



Mayor's Office of
International Affairs



25,000



Stores closing in 2020
Source: *Commerce Insight*

24%



Not comfortable
going to a mall
Source: *Morning Consult*

74%



Increase online transaction
volumes since March
Source: *ACI Worldwide*

\$18.89 T



Global E-Commerce
Market by 2027
Source: *Research and Markets*



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MAYOR'S OFFICE OF INTERNATIONAL AFFAIRS AND METRO ATLANTA CHAMBER HOST CONVERSATION ON THE IMPORTANCE OF THE DIGITAL ECONOMY IN THE TIME OF COVID-19

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ATLANTA - International eCommerce is an effective way for small and medium-sized businesses to not only expand their global footprint but also create a sustainable and diverse business model. According to ACI Worldwide mentioned, there has been a 74% increase in e-commerce transaction volumes across most retail categories since March. Moreover, a recent Morning Consult study found that 24% of consumers said they would not feel comfortable shopping in a mall for more than six months. These trends present new opportunities and challenges for SMEs.

Based on this trend, on June 10th, the City of Atlanta Mayor's Office of International Affairs and the Metro Atlanta Chamber (MAC) hosted a conversation with subject matter experts on why eCommerce matters. The virtual discussion "Entering the Global Economy through a Digital Marketplace" covered topics, such as retailing in the age of eCommerce, setting up a marketplace, the importance of website optimization and SEOS, and available resources to get a business on a digital marketplace. The conversation, part of MOIA's trade promotion initiative, was moderated by Cesar Vence, MOIA's Deputy Director, who leads the initiative, and Michael Theisen-Jones, MAC's Director of Global Business.



Dr. Evaristo Doria, Senior Lecturer/Co-Director Minor in International Business at Georgia State University, kicked off the discussion by providing an overview of the rise of Digital Globalization. In his presentation, he defined artificial intelligence as the key to delivering more value to as many customers as possible at the lowest cost. To achieve success in this field, business leaders need to “utilize AI, become more platform-centric, and watch the Smart Cities of the world carefully,” Dr. Doria explained. Nader Motazed, Global Product Marketing at Amazon, highlighted the global selling opportunities with the multinational technology company. He discussed economic trends that show why new exporters should start selling in emerging marketplaces. “There is a lot of opportunity for eCommerce and rapid growth around the world with key locations in Turkey, Middle East North Africa (MENA), and Singapore,” Motazed stated.

Dr. Amy Baxter, CEO of Pain Care Labs, an Atlanta-based company, and the world leader in non-invasive pain relief options, shared her experience doing business online. Their product, Buzzy, has been used to block the pain from over 31 million needle procedures. Pain Care Labs is a recipient of the Atlanta Metro Export Challenge Grant, a MAC’s program that challenges companies to develop proactive global plans for their products and services. Each recipient receives a reimbursement of \$5,000 that can be used for expenses related to growing sales overseas. “These are the benefits of doing international business from the City of Atlanta,” she said.

In terms of federal support, George Tracy, Director of the U.S. Export Assistance Center (USEAC) in Atlanta, discussed how USEAC helps American companies export. He mentioned the Website Globalization Review Gap Analysis, for example, which provides technical and strategic of a business’s eCommerce sales channel efforts. For over 30 years, the agency has successfully brought together exporters and importers of U.S. goods and services worldwide. “Make sure you do your homework and research the market before entering. This is where we can help,” Tracy spoke. ♦

“These are the benefits of doing international business from the City of Atlanta.”

- Dr. Amy Baxter, Pain Care Labs



Clockwise from left: Nader Motazed of Amazon, Dr. Evaristo Doria of Georgia State University, George Tracy of USEAC in Atlanta, Dr. Amy Baxter of Pain Care Labs, Cesar Vence of MOIA, and Michael Theisen-Jones of the Metro Atlanta Chamber

About MOIA's Trade Promotion Initiative

The goal of the Mayor's Office of International Affairs is to position Atlanta globally and ensure that businesses and investors are familiar with the assets and resources of our city. MOIA promotes an ongoing series of events and panels that aim to help small and medium-sized companies that are new to exporting and are interested in entering the global economy. Participants hear firsthand export account from metro Atlanta-based companies and learn about the different tools, and resources available to start their international journey.