

## **Abstract**

This research examines the role of digital trade platforms in expanding global trade, focusing on how these platforms facilitate cross-border transactions and enhance trade accessibility for businesses worldwide. As digital technologies rapidly evolve, platforms such as e-commerce sites, digital marketplaces, and block chain-based systems are reshaping traditional trade mechanisms. The study investigates how these digital tools reduce barriers to entry for small and medium-sized enterprises (SMEs) and improve the efficiency of global trade by streamlining processes like payment, logistics, and customer reach.

Using a mixed-methods approach, the research combines quantitative data analysis of digital trade platform usage patterns with qualitative insights from interviews with business leaders and industry experts. This approach provides a comprehensive view of how these platforms are utilized across various sectors and regions, highlighting the key factors that drive their adoption and success. The study also considers the challenges faced by users, such as digital infrastructure limitations, cyber security risks, and regulatory hurdles, which can impede the full potential of these platforms.

The findings reveal that digital trade platforms significantly contribute to global trade expansion by lowering transaction costs, improving market access, and facilitating faster exchanges of goods and services. The study concludes with policy recommendations for fostering a more inclusive digital trade environment, emphasizing the importance of international cooperation, regulatory alignment, and technological innovation in ensuring that digital trade platforms continue to drive global trade growth.