculum of 14 interactive modules** delivered by specially trained DHL employees. These sessions, available in both **classroom and virtual formats**, provide **tailored knowledge** to meet the unique needs of SMEs. The interactive nature of the training ensures active engagement and practical learning, covering a wide range of topics essential for SME success.

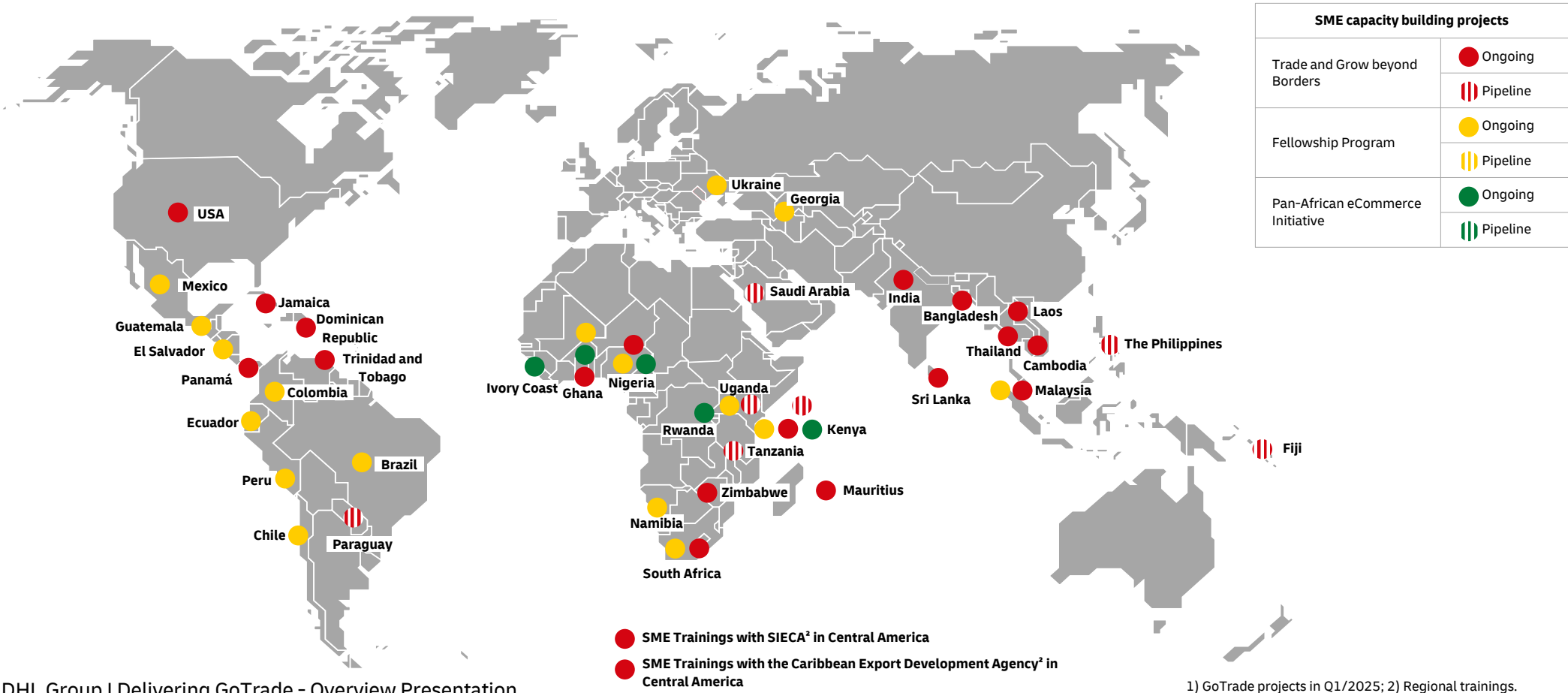


SME capacity building: DHL GoTrade GBSN Fellowship Program

The Fellowship Program in partnership with the Global Business School Network (GBSN) is designed **to partner selected postgraduate business students with SMEs**. The aim is **to enable SMEs to access the global market** and **to enhance student development** with practical learning opportunities.




GoTrade projects rollout in all regions¹



1) GoTrade projects in Q1/2025; 2) Regional trainings.

GoTrade project implementation 2021-2025

Projects & SMEs trained						
	2021	2022	2023	2024	2025 ¹	Total
# of projects	32	39	59	74	62	139
# of SMEs trained	877	1926	2554	3802	1475	10634

 4,000+ women-led SMEs trained

1) Indicators for Q1/2025.

- Partners (exemplary)
- BMZ (*Federal Ministry of Economic Cooperation and Development*)
 - eTrade Alliance
 - GBSN (*Global Business School Network*)
 - GIZ (*German Agency for International Cooperation*)
 - ITC (*International Trade Centre*)
 - Nextrade
 - The Asia Foundation
 - The World Bank
 - UNCTAD (*United Nations Conference on Trade and Development*)
 - UNDP (*United Nations Development Programme*)
 - UNIDO (*United Nations Industrial Development Organization*)