



***MENA – EU Business network***

---

# B2B Platform

*Sharjah, 20th november 2013*



# Agenda

- ▶ **Concept & Objective**
- ▶ **Functions**
- ▶ **Characteristics**
- ▶ **Realization and Roadmap**
- ▶ **Examples**





# Concept & Objective

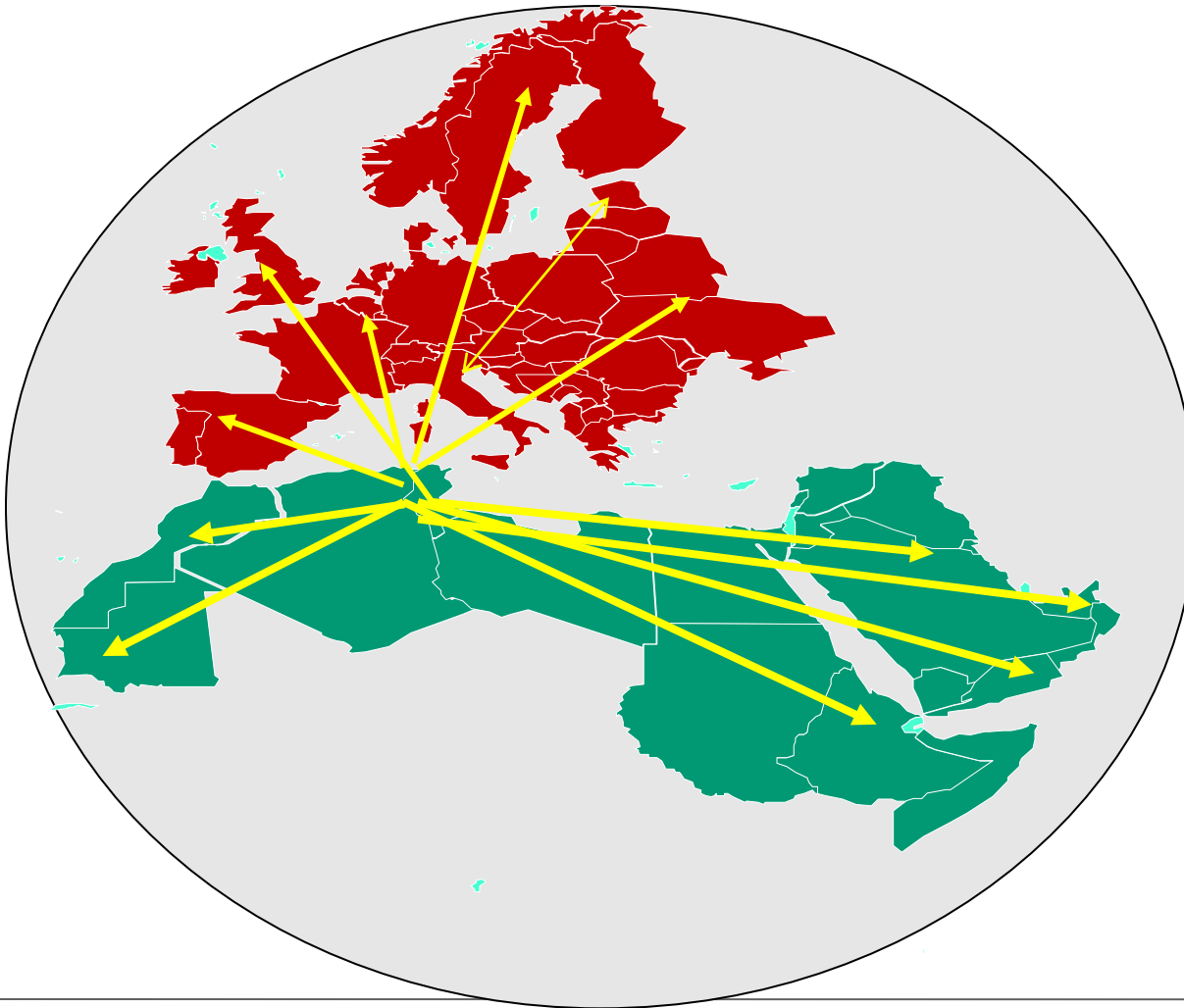
---

Create a dedicated Web Platform / Portal for trade business between Enterprises of MENA+EU Region, per Sector and cross-countries

Business opportunities and trade Supply/Enterprise/Demand

**→ Business to Business MENA+EU e-Marketplace  
to improve and insure dynamic and smart business in and  
between EU & MENA**

# B2B Information process flow





# Functions

---

- ▶ Access per Sector and/or per country of origin
- ▶ Sub-sector identification
- ▶ Buyer & Seller opportunities per sector
- ▶ Requests for proposals
- ▶ Products Catalogue, with characteristics and possibly prices
- ▶ Trade exchange forum
- ▶ Public fields and Membership fields
- ▶ Mobile access



# Some characteristics

---

- ▶ B2B, not B2C or C2C
- ▶ Open, Dynamic, Easy of use, flexible and evolutive
- ▶ New technologies to be used
- ▶ Membership criterias
- ▶ Fees based on agreements made
- ▶ Consider trade legislation between countries



# Realization and Roadmap

---

- ▶ Reference terms and Specifications : January 2014
- ▶ Development plan : Feb to Oct 2014
- ▶ Steps according to priorities
- ▶ Dedicated and specialized Project management
- ▶ Select Hardware and Software providers (tiers–parties)
- ▶ Define Hosting and gouvernance
- ▶ Identify Financial ressources and funds



# Examples

---

<http://www.globalsources.com/>

<http://www.alibaba.com/>

<http://www.ec21.com/>

<http://southafrica.biz4afrika.com/en/Pages/default.aspx>







---

***Thank you for your attention***