



TRƯỜNG ĐẠI HỌC NGOẠI THƯƠNG
Foreign Trade University

THE ePING PILOT PROJECT

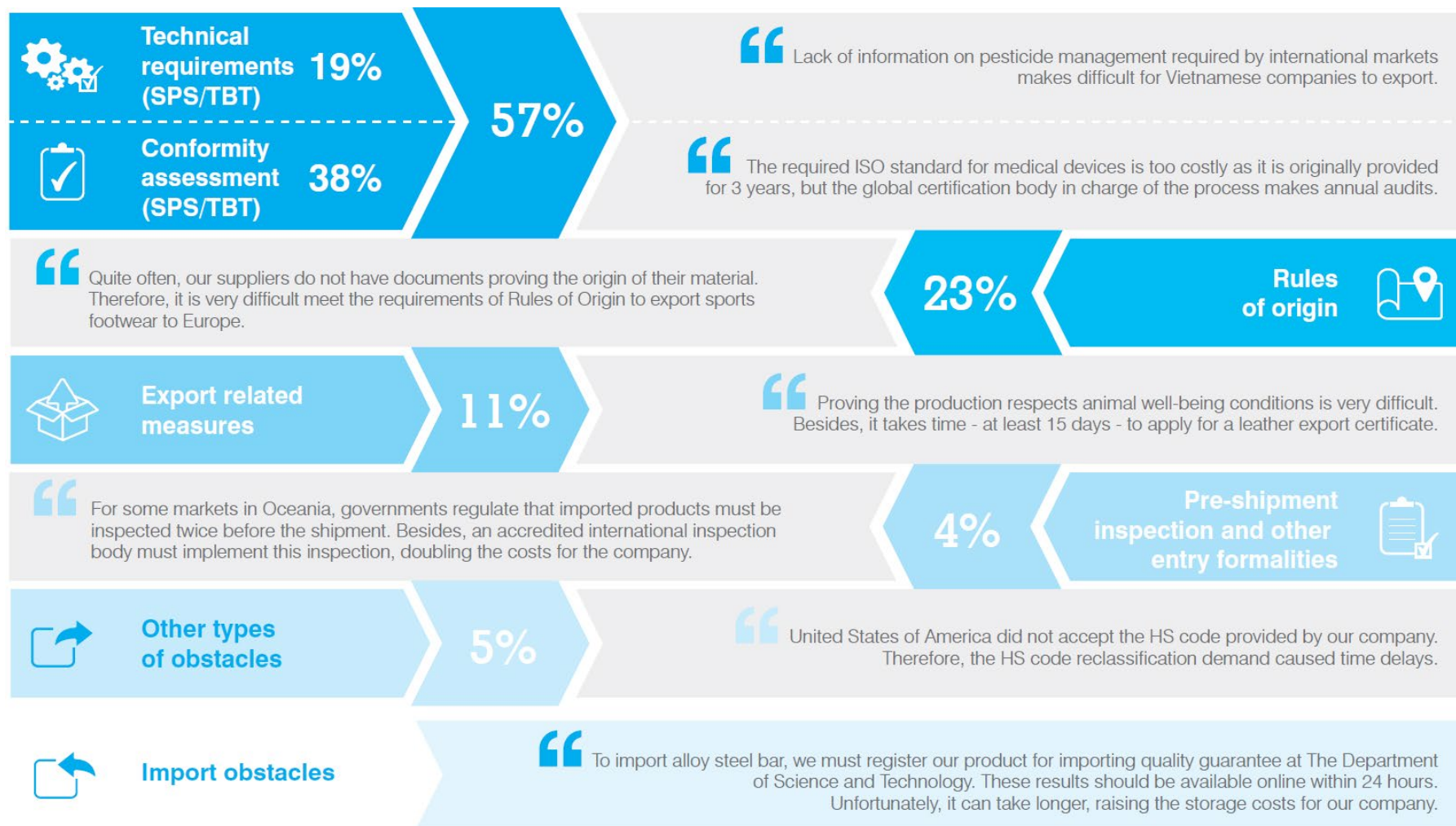
SHARING FROM FOREIGN TRADE UNIVERSITY – VIETNAM

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1. Overview

Technical measures (SPS/TBT) is the biggest obstacles for Vietnam's exporters



Source : ITC Business Survey in Viet Nam – 2019 2020

2. ePing Pilot Project at FTU



Objectives of the Project

For ePing

- Test the viability of the ePing notification-related translation work
- Raise initial awareness of enterprises about ePing

For enterprises

- Help Vietnamese businesses stay informed about regulatory changes in target markets
- Enhance the accessibility and information exploitation capacity of exporters
- Facilitates in-depth discussions between companies, experts, and business associations about applied measures.

For FTU

- Assess the possibility of including ePing in the FTU's academic syllabus of related subjects such as International Trade Policy.

Activities of the project

- ❖ *Include ePing in academic syllabus of International Trade Policy subject at FTU*
- ❖ *Translation of ePing notifications of selected sectors into Vietnamese and Enterprises experience in the National Forum*

Summary of the pilot project

- ❖ **Duration:** 4 weeks, from March 22th to April 22th, 2021
- ❖ **Participants:** Exporting enterprises (29), Associations (VASEP, LEFASO), Experts from FTU and ITC, Volunteer FTU students
- ❖ **Selected sectors:** fruits and vegetables; seafood; leather and footwear
- ❖ **Translated ePing notifications:** 15 ePing notifications (130 pages), meets 3 criteria as follow:
 - *To be from the main export market of the sector.*
 - *To be the most updated.*
 - *To be of the most concern for exporting enterprises*

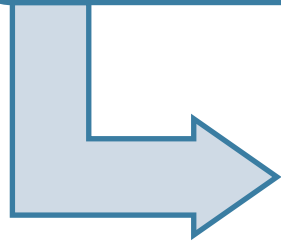
Stages of ePing translation and Enterprise Experiences

1. Preparation stage (March 22th – March 31th)	
Information on pilot projects, Guidelines on ePing, National Forum, consensus on pilot implementation roadmap.	ITC, WTO, FTU, Association, SPS Office, TBT Office
Closing the list of participants from Associations, students, lecturers, experts.	Association and FTU
2. Implementation stage (April 1st – April 21st)	
Selecting and translating notifications.	Students and Lecturers FTU
Proofreading translations.	Lecturer FTU
Seek expert advice.	International Trade Specialist, Lecturer of FTU
Send translations to businesses.	FTU
Guide businesses to use the National Forum to receive translations and discuss.	FTU
3. Final stage (April 22th – April 23th)	
Survey to collect opinions of enterprises, evaluate and summarize.	FTU, enterprises

Evaluation and Feedback

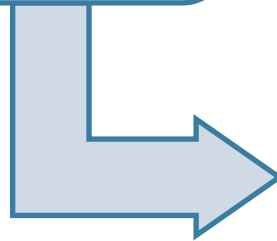
96,3%

- *Translation of regulations/warnings from ePing is necessary*



100%

- *Be absolutely necessary to use the National Forum to communicate with other businesses in the industry and related parties*



96,3%

- *The project should be implemented for a long-run*

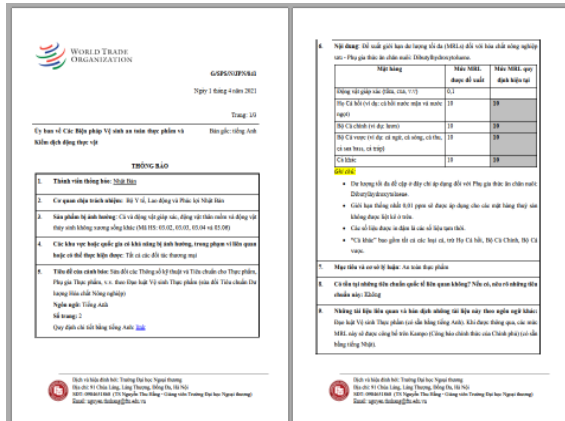
Some pictures of the project



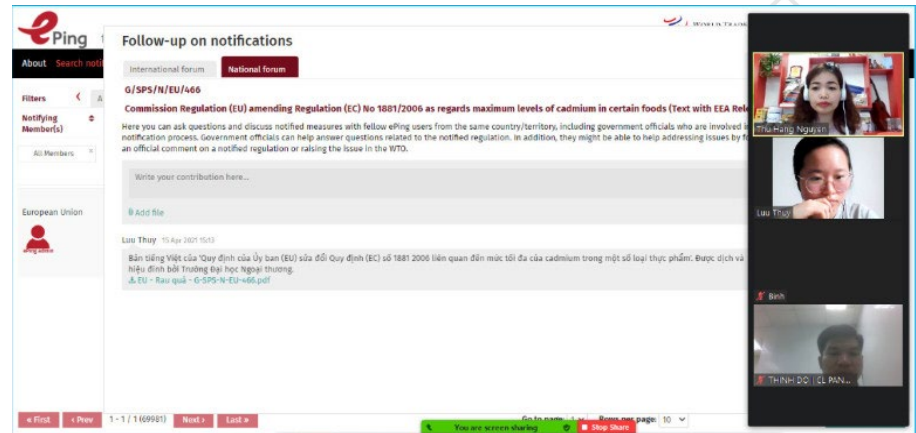
FTU faculty leaders meeting to include ePing in the syllabus



FTU work with enterprises and associations



Sample of ePing translation in Vietnamese



Guide for enterprises use ePing and National Forum

Conclusion

The ePing pilot project impact the students and private enterprises in Vietnam in many ways:

- To raise awareness about ePing
- To customize ePing to local enterprises
- To simplify the technical requirements



SPS&TBT Platform



Thank you for your listening!

