

Exporting Opportunities Provided by E-Commerce for Small and Middle Sized Enterprises

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E-foreign trade, a way of commerce in which business contacts and activities such as international marketing and advertising are carried out through electronic media, without coming face to face increases competitive power of small and middle sized enterprises (SMEs) with its fast, economic structure enabling access to world market through internet. Due to opportunities provided and properties it has, e-foreign trade has become new way of commerce of the era and this way contributes to exportation of countries which is the most important source of income of countries. In this study we will present the results of a research conducted to analyze the e-foreign trade process of exporters and importers have experienced in Turkey. In addition current problems of the e-foreign trade companies in Turkey will be discussed and we offer some solutions to the problems in the light of the obtained findings. Finally we will suggest some new opportunities of e-commerce to improve the export of SMEs. As the research method the interview technique was chosen and we interviewed 30 actively e-foreign trader firms in the Turkish food sector from different cities.

Keywords: E-Foreign Trade, E-Commerce, E-Trade, Foreign Trade, SMEs.