



DHL GO-TRADE PROGRAM

Program Frequently Asked Questions (FAQ) & Guide

1. Program Overview & Target Audience

Q: What is the DHL GO-Trade program?

A: The DHL GO-Trade program is an interactive training curriculum designed by DHL to empower small and medium-sized enterprises (SMEs) to successfully expand their sales internationally, master cross-border logistics, and build profitable, scalable business models.

Q: Who is the target audience for this training curriculum?

A: The curriculum is specifically tailored for entrepreneurs of Small and Medium-sized Enterprises (SMEs) who meet the following criteria:

- **Product Sellers:** Businesses selling physical products rather than service-based offerings.
- **Active Domestically:** Enterprises with an established domestic presence looking to scale globally.
- **Early Exporting Activity:** SMEs that have already started exporting internationally on a limited scale or have explicit plans to begin exporting soon.
- **Digital Presence:** Businesses that market via social media (e.g., Facebook, Instagram, WhatsApp customer communication) or operate an online e-commerce store with digital payment capabilities.

Q: How much does it cost to participate in the program?

A: The training is provided completely free of charge to qualified small and medium-sized enterprises (SMEs).

2. Curriculum Structure & Content

Q: How is the curriculum structured?

A: The curriculum consists of 14 modules split across two core operational tracks:

1. **Logistics, Customs, and Compliance (Modules 1–8):** Focuses on the technical, operational, regulatory, and legal aspects of international shipping.

2. General Business Skills (Modules 9–14): Focuses on organizational growth, customer experience, pricing, financial planning, innovation, and change leadership.

Q: What modules are covered in the Logistics, Customs, and Compliance track?

A: The logistics track covers the following core modules:

- Module 1: Onboarding – Overview of the learning journey, expectations, and networking.
- Module 2: Welcome to e-Commerce – Expanding international sales, e-commerce channels, and cross-border logistics.
- Module 3: The Art of Logistics – Modes of transportation, hidden shipping costs, and working with logistics partners.
- Module 4: Welcome to International Trade – Trade agreements, customs unions, and preferential trade frameworks.
- Module 5: International Contracts & Conventions – Securing international shipments, logistics contract types, and industry trends.
- Module 6: Navigating Customs – HS codes, Incoterms, customs documentation, rules of origin, and automation.
- Module 7: Compliance & Cyber Security – Managing regulatory risks, data privacy, and digital security.
- Module 8: Essentials of Logistics Operations – Packaging standards, handling dangerous goods, and key paperwork.

Q: What modules are covered in the General Business Skills track?

A: The general business skills track covers the following growth-oriented modules:

- Module 9: Customer is Queen – Cultivating a customer-centric mindset using Customer Profiles and Value Propositions.
- Module 10: Customer Experience – Mapping customer journeys, entering new foreign markets, and conducting website health checks.
- Module 11: Engaging Customers Sustainably – Understanding sustainability trends, sustainable business practices, and customer communication.
- Module 12: Finance Basics – Calculating total costs, pricing strategy, profit vs. cash flow, funding, and long-term financial planning.
- Module 13: Innovation & Continuous Improvement – Design Thinking, performance KPIs, GEMBA walks, and 5S methodology.
- Module 14: Leading People through Change – Team development phases, leading teams through the change curve, and high-performance leadership.

3. Training Delivery & Certification

Q: How are the training modules delivered?

A: The majority of modules are delivered as interactive virtual or classroom sessions led by live facilitators. However, two specific modules: 'Essentials of Logistics Operations' and 'Innovation & Continuous Improvement' are structured as self-paced e-learning modules.

Q: Who facilitates the training sessions?

A: Modules are delivered directly by certified DHL specialists who undergo a specialized train-the-trainer program. DHL leverages internal logistics, operations, customs, and compliance specialists as facilitators to ensure participants learn directly from experienced industry practitioners.

Q: Do participants receive a certificate after completing the program?

A: Yes, an official certification is issued by DHL to participating SMEs upon proof of completion and active participation in the learning journey.