Global Trade Helpdesk initiative
GTAP conference, 19 June 2019, Warsaw
Half of businesses lack access to information

Business environment problems

- Time delays
- Corruption, e.g. bribes
- Inconsistent/arbitrary behavior of officials
- Complex clearance mechanism, e.g. in customs
- Lack of (well trained) human resources in the agencies/organizations...
- Limited transportation system, e.g. poor road, railways and ports (please...
- Problems with electricity supply, e.g. electricity cuts
- Lack of access to inputs for production
- Limited or extremely expensive airline transportation
- Lack of access to information, no enquiry point
- Limited or lack of access to trade finance services.
- Lack of electronic/computerized procedures
- Need to hire a local customs agent to get shipment unblocked
- Lack of accessible business oriented legal support.
- Lack of accredited testing laboratories
- Low security level for persons and goods
- Road blocks and checkpoints
- Other technological constraints, e.g. limited access to information and...
- Ineffective legal enforcement, e.g. contract enforcement, dispute...
- Lack of storage facilities, including cooling
- Poor intellectual property rights protection e.g. breach of copyright,...
- Excessive or very expensive weighbridges
- Problems with conditions imposed by partner company, e.g. related to...
- Other problems with business environment

Source: ITC Business Survey on NTMs in 38 countries, 2010-2016
Access to trade and market intelligence is critical to MSMEs’ export success BUT:

1. Information is often complex, scattered across portals, agencies, and not always comprehensive

2. MSMEs often lack the understanding and skills to access and make use of trade-related information

3. Governments do not always have the capacities nor the resources to provide detailed and up-to-date information to the private sector, struggling to comply with WTO Trade Facilitation Agreement:
   - Art 1: Publication and Availability of Information
   - Art 2: Opportunity to comment, information before entry into force and consultations
ITC has been a lead agency in collecting and disseminating trade information...
The basic ingredients: Data, data, data

The backbone of evidence-based A4T design
Next step: One-stop shop for MSMEs

Actionable Decisions

Policy makers

MSMEs

Trade support institutions
Build a network of international, regional and national partners coordinating trade information collection and dissemination

Develop one-stop-shop integrating relevant and comprehensive trade and business information

Strengthen data collection efforts to maximize synergies and ensure comprehensiveness and update of the information

Capacitate national stakeholders on the use of the GTH to better support their MSMEs

How? The 4 pillars of GTH initiative
1/ GTH network
2/ GTH portal: prototype at www.helpmetrade.org
3/ Data collection and update

→ Coordinate data collection efforts e.g. ITC-UNCTAD-WTO collaboration on tariffs

→ Develop new methodologies and tools e.g.:
  - non-tariff measures (UNCTAD, ITC) – Data entry
  - market price information (ITC) – Data entry and display
  - rules of origin (ITC, WCO, WTO) – Data entry and display
  - export procedures (UNCTAD, ITC) – Data entry
  - business information (ITC, IADB, UEMOA) – Data entry

→ Training local institutions
<table>
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<tr>
<th>Module</th>
<th>Content</th>
<th>Source</th>
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</thead>
<tbody>
<tr>
<td>Explore Markets</td>
<td>Trade statistics; Trade Indicators; Market prices; Export Potential Map; Rejection Analysis; Trade Agreements; Advanced ruling; Market conditions</td>
<td>ITC; UNCTAD; WCO; WTO; UNIDO; etc.</td>
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<tr>
<td>Market conditions</td>
<td>Tariffs; Taxes; Rules of Origin; WTO notifications; Export / Import requirements (NTMs); Sustainable standards; international standards; Laboratory mapping, …</td>
<td>ITC; UNCTAD; UNIDO; WTO; Codex; IPPC; OIE; FAO; etc.</td>
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<tr>
<td>Trade procedures</td>
<td>Certification; Registration; Licensing; Authorization; Customs clearance; Fees and charges; Export / Import Procedures. …</td>
<td>ITC; UNCTAD; etc.</td>
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<tr>
<td>Business contacts</td>
<td>Business directory; TPO/TSI/Government agencies directory; Logistics; …</td>
<td>ITC; IADB; etc.</td>
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Content

Market shares, market prices, top importers, overview of market partners and processes

Explore Markets
Collect market information and select the most promising destinations for your products.

Market Conditions
Know the requirements for your products in destination markets.

Business Contacts
Identify new business opportunities by finding importers/exporters worldwide.

Trade Procedures
Follow a step-by-step guide on how to introduce your products to International Markets.

Tariffs, taxes, NTMs, regulatory changes, Rules of Origin

Exporter applications, fees, required documents, certification processes.

Buyer info, trade promotion agencies, trade finance, logistics companies, e-commerce platforms
4/ National implementation of GTH

- **Customized national interface**
  - Business registration
  - Regulatory Notification
  - Local news & events
  - Trade obstacles alert

- **Global Trade Helpdesk**
  - Integration of information from the global level (partner data) to the national level (domestic data)

- **institutional network on trade information**
  - Update the information and lead the public-private dialogue

- **One-stop-shop for local stakeholders to get timely market intelligence and connect with local authorities**

- **Provide tools and training on data collection and update**
GTH Status

Governance / management
- Management board
- Steering Committee
- Trust Fund
- Fundraising

Development
- Design
- Functionalities
- Data structure
- Testing

Data collection
- Mapping and integration of existing data
- Collection of new data
- Network on trade info

Capacity building
- User materials
- Marketing materials
- Training programme

Pilot phase
- Testing with pilot counties
- Collection of feedback
- Refining of the website

2018
- Done
2019
- Ongoing
2020
- To start
Supporting countries in complying with TFA obligations

ARTICLE 1: PUBLICATION AND AVAILABILITY OF INFORMATION

1. Publication
   → GTH will provide mechanisms for collecting/updating most of TFA information at national level.

2. Information Available Through Internet
   → The GTH will allow countries to publish their data and create national tailor made version with country specific content/features.

3. Enquiry Points
   → GTH focal point for the coordination of national data collection and promotion to the private sector.
Thank you!

For further information: 

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Visit: 

www.helpmetrade.org