Global Trade Helpdesk Initiative
WTO IWG on MSMEs

October 9th, 2023
THANK YOU!
## Access digital opportunities: export through e-commerce

<table>
<thead>
<tr>
<th>Digital Payment Coverage</th>
<th>Tariff-free threshold</th>
<th>Online Marketplaces</th>
<th>Online Payment Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>92%</td>
<td>$251</td>
<td>84</td>
<td>26</td>
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</tbody>
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WTO Notifications of Quantitative Restrictions
Feedback from users

“The Global Trade Helpdesk is an excellent tool – awareness about it is critical”

Mr Ian Talbot
Chief Executive of Chambers Ireland and Secretary General of ICC, Ireland

“An immensely useful tool for cross-border trade and e-commerce”

Mr Ike Ononogbu
Co-founder and CEO at SupplyNow B2b Marketplace

“With its comprehensive and well-organized data, the platform allows for efficient and effective gathering of market intelligence”

Ms Joyce Kporvie
Researcher, Project Management & Development Finance Professional

“I’ve never seen anything like this before”

Ms Victoria Akai
Director General, Abuja Chamber of Commerce and Industry, Nigeria
Global Trade Helpdesk is an invaluable resource that democratizes access to critical market intelligence, empowering businesses to make informed decisions. With its comprehensive and well-organized data, the platform allows for efficient and effective gathering of market intelligence. This has led to a better understanding of global markets and contributed to the development of robust and strategic market research outcomes.

Joyce Kgorvle
Researcher, Project Management Professional, Development Finance Professional
Activities around the ICC World Chambers Congress
Workshops already conducted in: Cambodia & Lao, Indonesia, Myanmar, Philippines, Malaysia & Brunei, Viet Nam
Forthcoming: Thailand

Pilot initiative training ran by ITC, ICC, WIPO and Google, targeting small businesses in ASEAN countries
Feedback from participants

Do you intend to make changes to your business operations following the DEEP Training?

- Yes: 95%
- No: 5%
Coming soon…

December 12-14th
Crosslinking efforts continue…
Reaching a broader base of firms
We believe that its successful implementation through an upgrade of International Trade Centre’s (ITC) Global Trade Helpdesk will support the accessibility of trade-related information and will spur the integration of MSMEs in world trade.
1. Recognize the continued challenges posed by information asymmetry to MSMEs and the need to utilize technological tools to bridge such informational gaps for MSMEs seeking business and trade-related information.

2. Support scaling-up an existing portal that is already providing such business and trade-related information to MSMEs.

3. Agree that Global Trade Helpdesk implemented by ITC, UNCTAD and WTO is suited for such an upgrade considering its inclusivity and veritable information provided to MSMEs.
Jaipur Call for Action

Invite members of the WTO and UNCTAD, international organizations and other interested parties to contribute on a voluntary basis to support effective implementation of Jaipur Call for Action.

Look forward to an annual progress report by ITC to its Joint Advisory Group on the efforts made in this regard beginning from 2024.
Answering the Jaipur Call to Action

✓ Ensuring technological upgrading effectively enhances user experience/meets user needs

✓ Availability in new languages—next priorities—Bahasa, Mandarin

✓ Defining scope, building on a custom knowledgebase, and limiting risks for misinformation
THANK YOU!

For more information:
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