Global Trade Helpdesk Initiative
WTO IWG on MSMEs

Video conference, 24 Sept 2021
What’s new?

Welcome to the Global Trade Helpdesk

Discover a world of trade opportunities in one place with detailed information about imports, market dynamics, tariffs, regulatory requirements, potential buyers and more.

Start exploring opportunities

Where are you exporting from?

Type or select...

Which product are you exporting?

To which market?

GO
Portuguese version rollout with APEX-Brasil

Pronto para se tornar um exportador ativo e expandir seu negócio com inteligência? A partir de hoje já é possível navegar na versão em português da plataforma Global Trade Helpdesk.

O portal reúne informações fundamentais para você entrar em um novo mercado e encontrar potenciais compradores e parceiros. Pesquisando pelo seu produto, você encontrará informações como tarifas alfandegárias, regras de origem, exigências regulatórias, padrões de sustentabilidade, entre outras. A iniciativa foi desenvolvida pelo International Trade Centre e reúne informação de 11 instituições internacionais.

Explore o mundo de oportunidades dos mercados globais em um só clique: https://lnkd.in/dMq9PG2v

See translation

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**News**

14 June 2021

*Story: Portuguese-speaking firms gain access to a wealth of trade intelligence*

*by ITC News*

The Global Trade Helpdesk, a free online platform with trade intelligence for small businesses, is now available in Portuguese.
New and updated data in 2021

✓ Updated UK tariffs and RoO now accessible in addition to regular update of tariff information
✓ Latest Export potential estimates updated
✓ Trade Procedures (Step by Step) integrated for Paraguay, Vietnam, Sri Lanka and Burkina Faso
+70,000 users from 197 countries

From 18 August 2019 – 13 September 2021
Evolution of users over time

- **August 2019**
- **September 2019**
- **October 2019**
- **November 2019**
- **December 2019**
- **January 2020**
- **February 2020**
- **March 2020**
- **April 2020**
- **May 2020**
- **June 2020**
- **July 2020**
- **August 2020**
- **September 2020**
- **October 2020**
- **November 2020**
- **December 2020**
- **January 2021**
- **February 2021**
- **March 2021**
- **April 2021**
- **May 2021**
- **June 2021**
- **July 2021**
- **August 2021**

- **Users**
- **Sessions**
Outreach activities

→ 46 webinars engaging
→ over 4250 participants
→ from over 60 economies
Growing interest in collaboration, partnership and engagement from public and private institutions
What’s next?

→ Navigational videos and Webinar page

→ Quarterly webinars in ENG, FR, ESP open to all

→ Working with IATA to make accessible new data on logistics providers/freight forwarders.

→ Exploring possibilities for AI enhanced HS code search and other features in collaboration with ICC-Brazil

→ Working to complete data gaps
Package of declarations and recommendations adopted to help small businesses trade globally

2. Access to information — Members are encouraged to support the Global Trade Helpdesk, a tool led by the International Trade Centre, the United Nations Conference on Trade and Development and the WTO to help MSMEs access market intelligence, including on tariffs and regulations.
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]
THANK YOU!

For more information:
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