



## Using the Internet and ICTs

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Adopting the Internet as a tool has completely transformed international commerce in recent years. The use of so-called information and communication technologies (ICT), the result of integrating telecommunications and computing, has become indispensable for any company hoping to establish a presence in international markets.

Traditionally, conducting a normal international business transaction would involve a telephone, fax, paper, catalogues, trips, delays, etc. Today the Internet saves us time and money and allows us to operate in a single worldwide market open twenty-four hours a day.

The primary uses of the Internet as an internationalisation tool are:

- searching for information
- promotion
- export channel
- searching for suppliers
- purchasing channel

However, using the Internet for international promotion requires adequate knowledge of both internationalisation and new technologies so that users can find the information they need quickly and efficiently. At byGalicia, we believe that there are two fundamental tools. Take a look:

### ■ Corporate web sites

Corporate web sites serve both as a business card and as a gateway to the world for the company. The web site should offer a complete view of the company for potential clients, but it should also be a point of contact and may become a sales channel. In order for it to perform these functions, its design and structure must be oriented towards internationalisation. [We'll show you how.](#)

### ■ e-business

The Internet can also be the channel through which products are bought and sold by other companies or directly by consumers, saving promotional, intermediary, and distribution costs. Creating an e-business channel is a complicated task requiring considerable technological and marketing efforts, but once it is installed it can generate a lot of revenue with minimal financial and operating costs. In the section [e-business](#) you will find more information.

### ■ More internet promotion tools

In addition to web pages, the Internet offers foreign trading companies other promotional tools worthy of consideration. Review them with byGalicia:

**Inclusion in on-line directories:** The company can register, free of charge or for a fee, in on-line directories spanning a wide range of activities. These directories normally allow the user to view companies by activity or geographical location, but they also offer related services such as forums. Particularly significant among on-line directories are exporter catalogues. There are also directories for support services such as [www.freightnet.com](http://www.freightnet.com) and [www.forwarders.com](http://www.forwarders.com)

**E-mail:** Another form of promotion is emailing current or potential clients with information on products and services. E-mail addresses can be obtained from client databases or from distribution lists that allow sending such information. It is important to note that the *Ley de Servicios de la Sociedad de la Información y de Comercio Electrónico* (Law of Information Society and Electronic Commerce) expressly prohibits the sending of advertising or promotional communications by e-mail or equivalent means of electronic communication that have not been previously requested or expressly authorised.

**Participation in forums:** Forums are spaces where members can exchange ideas, making them a good tool for establishing business contacts and exchanging information and experiences. *Visit the [byGalicia forums](#) and take full advantage of the opportunities*