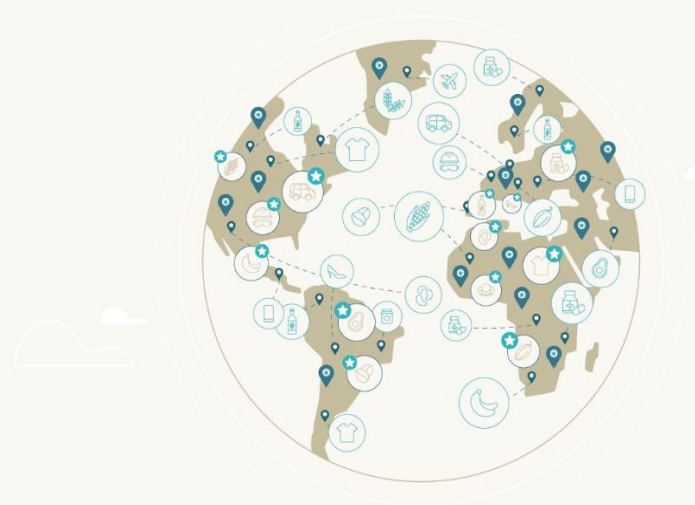


Global Trade Helpdesk Initiative

WTO IWG on MSMEs

June 29, 2026



Where does Global Trade Helpdesk stand in the Age of AI?



Two products, two tariff classifications

A small product change can shift the HS heading and the applied tariff regime.

HS 700910

Conventional rear-view mirror

Classified as glass mirrors for vehicles. The EU **MFN applied duty is 4%**, with a **0% preferential tariff** available for originating goods under the EU–Switzerland FTA.



HS 852589

Mirror with integrated video recorder

Integrated video recording shifts classification to HS 852589. The EU **MFN applied tariff is 0%**, so preferential tariff treatment provides no additional duty reduction



Scenario and two prompt designs

EXPORT SCENARIO

A Swiss SME based in the Canton of Zug, with 40 employees and 12 years of operating experience, manufactures motor vehicle rear-view mirrors with integrated video recorders for the domestic automotive aftermarket. The firm is considering exports to Germany through commercial partners and online channels.

PROMPT A — BASELINE

Open-ended question

Limited product details; no HS code requested

The product was described broadly, without specifying integrated video recording; no HS code was requested.

No analytical structure imposed

Free-form response; the model selects what to cover.

PROMPT B — STRUCTURED

Structured market-access brief

Detailed product scope; HS code requested

Integrated video recorder specified; HS classification required upfront.

Asked to report the same data dimensions as GTH

Tariff, rules of origin, NTMs, trade values, export procedures, de minimis, list of importers and freight forwarders.

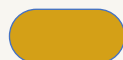
Each prompt was executed twice per model to assess accuracy and consistency of output.

Prompt A — Baseline results

	HS Code	Tariff	Pref. tariff	Rules of origin	Swiss NTM	German NTM	Procedures	Trade value	De minimis	Importers	Freight forwarders	Overall score	Consistency
Claude												52%	
Gemini Research												52%	
ChatGPT Research												49%	
ChatGPT (Free)												24%	
Perplexity												15%	
Statista Research AI												27%	



3 pts — Accurate



1 pt — Generic or incomplete

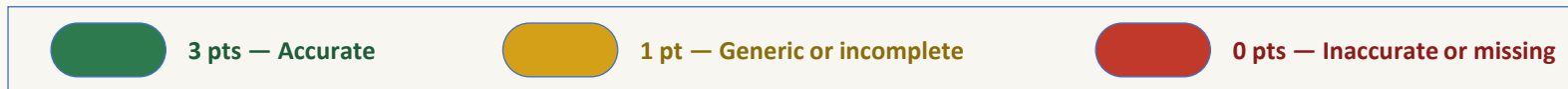


0 pts — Inaccurate or missing

*Scored across 11 trade dimensions (3 pts = accurate; 1 pt = generic or incomplete; 0 pts = inaccurate or absent).
Consistency indicates whether the model produced equivalent outputs across two independent runs of the same prompt.*

Prompt B — Structured results

	HS Code	Tariff	Rules of origin	Swiss NTM	German NTM	Procedures	Trade value	De minimis	Importers	Freight forwarders	Overall score	Consistency
Claude											47%	
Gemini Research											47%	
ChatGPT Research											57%	
ChatGPT (Free)											47%	
Perplexity											33%	
Statista Research AI											40%	



*Scored across 10 trade dimensions (3 pts = accurate; 1 pt = generic or incomplete; 0 pts = inaccurate or absent).
Consistency indicates whether the model produced equivalent outputs across two independent runs of the same prompt.*

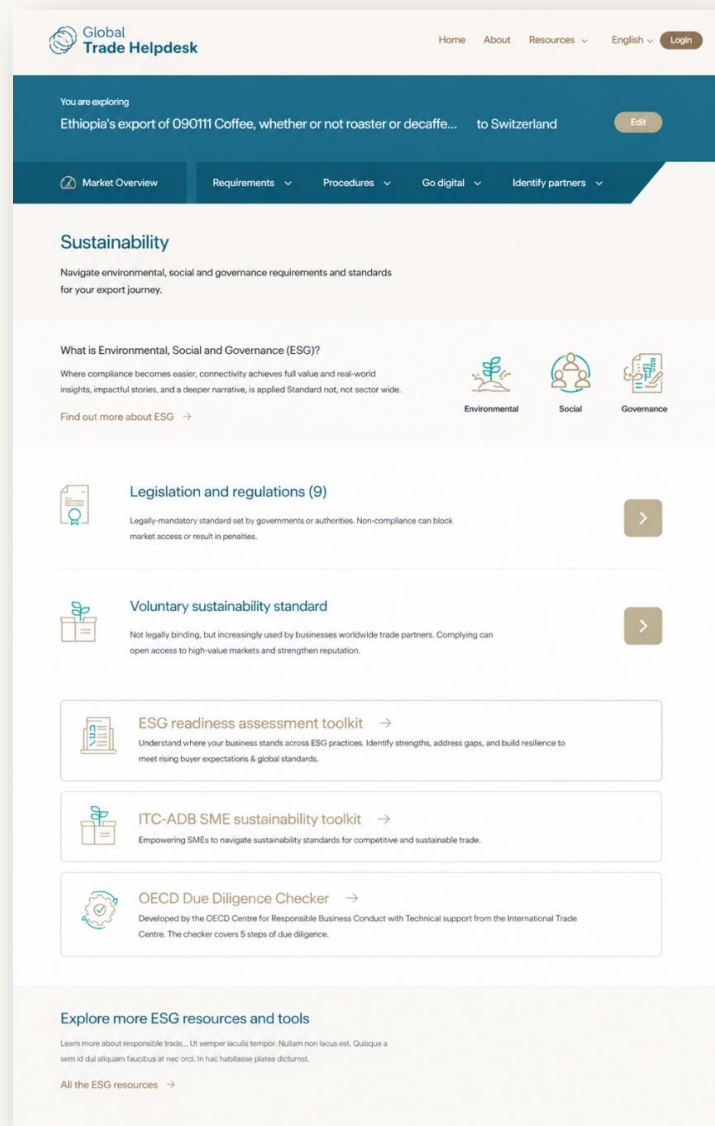
Event and training updates

- ✓ January 29 – Plataformas Digitales para las Pymes, Procomex Alliance
- ✓ February 17 – SME Internationalization Webinar with UNESCWA (Arabic)
- ✓ April 11 – Training Program for Core Faculty in International Trade, China
- ✓ April 24 – Keynote speech (Virtual) at the BRICS Trade and Economic Forum
- ✓ May 5 – Global Trade Toolkit for MSMEs, GTH, Trade4MSMEs with PAOSMI
- ✓ May 13 – Global BSO Webinar for SIPPO
- ✓ May 14 – Market Analysis Webinar for SMEs in Lao PDR
- ✓ June 17 – CCPIT Training for Sub-Councils in Shandong Province, China
- ✓ June 26 – Webinar for Chile SERCOTEC

1000+ participants across trainings in 5 languages



Sustainability Module in Progress



1

Understanding ESG, Due diligence & risk mgmt.

Guidance on ESG/ DD framework fundamentals, why it matters for small businesses, and how to begin the ESG journey.

2

Navigating the regulatory landscape

NTM data (updated for EU and ACP) complemented by briefs on selected EU regulations, e.g., CSDDD, CSRD, EUDR, CBAM, with plans to expand

3

Identifying relevant Voluntary Sustainability Standards

Expanded VSS information from Standards Map (market trend, overview of compliance requirements, crosslinking comparison function, etc.)

4

Assessing capacity gaps & risks

Includes Due Diligence Capacity Building toolkit, ITC-ADB SME Sustainability playbook, and OECD Due Diligence Checker

5

Accessing relevant resources

Leverages in-house expertise & Consultation with GTH partner agencies e.g., WTO, UNCTAD, FAO, WIPO, ICC, WCO



Upcoming...

- Launch of German version of the Helpdesk
- Rollout of Sustainability Module, communication/outreach campaign, and the kick-off training
- More trainings in plan



Thank you!

www.GlobalTradeHelpdesk.org

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