



Global Trade Helpdesk Initiative

WTO IWG on MSMEs

March 13th, 2024



Answering the Jaipur Call to Action



- Availability in **new languages**
- Ensuring **technological upgrading** effectively enhances user experience/meets user needs
- Defining scope, building on a **custom knowledge base**, and limiting risks for misinformation

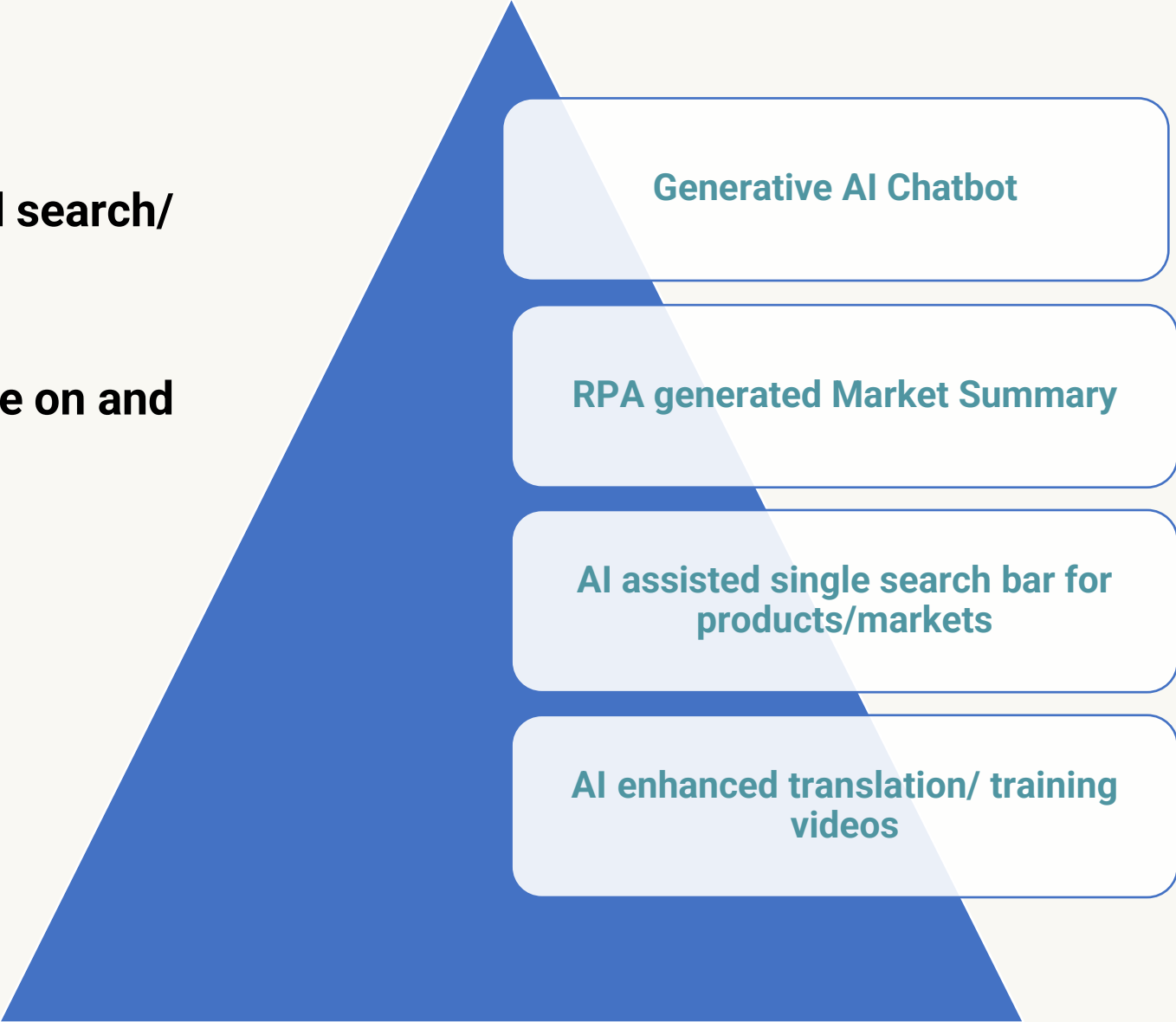
Leveraging technology to benefit a broad base of MSMEs

**Generative AI chatbot, augmented search/
contextualization**

**Sharing contextualized knowledge on and
offline**

**Increased ease of access/
accuracy**

**General accessibility/ improving
onboarding**



Bahasa version



**Next: GTH Bahasa launch Indonesia
Junior Chamber Initiative
April 22-25th**

The screenshot shows the homepage of the Global Trade Helpdesk website. At the top left is the logo "Global Trade Helpdesk". To the right are navigation links: "Beranda", "Tentang", "Sumber daya", "Bahasa", and a "Login" button. The main heading reads "Selamat datang di Global Trade Helpdesk". Below this is a sub-heading: "Temukan peluang perdagangan dunia di satu tempat dengan informasi terperinci tentang impor, dinamika pasar, tarif, persyaratan peraturan, pembeli potensial, dan banyak lagi." To the right of the text is a graphic of a globe with various trade-related icons. A search bar section titled "Mulai menjelajahi peluang" contains dropdown menus for "Dari" (with options "Mengimpor" and "Ekspor"), "Produk yang mana?" (with "Type or select..."), and "Untuk market yang mana?" (with "Type HS code or product name..."). Below the search bar is a link "Lihat contoh untuk memulai". The bottom section is titled "Inilah yang dapat Anda lakukan dengan Global Trade Helpdesk" and features three icons with descriptions: 1. A globe icon with the text "Mengidentifikasi dan mengevaluasi peluang perdagangan di seluruh target market". 2. A clipboard icon with the text "Mempersiapkan bisnis Anda untuk berekspansi ke pasar baru". 3. A puzzle icon with the text "Temukan mitra untuk pembiayaan, pengembangan strategi perdagangan, distribusi, dan lainnya".

Mandarin version

随时了解与俄罗斯新入侵乌克兰和 COVID-19 相关的最新临时贸易措施。在此查找更多 COVID-19 资源。 ×

Global Trade Helpdesk

主页 关于 ∨ 资源 ∨ 中文 ∨ 登录

欢迎来到全球贸易服务平台

通过进口、市场动态、关税、监管要求、潜在买家等详细信息发现全球贸易机会。



开始查询机会

从 出口 ∨ 哪种产品? 到哪个市场?

[查看示例开始学习 →](#)

以下是您可以使用全球贸易服务平台进行的操作



确定和评估目标市场的贸易机会



为您的企业拓展新市场做好准备



为融资、贸易战略制定、分销等寻找合作伙伴

Comms campaign underway- Thanks for your support!

➤ March 4-31st

International Trade Centre (ITC) reposted
UNCTAD, the UN trade & development body
@UNCTAD

Empowering #WomenInTrade!

Over half of our Global Trade Helpdesk users are amazing women, and this number is growing daily. 📈

Haven't explored GTH yet? Dive into the world of opportunities at GlobalTradeHelpdesk.org

#IWD2024 #InvestInWomen #InternationalWomensDay ♀



International Trade Centre (ITC) and 7 others

3:46 PM · Mar 8, 2024 · 1,136 Views

International Trade Centre (ITC) @ITCnews · Mar 14

📌 You thought you couldn't have it all? Well, check this out and access strategic #TradeData and market info from 14 databases in just one search: GlobalTradeHelpdesk.org

Timely, relevant, and FREE. Why settle for less when you can have it all in a single search?



WTO and 7 others

ITC-Market Analysis reposted
International Chamber of Commerce
@iccwbo

Witness the power of partnerships for small businesses.

Bringing information from 11 agencies and 14 databases, the Global Trade Helpdesk serves as a free, comprehensive, and user-friendly gateway to global trade for businesses of all sizes.

More: GlobalTradeHelpdesk.org



International Trade Centre (ITC) and 7 others

11:33 AM · Mar 12, 2024 · 656 Views

ITC-Market Analysis
@ITC_MktAnalysis

🌐 How has Global Trade Helpdesk helped you? Explore insights from our users: entrepreneurs, professionals, researchers, and discover their unique perspectives firsthand via globaltradehelpdesk.org

#Tradedata #GlobalTrade #marketanalysis



"With its comprehensive and well-organized data, the platform allows for efficient and effective gathering of market intelligence"



Ms Joyce Kporvie
Researcher,
Project Management and
Development Finance
Professional

International Trade Centre (ITC) and 7 others

10:41 AM · Mar 5, 2024 · 2,022 Views

Thank you!



www.GlobalTradeHelpdesk.org

