

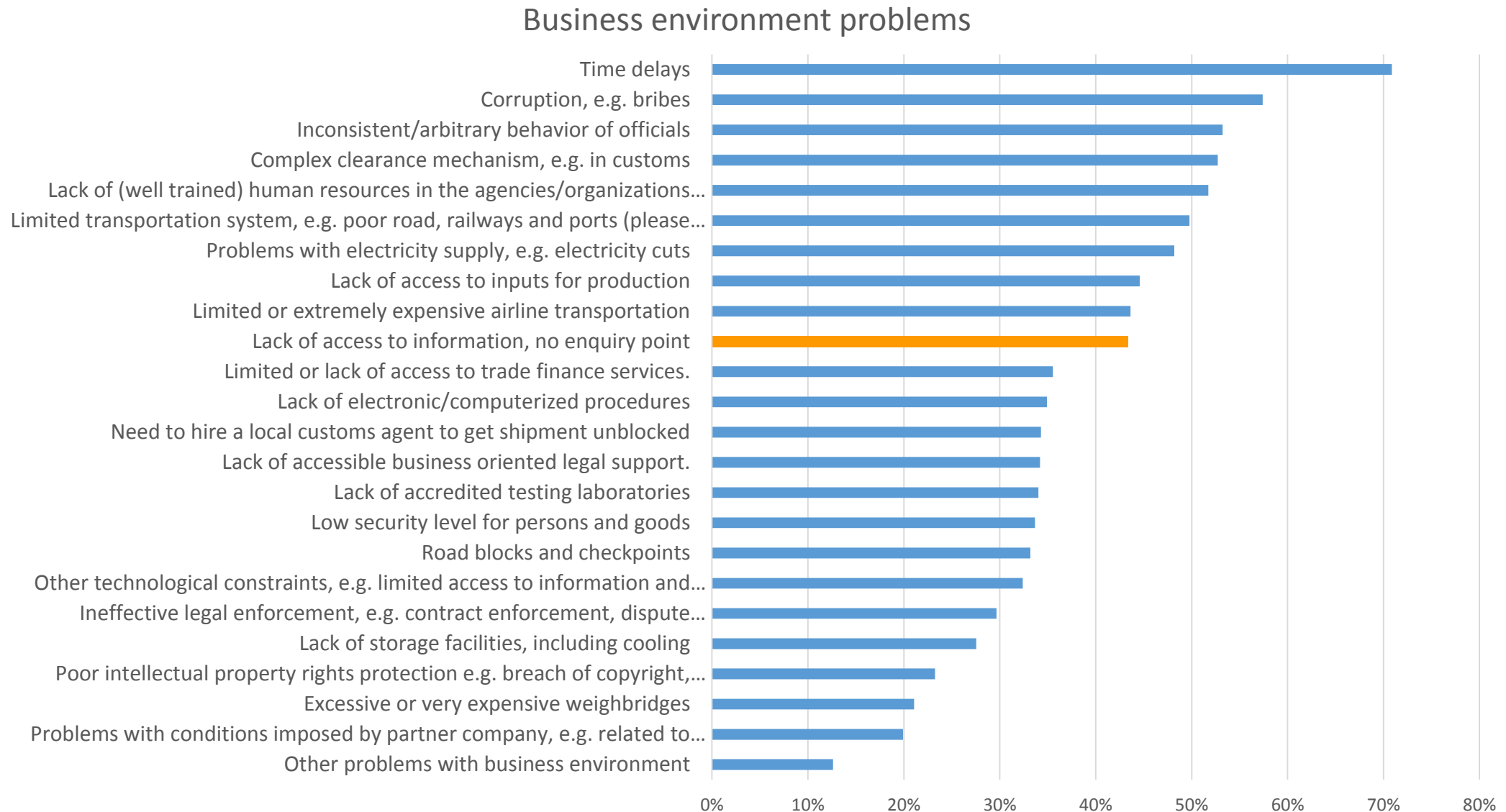


Global Trade Helpdesk initiative

GTAP conference, 19 June 2019, Warsaw



Half of businesses lack access to information



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...



Solution

The basic ingredients: Data, data, data

The backbone of evidence-based A4T design

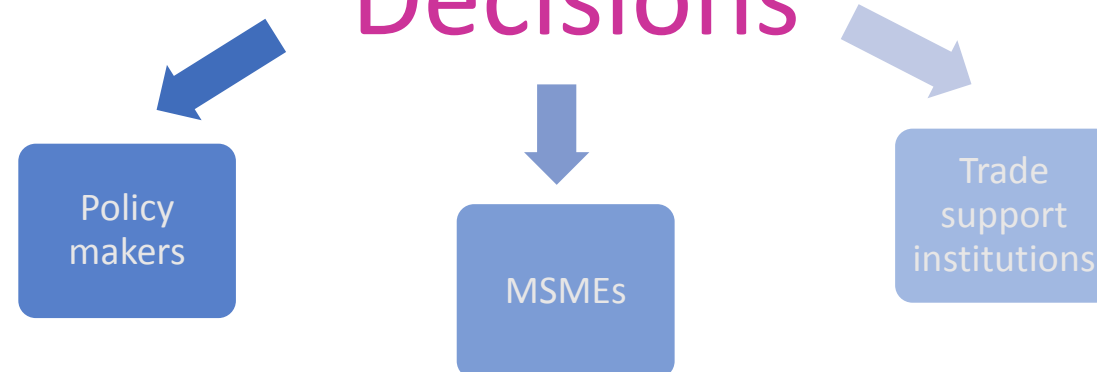
The collage features several overlapping web pages and charts:

- ITC (International Trade Centre) Website:** Includes sections for "TRADE MAP", "MARKET ACCESS MAP", "MARKET PRICE INFORMATION" (with a "Real time market intelligence" tag), and "RULES OF ORIGIN FACILITATOR". It also shows a "Ping SPS & TBT notification alert system" and a "Home & Search" bar.
- Market Price Information Interface:** Displays a large image of fresh produce (lettuce, oranges, carrots) and a search bar with "YOUR SECTOR" (All sectors) and "YOUR PRODUCT" (Select) dropdowns, followed by a "PRICES" button.
- Malawi Trade Profile:** A map of Malawi with text: "MALAWI", "Agreements as Exporter : 31", "Agreements as Importer : 4", "Tariff Year : 2016".
- News Section:** Contains three news items:
 - UPDATE 1-Brazil's Bolsonaro names lawyer Salles as next environment minister** (2018-12-09T00:00:00). Includes a "Read More" link.
 - Bayer's German workers mostly spared from Monsanto-related job cuts - labour boss** (2018-12-07T00:00:00). Includes a "Read More" link.
 - Bunge preparing to replace CEO Schroder-WSJ** (Dec 7 (Reuters) - Bunge Ltd).
- Discover market prices in real-time:** A section explaining that Market Price Information provides free access to real-time data on prices and market updates for more than 300 agricultural products. It lists sectors: Agricultural soft commodities, Culinary spices and herbs, Dairy and livestock, Fish and seafood, Fresh fruits and vegetables, Grains, pulses and oilseeds, and Oils nuts and fats.
- Concentration and Imported:** A bubble chart showing data for China, United States of America, France, and Germany. The x-axis ranges from 0 to 0.1, and the y-axis ranges from 0 to 8000.
- Other ITC Tools:** Includes a "BUSINESS" section and a "Other I" section.

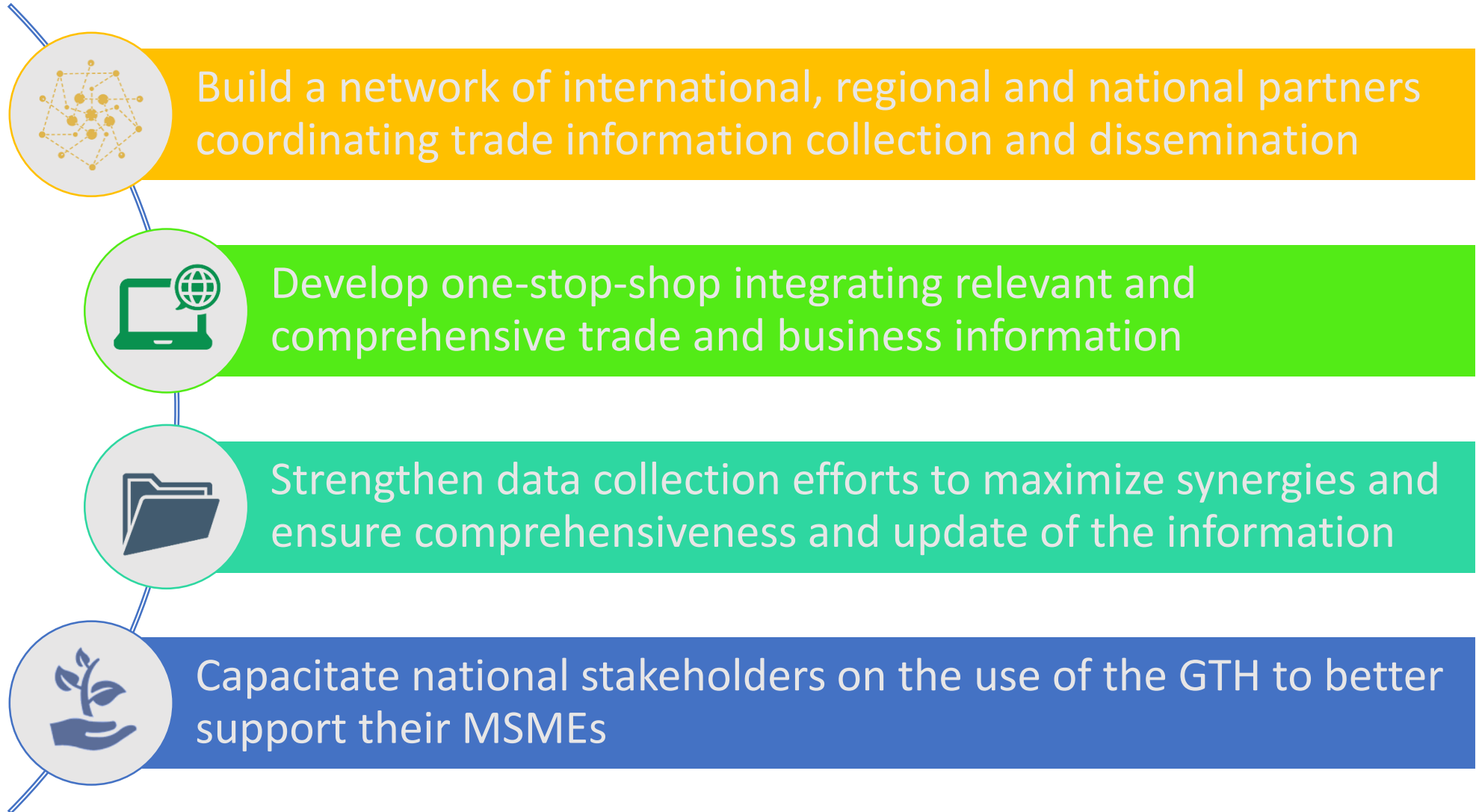
Next step: One-stop shop for MSMEs



Actionable Decisions



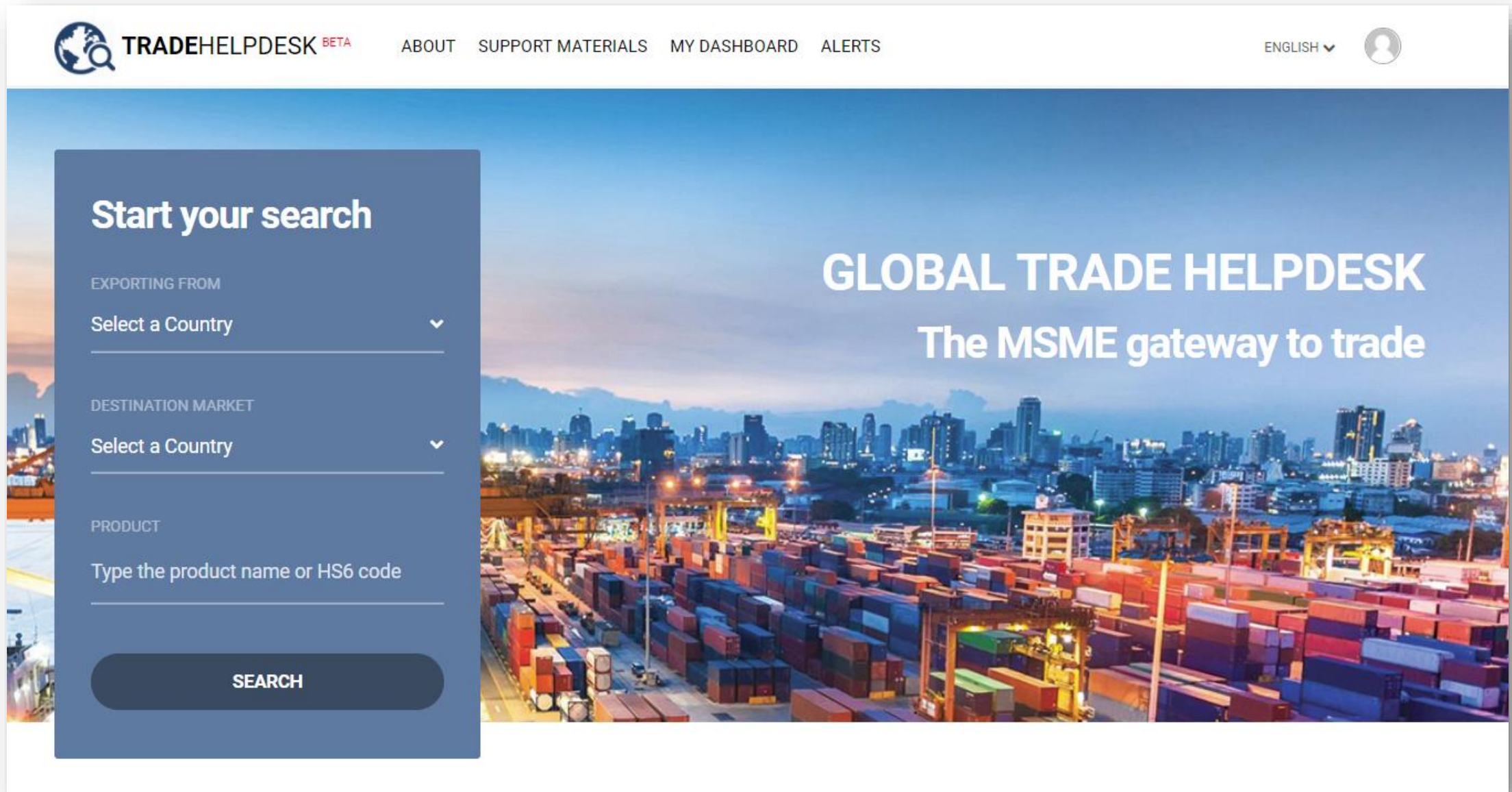
How? The 4 pillars of GTH initiative



1/ GTH network



2/ GTH portal: prototype at www.helpmetrade.org



 **TRADEHELPDESK** BETA

ABOUT SUPPORT MATERIALS MY DASHBOARD ALERTS

ENGLISH  

Start your search

EXPORTING FROM

Select a Country 

DESTINATION MARKET

Select a Country 

PRODUCT

Type the product name or HS6 code

SEARCH

GLOBAL TRADE HELPDESK

The MSME gateway to trade

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

Planned GTH content

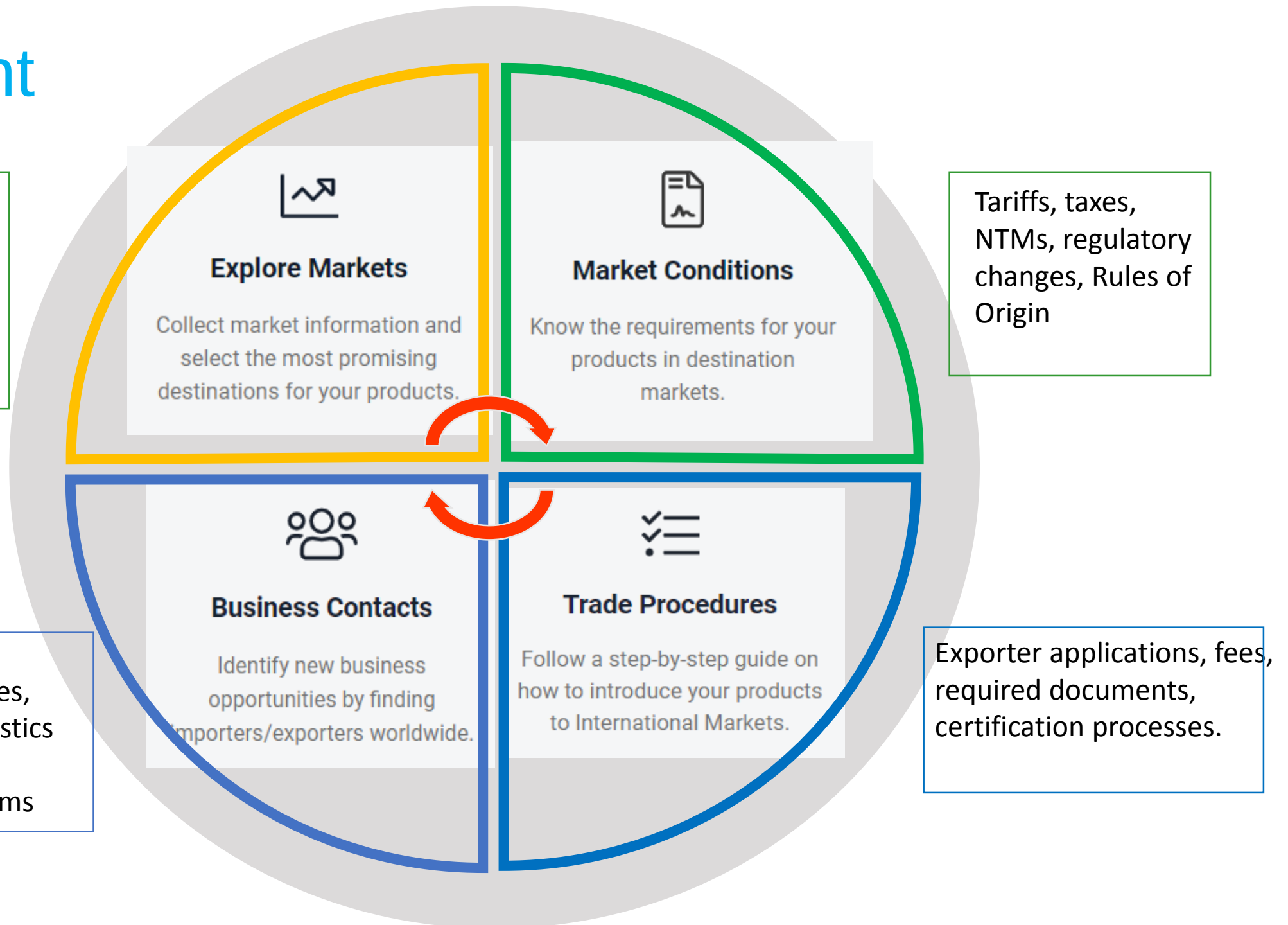
Module		Content	Source
Explore Markets		Trade statistics; Trade Indicators; Market prices; Export Potential Map; Rejection Analysis; Trade Agreements; Advanced ruling; Market conditions	ITC; UNCTAD; WCO; WTO; UNIDO; etc.
Market conditions		Tariffs; Taxes; Rules of Origin; WTO notifications; Export /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

● To sustain

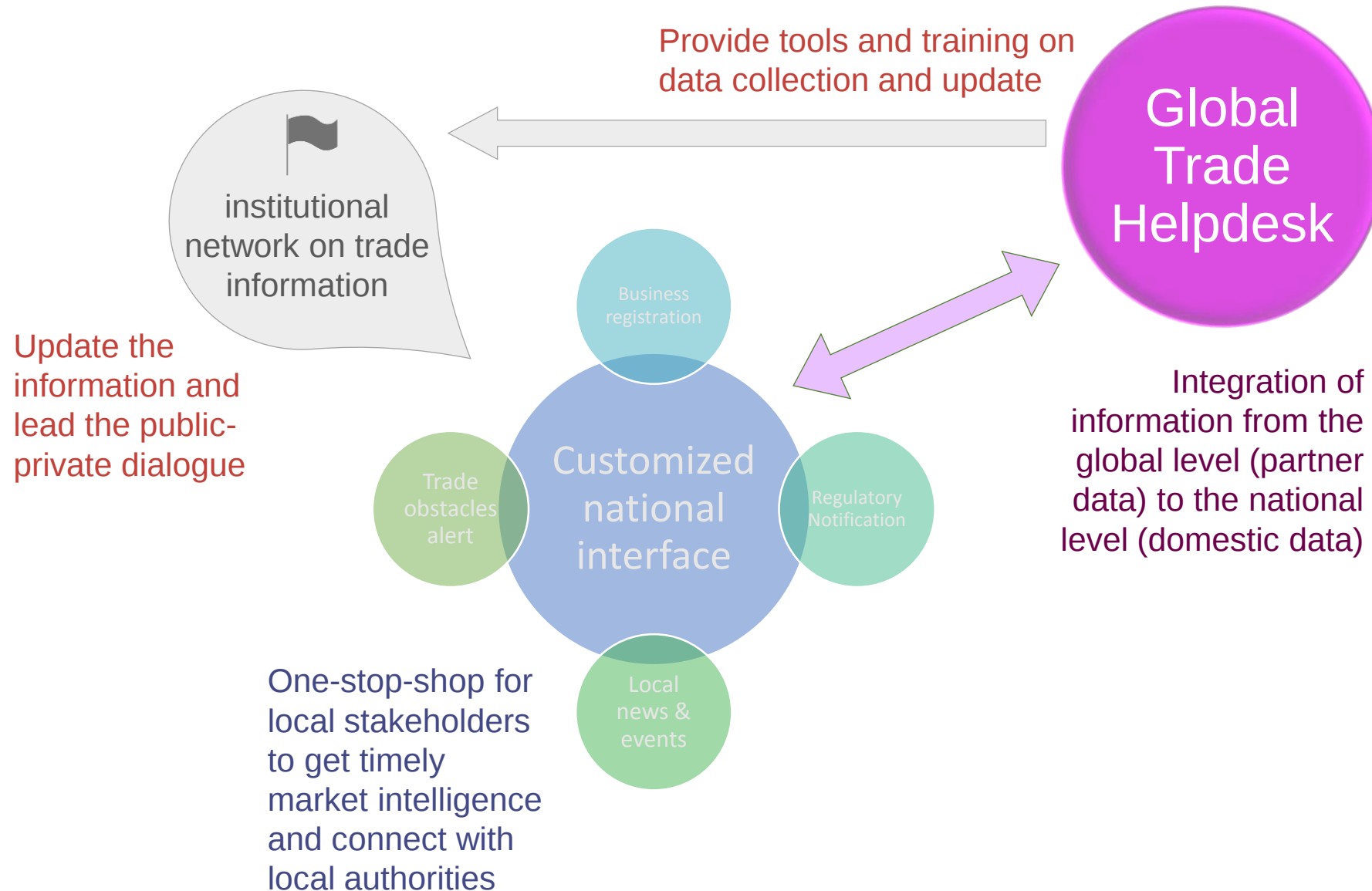
● To enhance

● To start

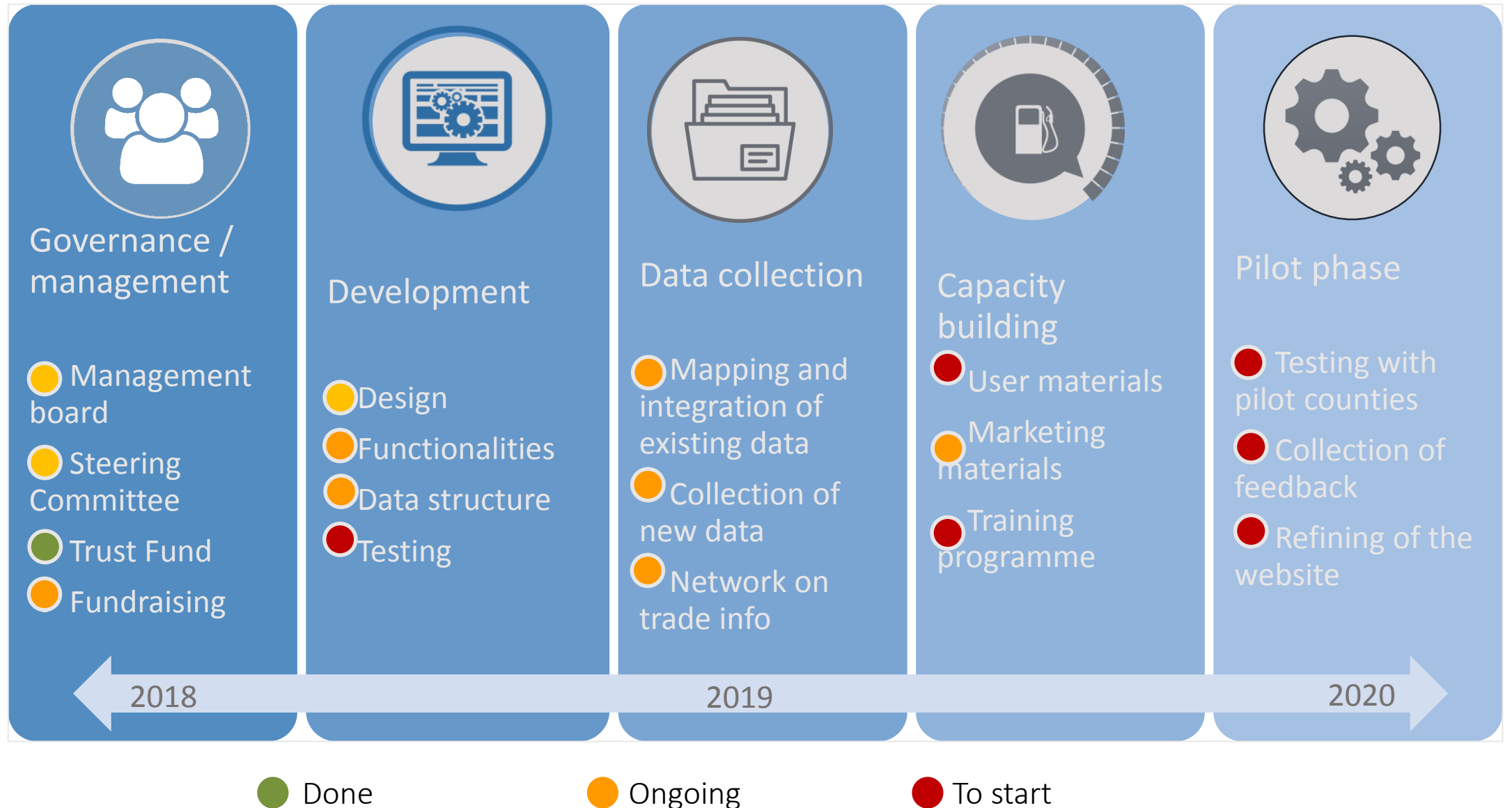
Content



4/ National implementation of GTH



GTH Status



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:
tradehelpdesk@intracen.org

Visit:
www.helpmetrade.org

