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New E-commerce Advocacy Group Help Entrepreneurs

E-Merchants Trade Council, Inc. (EMTC) is the new not-for-profit trade association for micro, small and medium-sized Entrepreneurs, “Homepreneurs” and “Sidepreneurs” to support the growth of e-commerce. EMTC is convening participants from all aspects of the e-commerce supply chain to create a grass-roots community of those interested in accelerating the growth of e-commerce.

“Our association is the global forum and a grassroots community for e-sellers and service providers to represent the interests of e-sellers in the global e-commerce market. EMTC is assembling service providers within the membership to create a unique virtual community for education, avenues for resolution of logistics challenges and access to a professional trade network “Help Desk”.” said EMTC Chief Executive Officer Marianne Rowden.

EMTC is working to develop transparent standards for best practices in e-commerce trade that will benefit B2B and B2C E-Merchants currently engaged in interstate and international commerce. The Association’s information resources for the global E-Merchant community designed to increase exports using e-commerce marketplaces, technology and education, are available on its website: www.emtc.org.

EMTC membership is open to participants from all aspects of the e-commerce supply chain who want to enable simplification and support enhanced automation. EMTC is the only global trade association dedicated to representing MSMEs in e-commerce.