Keep track of product requirements in foreign markets

Session 3
ePing: SPS/TBT notification alert system & coordination forum

SPS Workshop on Transparency and Coordination
15-16 July, Geneva, Switzerland
SPS/TBT transparency framework:
notifications on the rise!

4,700 SPS/TBT notifications circulated in 2018; how to keep track, engage stakeholders, take action in a timely manner?
ePing: tool to track and manage notifications

SPS/TBT notification alerts

Communication platform

Launched in Nov. 2016
Publicly available in EN, FR, ES

Enquiry Point Tool

Launched in Nov. 2016
Publicly available in EN, FR, ES
ePing: **timely access to notifications for formulation of comments**

- **Notifying Member**
  - SPS/TBT Notification to WTO Secretariat

- **Producer/Exporter**
- **Government agencies**
- **Sector Associations**
- **Other interested parties**

**Enquiry Point/Notification authority**

**Comments in 60 days!**
ePing: steady increase in number of registrations

cumulative number of users
Oct. 2016 - 30 June 2019

Total: 7031
3 July 2019
ePing: for both public and private stakeholders, including SMEs

EPING USER CATEGORY

- Government: 44%
- Other (IGO, NGO, academia, other): 9%
- Private sector: 47%

93 SPS Enquiry Points with admin rights
ePing: capacity building and outreach

- Capacity building and outreach key in raising awareness
- Important to secure resources, build partnerships
  - USAID East Africa
  - ISO MENA STAR
- Resources: user guide, film, flyer...

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<th>Members with more than 125 registered users</th>
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Ongoing efforts to enhance system

Recent changes
- Revised home page
- All notifications since 1995
- Faster loading of data
  more planned, resources permitting

Suggestions welcome!
Complementary factors for drawing maximum benefits from transparency framework and online tools

- Level of compliance with notification obligations
- Quality of information in notifications
- Active engagement/empowerment of Enquiry Points/NNAs
- Awareness/engagement from the private sector
- Effective national coordination mechanism
- Language/Technical capacity to assess/meet requirements
- Awareness of rights and obligations under SPS/TBT Agreements
- Participation in WTO SPS/TBT Committees
To sum up:

- ePing can serve as a practical tool to manage notifications, facilitate dialogue among stakeholders
- Complementary efforts needed at national level to maximize benefits
- Ongoing resources needed to maintain/improve system and provide capacity building and outreach
- Notifications provide partial picture of global regulatory environment – complementary sources of information from UNCTAD, ITC...