

Global Trade Helpdesk Initiative

WTO IWG on MSMEs

March 13th, 2023

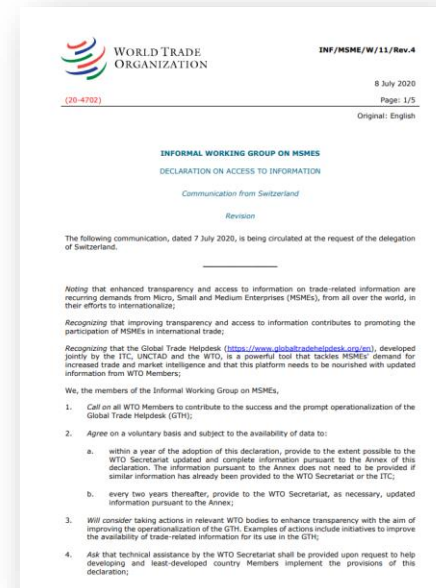
MSME Package implementation: Declaration on Access to Information

We, the members of the Informal Working Group on MSMEs,

1. *Call on* all WTO Members to **contribute to the success and the prompt operationalization of the Global Trade Helpdesk** (GTH);

2. *Agree* on a voluntary basis and subject to the availability of data to:

- a. *within a year of the adoption of this declaration, **provide to the extent possible to the WTO Secretariat updated and complete information pursuant to the Annex of this declaration.*** The information pursuant to the Annex does not need to be provided if similar information has already been provided to the WTO Secretariat or the ITC;
- b. *every two years thereafter, provide to the WTO Secretariat, as necessary, updated information pursuant to the Annex; [emphasis added]*



Survey on Data Availability



- European Union
- Argentina
- Australia
- China
- Chinese Taipei
- Hong Kong SAR, China
- Colombia



- Costa Rica
- Dominican Republic
- Israel
- Liechtenstein
- Switzerland
- Türkiye
- United Kingdom

What did we do in 2022?



68 outreach events



6'400+ participants



145'000 users from
200+ Economies



New section on **logistics providers/**
freight forwarders with IATA

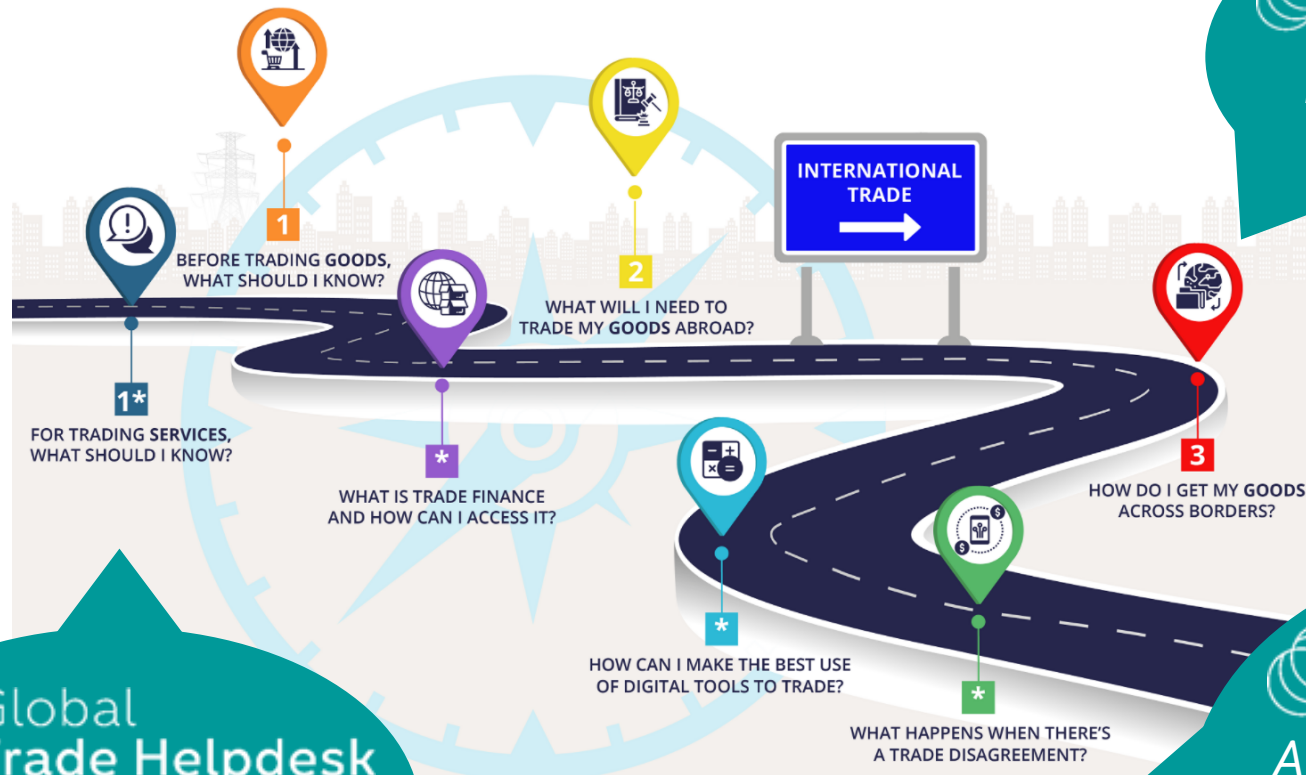
Cross linking with **temporary trade**
measures related to Ukraine-Russia war



Large Data Enhancements

Additional trade data, new export procedures, new
data on BSOs and Trade Finance providers

Joint Webinars with Trade4MSMEs



Global Trade Helpdesk
Identify and compare target markets

Global Trade Helpdesk
Explore market requirements

Global Trade Helpdesk
Access single windows and relevant agencies, trade finance providers, company contacts

User Analysis



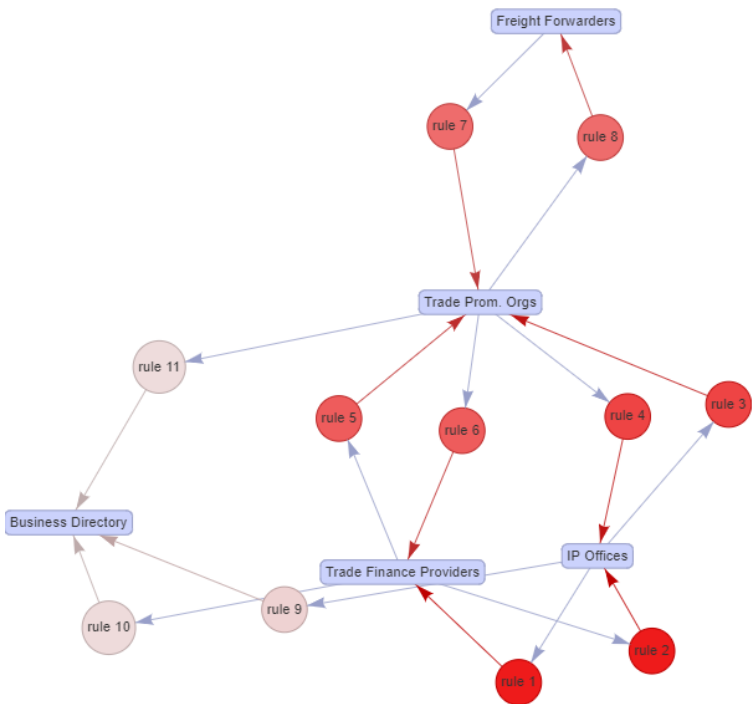
54% of Female Users

70% of users aged 18-44

11 pageviews per session

User segmentation - two dominant user profiles identified

60% of pageviews from Regulations, Tariffs and Business Directory



What's new in 2023?

new

Portal Development

E-commerce section linking
new data from ITC & World Bank



Additional data on logistics providers
and freight forwarders with FIATA

Quantitative Restrictions
notifications from WTO

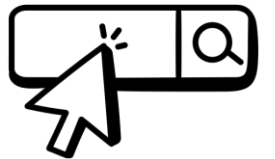


Platform Enhancements



Translation API – testing
for new languages

Testimonials



E-commerce

Access Digital Opportunities - *export through E-Commerce*

Top
Marketplaces

59



Digital
Payments
coverage

34%



Online
Payment
Solutions

11



[Click Here](#)
to know the
cost of
e-commerce
for this
product.



Spreading the word in 2023



**World Chambers
Congress
Geneva, June 21-23**

**March 9th
Webinar with SBDC
Connecticut**



**March 16th
Arabic webinar
with UNESCWA**

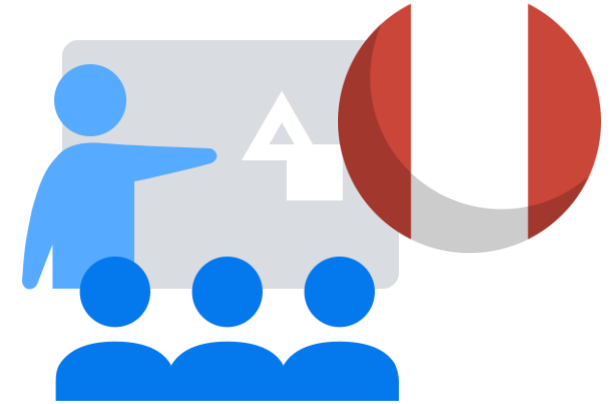
**March 21st
Webinar with Francophone
Chambers in Africa**

**April 30th
Joint webinar with
Trade4MSMEs & GLEIF**

Training activities for 2023

Digital Export Enablement Pilot programme in **ASEAN** markets

**DIGITAL EXPORT ENABLEMENT
PROGRAMME (DEEP)**



Pilot Training Program with Universities in **Peru**

We are on the right track



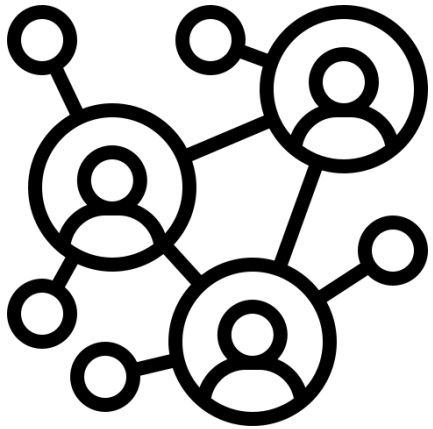
Congratulations on this really innovative instrument. As the information it contains grows this may become a game changer in international trade in my opinion. Thanks for sharing this with FIATA.

Marco L. Sorgetti
Former DG of FIATA

We need your help



Please help us **crosslink GTH** with
your BSOs and Single Windows



Helps us **get the word out** with your
business communities

THANK YOU!

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