



PECBEC: PARTNERSHIP FOR EXCELLENCE FOR CROSS BORDER E-COMMERCE

Partnership for Excellence - Centers of Vocational Excellence
Projects proposal for funding under the ERASMUS+ 2025 call
Call id: ERASMUS-EDU-2025-PEX-COVE Deadline 11 June 2025

- Cross Border E-Commerce (CBEC), as an instrument of international trade, is a complex activity given the variables, processes and fundamental understanding of 3rd country consumer cultures required. The ability to reach these markets successfully using ever evolving local consumer technologies is paramount.
- This CoVE aims to support European SME's to acquire the necessary skills to support in internationalization and direct export within a perspective of regional development and rural revitalization. Sectorial scope of businesses involved include food, beverage, agricultural products, leathers, arts, crafts, cosmetics, wellness and luxury.
- It aims to enhance cooperation between businesses, internationalization of education and provide skills as tools for students and professionals alike providing employment opportunities and incentivising entrepreneurship.
- The CoVE will find synergies in curricula and qualifications by country of export and will include online and digital learning, while incorporating micro-credentials. Interaction between the private sector and the education system will result in sustainable financial models while finding synergies in financial instruments at various levels of public funding within the EU and from 3rd countries.
- Partners will be made up of business, vocational and higher education representatives of excellence from five EU countries and with respective partners in other 3rd countries.

Main Deliverables

Provide skills within the context of cross border e-commerce with 3rd countries in online sales platform development, logistics, bonded warehousing, transportation, customs goods clearances, clearing of international payments, and effective marketing to consumers in 3rd countries through local platforms and leveraging of local Key Opinion Leaders and Key Opinion Consumers.

Through the development especially of short-term programmes and micro credentials, provide opportunities for lifelong learning and engage inclusion related institutions in order to promote cross border e-commerce activities and skills as a way of incorporating into labour market.

Developing of curricula as full courses, majors or minors; and of micro-credits.

Carrying out of training for teachers and trainers in home and 3rd countries.

CONFIDENTIAL DRAFT FOR DISCUSSION

Fostering dual style programmes of cooperation between businesses and education institutions for students to learn on the job and apply their skills in a business practical case.

Analysis and Research on success cases of 3rd country cross border e-commerce and identification of significant educational and business model gaps necessary to overcome in order to achieve higher rates of cross border e-commerce success rates.

Carrying out of mobilities of teachers to learn cross border e-commerce programmes abroad.

Focusing parts of curricula and programmes towards student entrepreneurial initiatives applying own cross border businesses or as supply of specialized services to businesses.

Delivering financially sustainable programmes for education and export businesses.

Carry out an in-depth analysis of financial instruments available at EU and national levels while providing case studies of their implementation within the CoVE.

Introduction

In today's globalized economy, small and medium-sized enterprises (SMEs) in Europe face significant challenges in expanding their businesses beyond national borders. This project aims to equip European SMEs with the necessary skills to engage in cross-border e-commerce, thereby facilitating internationalization and direct export with a focus in third countries.

Objectives

- Develop and deliver comprehensive training programs on cross-border e-commerce.
- Equip SMEs with knowledge of international trade regulations, digital marketing, logistics, and payment systems.
- Enhance SMEs' capacity to leverage e-commerce platforms for direct export.
- Support SMEs in overcoming barriers to international trade, such as language, culture, and regulatory compliance.

Target Audience

- Learners from initial education and lifelong learning.
- Small and medium-sized enterprises (SMEs) in Europe.
- Entrepreneurs looking to expand their businesses internationally.
- Business development professionals and e-commerce managers.

Project Scope and Activities

- Training Modules:
 - Introduction to Cross-Border E-Commerce.
 - Regulatory and Legal Considerations in International Trade.
 - Digital Marketing Strategies for Global Markets.
 - Logistics and Fulfillment for International Orders.
 - Payment Systems and Currency Exchange.
 - Quality certification.

Workshops and Webinars:

- Hands-on training sessions with industry experts.
- Live case studies and success stories.
- Q&A sessions for real-time problem-solving.

Mentorship and Support:

- One-on-one business coaching.
- Access to industry mentors and e-commerce consultants.

Resource Development:

- E-learning materials including guides, videos, and toolkits.
- A dedicated online platform for continuous learning and networking.

Partners

1. Lazio Region (IT) Leader

Regional Directorate for Education, Training and Employment Policies.

2. Link Campus University (IT)
3. Comune di Colleferro (IT)
4. ITS Logistica (IT)
5. Adamantic (IT)
6. UNISER (IT)
7. BMTI Borsa Merci Telematica Italiana (IT)
8. KPEDU (FI)
9. Digital Commerce Finland (FI)
10. Centria Tech Uni (FI)
11. EFVET (BE)
12. Katholieke Onderwijs Vlaanderen (BE) TBC
13. OPTC (BE)
14. FP Empresa (ES)
15. Escola Pia (ES)
16. ZADKINE College (NL)
17. World Alliance for Microcredits (NL)

Supportive Institutions (Letters of Support)

1. Central Ostrobothnia Region (FI)
2. KOSEK (development org) (FI)
3. Central Ostrobothnia Entrepreneurs Association (FI)
4. Region of South Holland (NL)
5. Region of Catalunya (ES)
6. Region of Flanders (BE) TBC

Associated Partners

1. NALIKE EDUCATION (CN)
2. Shenzhen Institute of Information Technology: <https://english.sziit.edu.cn/> Tencent / Wechat
3. Zhejiang Institute of Economics and Trade: <https://english.zjiet.edu.cn/> Alibaba
4. Beijing College of Finance and Commerce <http://www.bjczy.edu.cn> Bytedance / TikTok