



# Global Trade Helpdesk initiative

## WTO Informal Working Group on MSMEs

Geneva, 28 June 2019

# Survey results: 16 respondents + EU (partial)



# Aggregate data coverage for included respondent countries could improve by over 40% thanks national sources identified

## Before Survey



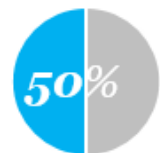
**Trade Statistics**



**Tariff**



**Taxes Information**



**Source of Non-tariff Measures Identified**



**Domestic Trade Procedures Sources**

## After Survey



**Trade Statistics**



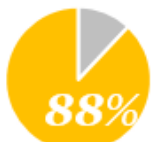
**Tariff**



**Taxes Information Source Identified**



**Source of Non-tariff Measures Identified**



**Domestic Trade Procedures Sources**

Before Survey

After Survey



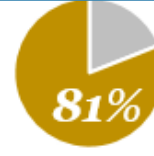
**Company Data Availability**



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**Trade Finance Institutions**



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**Market Price Information**



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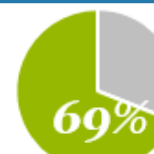
**National Trade Portal**



**National Trade Portal**

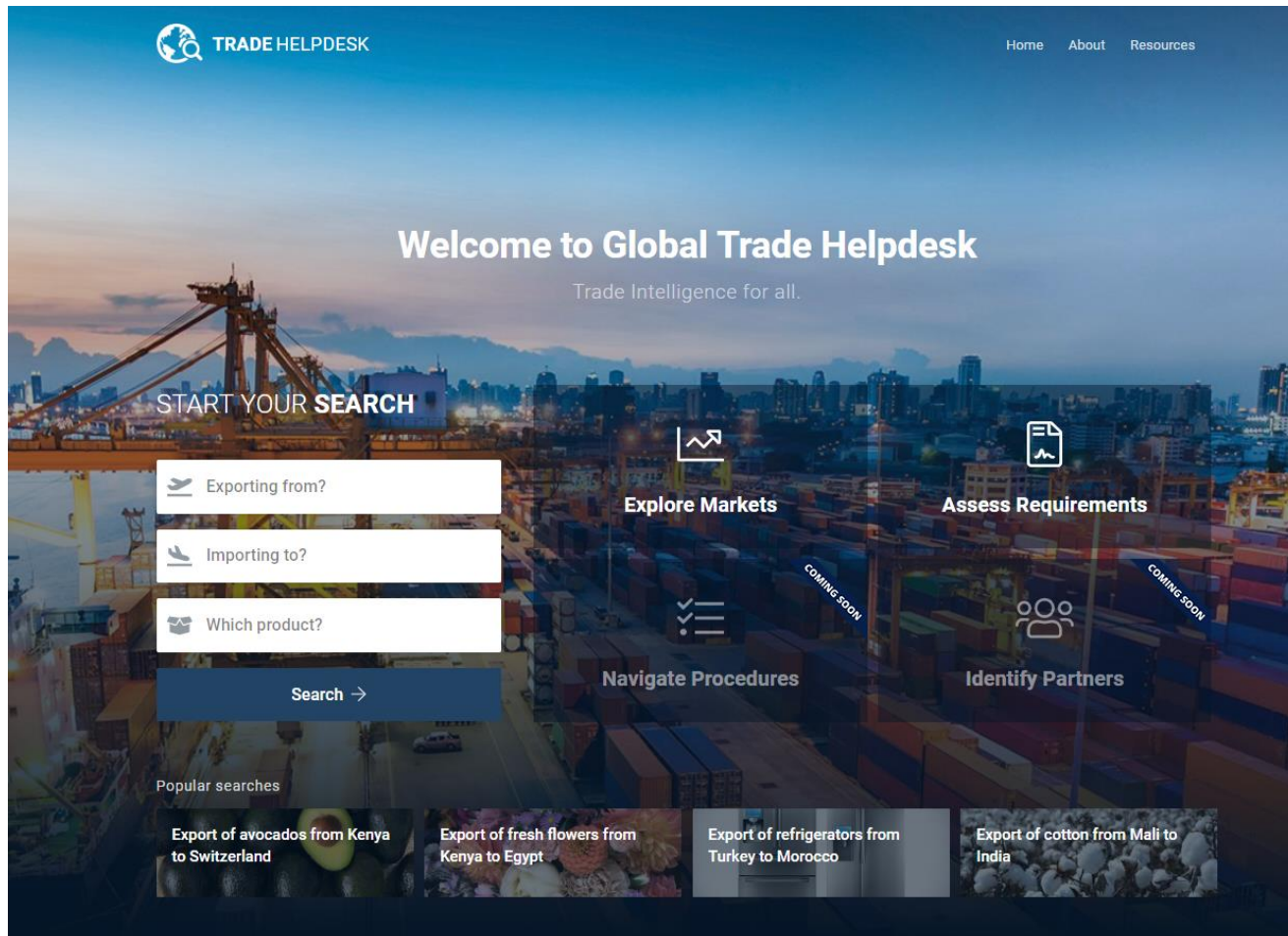


**Major e-commerce platforms  
used in the country**



**Major e-commerce platforms  
used in the country**

# Beta version is now live



- Functional beta version in **English and Arabic** with **updated design**
- **Explore Markets** and **Assess Requirements** modules developed
- **Navigate Procedures** and **Identify Partners** under development
- Glossary, data availability, **user materials** uploaded

# Beta version presentation at ICC World Chambers Congress



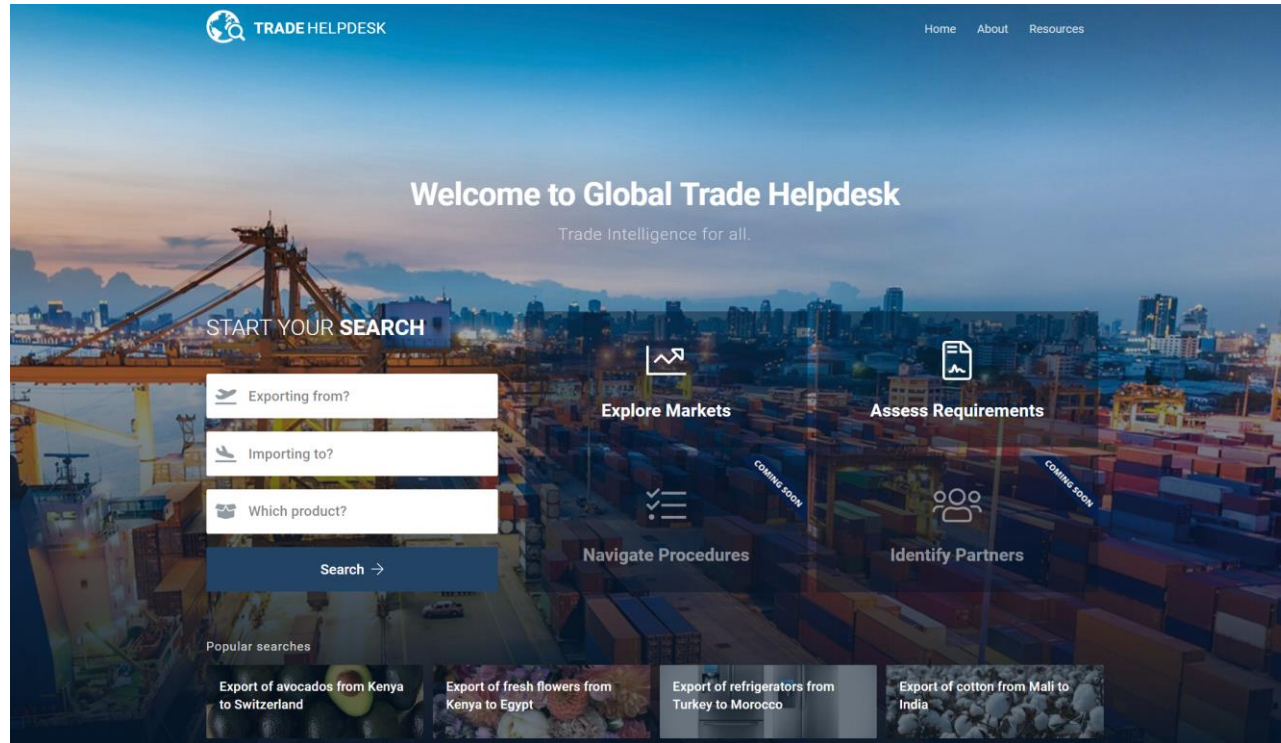
- ✓ GTH well received at the presentation during the SMEs to the World session to 120 Chambers representatives from around the world
- ✓ ICC national chambers expressed strong interest in contributing to the testing and dissemination of the tool with their members.

# Pilot activities commenced in Paraguay

Pilot activities	Local partners
Collection of data for taxes, trade procedures, market prices, business directory, e-commerce platforms	Trade Facilitation Committee, Single Window for Exports/Imports, Customs, Ministry of Agriculture, etc.
Platform testing and capacity building activities with Business and SME Associations	Ministry for SME development, Ministry of Trade and Commerce, Network of Business Associations/Unions
National dissemination campaign	Trade Facilitation Committee, Network of Business Associations/Unions



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



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