The MSME Trade Helpdesk

Increasing MSME participation in global trade

Mondher Mimouni, Chief Trade and Market Intelligence
WTO, Geneva, Switzerland
31 October 2017
Access to trade and market intelligence is critical to MSMEs’ export success
BUT information is often complex, ..
.. scattered across portals, agencies, ..
....and not always comprehensive!
Solution: One-stop shop for economic operators

Trade information and tools

Trade Helpdesk

Actionable Decisions

Policy makers

MSMEs

Trade support institutions
## Wider and deeper market and business information

<table>
<thead>
<tr>
<th>Section</th>
<th>Content</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market requirements</td>
<td>Tariffs; Taxes; Rules of Origin; Trade Agreements; Market Prices; WTO notifications; Export / Import requirements (NTMs); Sustainable standards; international standards; Laboratory mapping</td>
<td>ITC Macmap; ITC Standardsmap; ITC UNIOD; WTO; UNCTAD; Codex; IPPC; OIE; etc.</td>
</tr>
<tr>
<td>Trade procedures</td>
<td>Certification; Registration; Licensing; Authorization; Customs clearance; Fees and charges; Export / Import Procedures</td>
<td>ITC Macmap; UNCTAD eRegulation; etc.</td>
</tr>
<tr>
<td>Business corner</td>
<td>Business directory; TPO/TSI/Government agencies directory; Market News; Trade Events; Public tenders</td>
<td>ITC Trademap; ITC TS data; IADB; etc.</td>
</tr>
<tr>
<td>Policy outlook</td>
<td>Trade statistics; Trade Indicators; Export Potential Assessment; Rejection Analysis</td>
<td>ITC tools; UNCTAD; WTO; UNIDO; etc.</td>
</tr>
</tbody>
</table>

- **To sustain**
- **To enhance**
- **To start**
Sustainability thanks to local capacities
About

The NTM Business Survey website offers an interactive platform to analyse the results of the ITC NTM Surveys. It enables its users to explore and compare results based on over 14,000 interviews with companies in 25 countries. Data for new countries will be incorporated as they become available.

The platform provides detailed NTM data for companies of various sectors, sizes and locations. Users are able to analyse this data to identify major regulatory and procedural obstacles to trade faced by different types of companies, compare the situation across countries and understand why specific types of NTMs pose a hindrance to them.

The platform also provides access to various publications on NTMs, including the country reports that form part of the ITC Series on Non-Tariff Measures. Furthermore, introductory online courses on NTMs, the NTM survey methodology, survey results, and the NTM classification system is also available.

Additional features will be added to the platform in the future.

The NTM Business Survey website is developed and maintained by the Market Analysis and Research (MAR) section of ITO.
Thank you!

For further information:

mimouni@intracen.org