



# Update on Global Trade Helpdesk

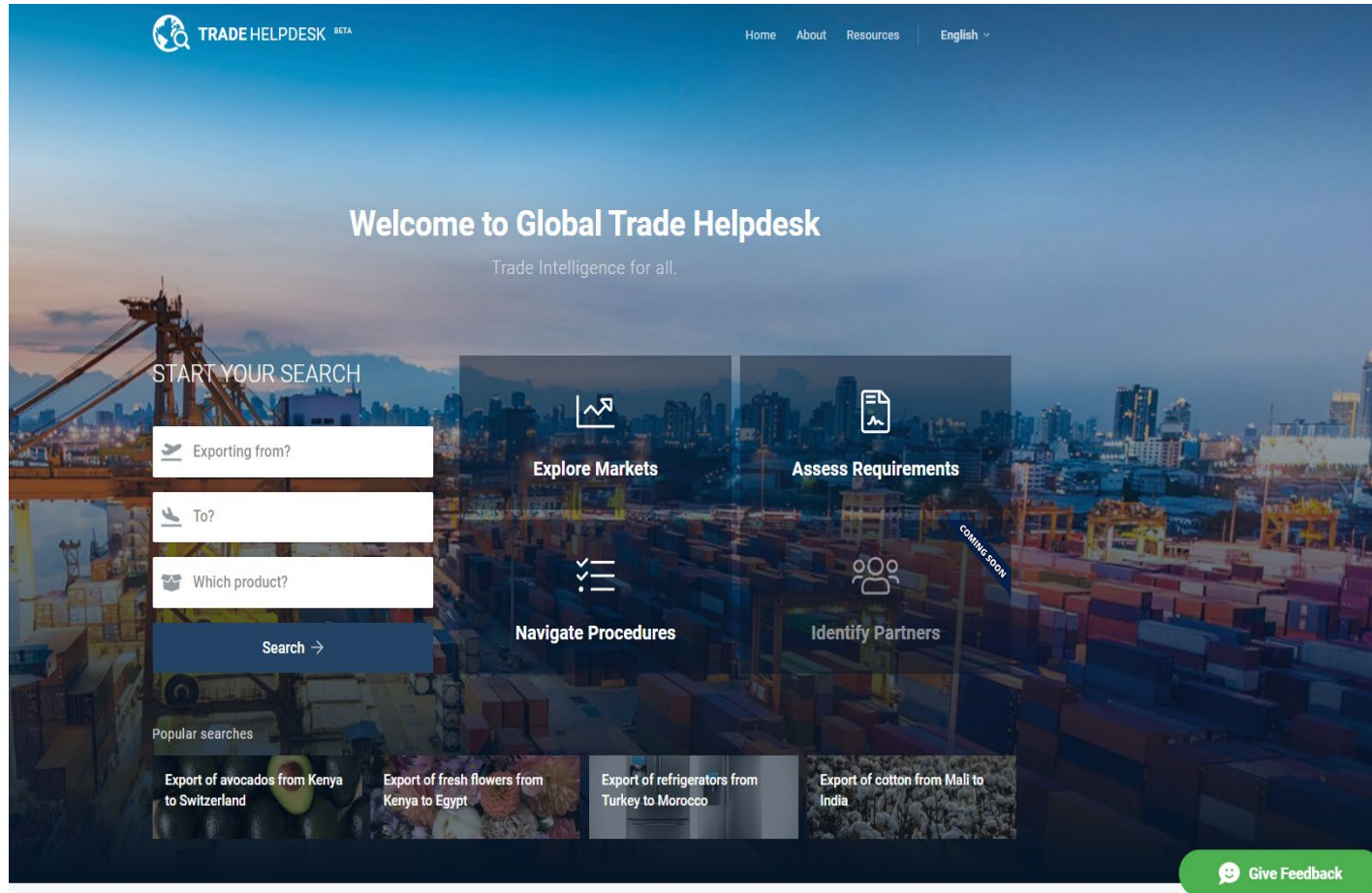
## IWG on MSMEs

Geneva, 29 October 2019

# Key Points

1. Recent Developments
2. GTH Website Testing
3. Next Steps

# Recent developments



- Functional beta version live in English, French, Spanish and Arabic
- Explore Markets and Assess Requirements modules now integrate International and Voluntary Standards
- Navigate Procedures module developed. Currently Trade Procedures for 3 countries have been integrated. Integration of Trade Procedures for more countries is ongoing
- Identify Partners under development (trade finance, export promotion agencies)

# Data currently integrated or in progress

Module	Type of information	GTH Status	Coverage
<b>Explore Markets</b>	Trade statistics	Integrated	232 count.
	Export potential indicator	Integrated	225 count.
<b>Assess Requirements</b>	Tariffs	Integrated	200 count.
	Non-Tariff Measures	Integrated	99 count.
	Trade Remedies	Integrated	65/65 count.
	Rules of Origin	Integrated	124 count.
	Regulatory Changes (notifications)	Integrated	SPS & TBT
	International standards	Integrated	408 stand.
	Voluntary standards	Under dev.	200 stand.
<b>Navigate Procedures</b>	Export procedures / guide*	Under dev.	22 countries
	Import procedures / guide*	Under dev.	22 countries
<b>Identify Partners</b>	Trade Promotion Organizations	Integrated	124 count.
	Trade Finance Providers	Integrated	122 count.
	Business directory*	Under dev.	133 count.

\* Collected from country projects

# Next data integration

Module	Integrated (fully or under development)	Action / deadline
<b>Explore Markets</b>	Market prices	Postpone to phase 2
	Rejection analysis	Postpone to phase 2
<b>Assess Requirements</b>	Taxes	Integrate after MC12
	Laboratory mapping	Postpone to phase 2
	Trademarks / Patent	Integrate after MC12
<b>Identify Partners</b>	Logistics providers	Postpone to phase 2
	Payment methods	
<b>Cross-module</b>	Services data (available)	Postpone to phase 2

# GTH Website Testing – Oct / Dec 2019

**Why?** To ensure GTH portal matches MSMEs needs

**How?**

- Embedded pop-up for general users within the GTH platform
- Targeted surveys of selected partners (online and offline questionnaires)

**Who?**

- Informal working group of MSMEs
- ICC Chambers of Commerce in selected countries
- Business associations / Trade support institutions in pilot and interested countries (UK FSB, German DIHK, Swiss CCIG, etc.)

## Next Steps

- Integration of:
  - Company Information
  - Trade Procedures for additional countries
  - Translation into additional languages (Russian and Chinese)
- Work with pilot countries for data collection, MSME testing, user material development and training of MSME groups
- Conduct GTH portal testing and implement platform refinements to better meet MSME user needs
- Launch Global Trade Helpdesk at the 12<sup>th</sup> WTO Ministerial Conference

# We need your help to:

- Reach MSMEs and users in YOUR country!
- Connect us with or disseminate the GTH User Testing Questionnaire among Chambers of Commerce/Business Associations and Trade Ministries
- If you identify a data gap and national data which could be integrated into GTH for your country, please let us know at [info@globaltradeheldesk.org](mailto:info@globaltradeheldesk.org)
- Prepare the launch at MC12





# Testing support materials

Sample navigational videos available in:

[English](#)

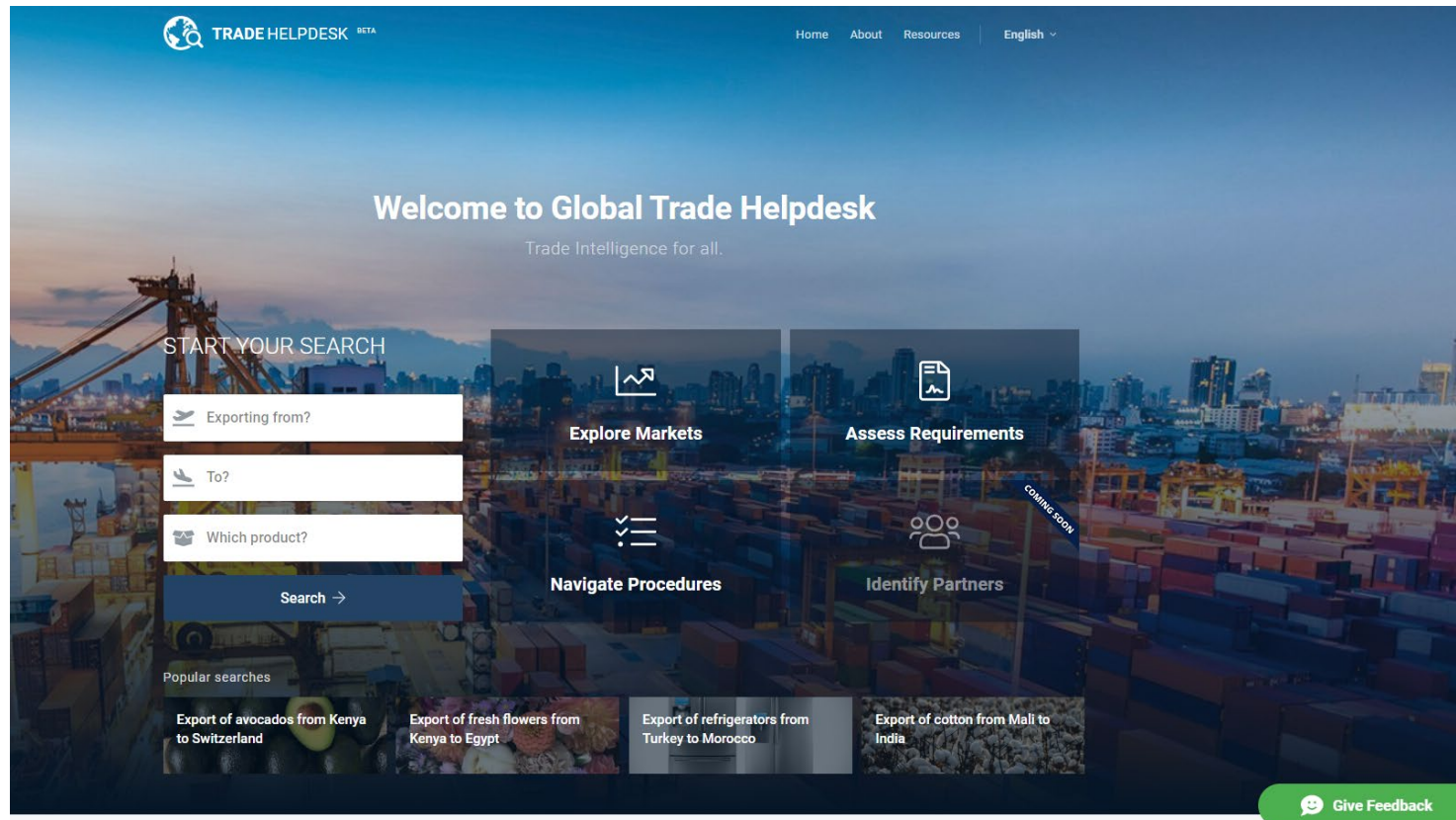
[Spanish](#)

[French](#)



Electronic and PDF user survey forms available in each language

# Thank you and please have a look at the beta version



[www.GlobalTradeHelpdesk.org](http://www.GlobalTradeHelpdesk.org)

Contact us at [info@globaltradehelpdesk.org](mailto:info@globaltradehelpdesk.org)