Global Trade Helpdesk Initiative
WTO IWG on MSMEs

March 13th, 2023
MSME Package implementation: Declaration on Access to Information

We, the members of the Informal Working Group on MSMEs,

1. Call on all WTO Members to contribute to the success and the prompt operationalization of the Global Trade Helpdesk (GTH);

2. Agree on a voluntary basis and subject to the availability of data to:

   a. within a year of the adoption of this declaration, provide to the extent possible to the WTO Secretariat updated and complete information pursuant to the Annex of this declaration. The information pursuant to the Annex does not need to be provided if similar information has already been provided to the WTO Secretariat or the ITC;

   b. every two years thereafter, provide to the WTO Secretariat, as necessary, updated information pursuant to the Annex; [emphasis added]
Survey on Data Availability

→ European Union
→ Argentina
→ Australia
→ China
→ Chinese Taipei
→ Hong Kong SAR, China
→ Colombia

→ Costa Rica
→ Dominican Republic
→ Israel
→ Liechtenstein
→ Switzerland
→ Türkiye
→ United Kingdom
What did we do in 2022?

- 68 outreach events
- 145’000 users from 200+ Economies
  - New section on logistics providers/freight forwarders with IATA
- 6’400+ participants
- Cross linking with temporary trade measures related to Ukraine-Russia war
- Large Data Enhancements
  - Additional trade data, new export procedures, new data on BSOs and Trade Finance providers
Joint Webinars with Trade4MSMEs

1. Identify and compare target markets
2. Explore market requirements
3. Access single windows and relevant agencies, trade finance providers, company contacts
User Analysis

- 54% of Female Users
- 70% of users aged 18-44
- 11 pageviews per session
- User segmentation - two dominant user profiles identified
- 60% of pageviews from Regulations, Tariffs and Business Directory
What’s new in 2023?

Portal Development

- E-commerce section linking new data from ITC & World Bank
- Additional data on logistics providers and freight forwarders with FIATA
- Quantitative Restrictions notifications from WTO

Platform Enhancements

- Translation API – testing for new languages

Testimonials
E-commerce

Access Digital Opportunities - *export through E-Commerce*

<table>
<thead>
<tr>
<th>Top Marketplaces</th>
<th>Digital Payments coverage</th>
<th>Online Payment Solutions</th>
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<tbody>
<tr>
<td>59</td>
<td>34%</td>
<td>11</td>
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[Click Here to know the cost of e-commerce for this product.]
Spreading the word in 2023

March 9th
Webinar with SBCD Connecticut

March 16th
Arabic webinar with UNESCWA

March 21st
Webinar with Francophone Chambers in Africa

April 30th
Joint webinar with Trade4MSMEs & GLEIF

World Chambers Congress
Geneva, June 21-23
Training activities for 2023

Digital Export Enablement Pilot programme in ASEAN markets

DIGITAL EXPORT ENABLEMENT PROGRAMME (DEEP)

Pilot Training Program with Universities in Peru
We are on the right track

Congratulations on this really innovative instrument. As the information it contains grows this may become a game changer in international trade in my opinion. Thanks for sharing this with FIATA.

Marco L. Sorgetti
Former DG of FIATA
We need your help

Please help us **crosslink GTH** with your BSOs and Single Windows

Helps us **get the word out** with your business communities
THANK YOU!

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