

5. Cross-Border / Internationalization

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It's safe to say that the next normal is really cross-border innovation.

— Smita Malipatil, Indi Village

Introduction

Operators of digital marketplaces continually explore strategic avenues to enhance growth and bolster revenue, with cross-border commerce and internationalization emerging as pivotal areas of focus. This chapter introduces the concept of cross-border commerce, its relevance to marketplace monetization, and the theme of internationalization as a growth strategy.

Defining the concepts

Cross-Border commerce involves the transaction of goods and services between parties across national boundaries. It allows marketplace operators to expand their customer base and tap into new revenue streams beyond their domestic markets. The growth of cross-border transactions is facilitated by