Global Trade Helpdesk initiative

WTO Informal Working Group on MSMEs

Geneva, 28 June 2019
Survey results: 16 respondents + EU (partial)

- EUROPE – 3
- AMERICA – 7
- ASIA – 5
- Pacific – 1
- EUROPE – 3
Aggregate data coverage for included respondent countries could improve by over 40% thanks to national sources identified.

Before Survey:
- 100% Trade Statistics
- 100% Tariff
- 0% Taxes Information
- 50% Source of Non-tariff Measures Identified
- 0% Domestic Trade Procedures Sources

After Survey:
- 100% Trade Statistics
- 100% Tariff
- 88% Taxes Information Source Identified
- 94% Source of Non-tariff Measures Identified
- 88% Domestic Trade Procedures Sources
### Before Survey
- Company Data Availability: 56%
- Trade Finance Institutions: 0%
- Market Price Information: 56%
- National Trade Portal: 0%
- Major e-commerce platforms used in the country: 0%

### After Survey
- Company Data Availability: 56%
- Trade Finance Institutions: 81%
- Market Price Information: 75%
- National Trade Portal: 50%
- Major e-commerce platforms used in the country: 69%
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

<table>
<thead>
<tr>
<th>Pilot activities</th>
<th>Local partners</th>
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<tbody>
<tr>
<td>Collection of data for taxes, trade procedures, market prices, business directory, e-commerce platforms</td>
<td>Trade Facilitation Committee, Single Window for Exports/Imports, Customs, Ministry of Agriculture, etc.</td>
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<tr>
<td>Platform testing and capacity building activities with Business and SME Associations</td>
<td>Ministry for SME development, Ministry of Trade and Commerce, Network of Business Associations/Unions</td>
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<tr>
<td>National dissemination campaign</td>
<td>Trade Facilitation Committee, Network of Business Associations/Unions</td>
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Thank you and please have a look at the beta version of the Global Trade Helpdesk at www.globaltradehelpdesk.org.