



# Global Trade Helpdesk Initiative

## WTO IWG on MSMEs

October 9th, 2023



**THANK YOU!**

# Go Digital section

## Access digital opportunities: export through e-commerce

Digital Payment Coverage

**92%**

Digital Payment Coverage



Tariff-free  
threshold

**\$251**



Online  
Marketplaces

**84**



Online Payment  
Solutions

**26**



# WTO Notifications of Quantitative Restrictions

You are exploring  
Switzerland's export of **850110 Electric motors and generators (excludin...** to France [Edit](#)

[Market overview](#) [Requirements](#) [Procedures](#) [Go digital](#) [Identify partners](#)

## Regulations

These are the mandatory requirements for your product to enter the selected market.

### Market Conditions

This group of regulatory measures includes mainly market-specific regulations such as safeguard measures, importer registration and authorization requirements, financial restrictions, licensing restrictions and quotas, and import bans for reasons beyond SPS and TBT reasons.

Data sourced from [EU Access2Markets](#)

(EU Data Sources & Copyright [\[?\]](#))  
No regulations for this category.

[Find more details on Market Access Map](#)

### Quantitative Restrictions

This section retrieves information concerning Quantitative Restrictions notified by WTO Members. These include prohibitions, quotas, non-automatic licensing and voluntary export restraints.

Data source from [World Trade Organization](#)

NOTIFIED	DESCRIPTION	REGULATIONS
<a href="#">30/09/2022</a>	Import prohibition of goods	Prohibition (P) ▲
<a href="#">30/09/2022</a>	Import prohibition of goods	Prohibition except under defined conditions (CP) ▲

[Find more details on the WTO QR Database](#)

# 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



# Testi on th

Start exploring for opportunities [HOW DOES THIS WORK?](#)

Where are you exporting from?

Which product are you exporting?

To which market?



What you can find with the **Global Trade Helpdesk**

< 20'000+ companies >

● ○ ○ ○ ○



66

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 Kporvie**  
*Researcher, Project Management Professional, Development Finance Professional*



# Activities around the ICC World Chambers Congress



Take your business to the next level with the

**D**IGITAL  
**E**XPORT  
**E**NABLEMENT  
**P**ROGRAMME



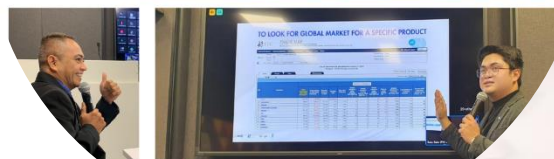
FOR ASEAN MSMEs





ss to the next level wi

### Export Enablement Programme (DEEP) for ASEAN small business



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

Workshops already conducted in:  
Cambodia & Lao, Indonesia, Myanmar, Philippines, Malaysia & Brunei, Viet Nam  
Forthcoming: Thailand



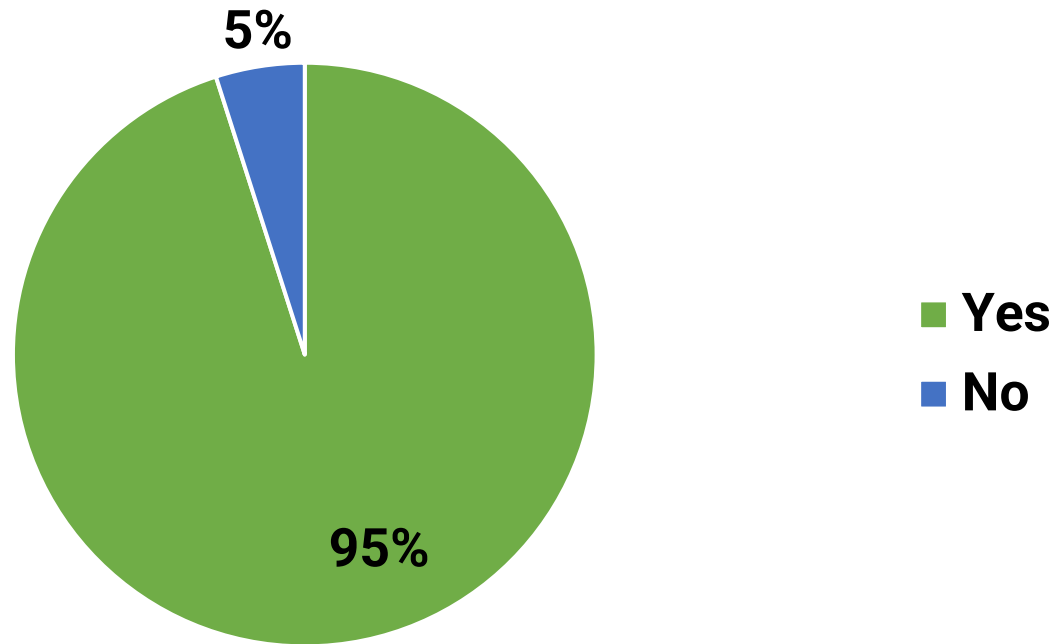
DIGITAL EXPORT ENABLEMENT PROGRAMME

WIPO

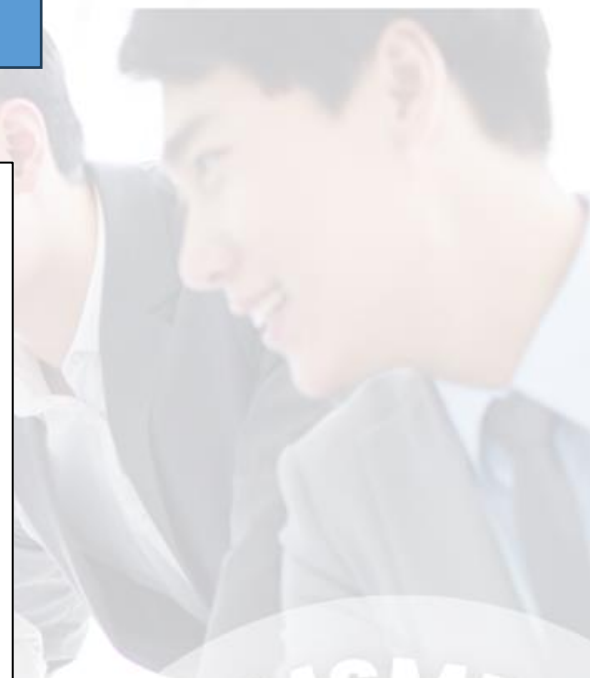
Take your business to the next level with the

# Feedback from participants

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



DIGITAL  
EXPO  
NATIONAL  
PROGRAM



# Coming soon...



**December 12-14<sup>th</sup>**



**English webinar**

Coming Soon



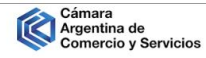
**Spanish webinar**

Coming Soon

Crosslinking efforts continue...



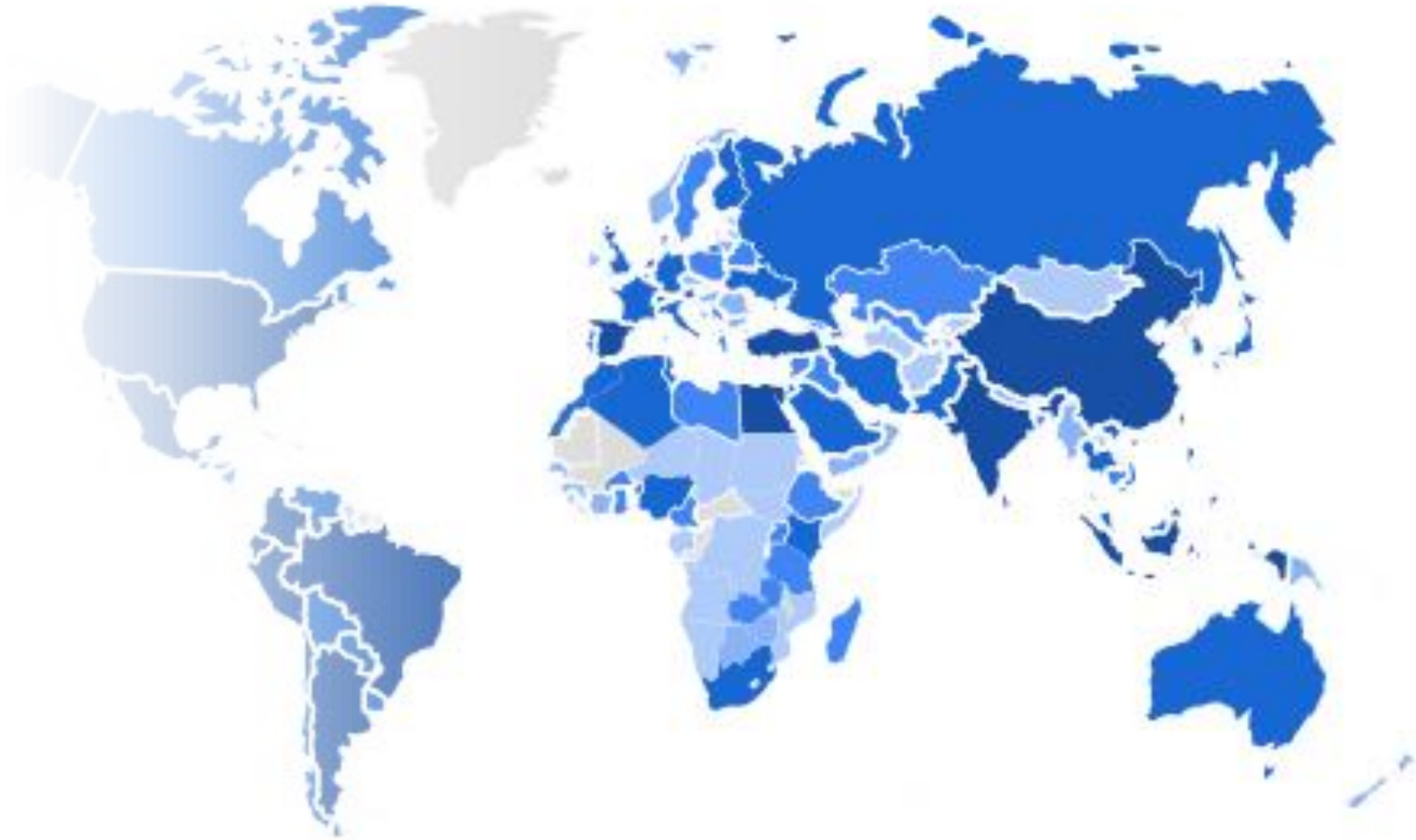
[Inicio](#)   [Quiénes somos](#)   [Empresas](#)



The Official Portal Of  
**Malaysia External Trade Development Corporation**  
The National Trade Promotion Agency of Malaysia



**Reaching a  
broader base  
of firms**



# G20 Trade and Investment Minister's Meeting



*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.*

# Jaipur Call for Action



- 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.*







# THANK YOU!

**For more information:**

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