THE ePING PILOT PROJECT

SHARING FROM FOREIGN TRADE UNIVERSITY – VIETNAM

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Vice President of Foreign Trade University
1. Overview
Technical measures (SPS/TBT) is the biggest obstacles for Vietnam’s exporters

- Lack of information on pesticide management required by international markets makes difficult for Vietnamese companies to export.
- The required ISO standard for medical devices is too costly as it is originally provided for 3 years, but the global certification body in charge of the process makes annual audits.
- Quite often, our suppliers do not have documents proving the origin of their material. Therefore, it is very difficult meet the requirements of Rules of Origin to export sports footwear to Europe.
- Proving the production respects animal well-being conditions is very difficult. Besides, it takes time - at least 15 days - to apply for a leather export certificate.
- For some markets in Oceania, governments regulate that imported products must be inspected twice before the shipment. Besides, an accredited international inspection body must implement this inspection, doubling the costs for the company.
- United States of America did not accept the HS code provided by our company. Therefore, the HS code reclassification demand caused time delays.
- To import alloy steel bar, we must register our product for importing quality guarantee at The Department of Science and Technology. These results should be available online within 24 hours. Unfortunately, it can take longer, raising the storage costs for our company.

2. ePing Pilot Project at FTU
Objectives of the Project

For ePing

• Test the viability of the ePing notification-related translation work
• Raise initial awareness of enterprises about ePing

For enterprises

• Help Vietnamese businesses stay informed about regulatory changes in target markets
• Enhance the accessibility and information exploitation capacity of exporters
• Facilitates in-depth discussions between companies, experts, and business associations about applied measures.

For FTU

• Assess the possibility of including ePing in the FTU’s academic syllabus of related subjects such as International Trade Policy.
Activities of the project

- Include ePing in academic syllabus of International Trade Policy subject at FTU
- Translation of ePing notifications of selected sectors into Vietnamese and Enterprises experience in the National Forum
Summary of the pilot project

- **Duration**: 4 weeks, from March 22\textsuperscript{th} to April 22\textsuperscript{th}, 2021

- **Participants**: Exporting enterprises (29), Associations (VASEP, LEFASO), Experts from FTU and ITC, Volunteer FTU students

- **Selected sectors**: fruits and vegetables; seafood; leather and footwear

- **Translated ePing notifications**: 15 ePing notifications (130 pages), meets 3 criteria as follow:
  - To be from the main export market of the sector.
  - To be the most updated.
  - To be of the most concern for exporting enterprises
# Stages of ePing translation and Enterprise Experiences

## 1. Preparation stage (March 22\(^{th}\) – March 31\(^{th}\))

<table>
<thead>
<tr>
<th>Task</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information on pilot projects, Guidelines on ePing, National Forum, consensus on pilot implementation roadmap.</td>
<td>ITC, WTO, FTU, Association, SPS Office, TBT Office</td>
</tr>
<tr>
<td>Closing the list of participants from Associations, students, lecturers, experts.</td>
<td>Association and FTU</td>
</tr>
</tbody>
</table>

## 2. Implementation stage (April 1\(^{st}\) – April 21\(^{st}\))

<table>
<thead>
<tr>
<th>Task</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selecting and translating notifications.</td>
<td>Students and Lecturers FTU</td>
</tr>
<tr>
<td>Proofreading translations.</td>
<td>Lecturer FTU</td>
</tr>
<tr>
<td>Seek expert advice.</td>
<td>International Trade Specialist, Lecturer of FTU</td>
</tr>
<tr>
<td>Send translations to businesses.</td>
<td>FTU</td>
</tr>
<tr>
<td>Guide businesses to use the National Forum to receive translations and discuss.</td>
<td>FTU</td>
</tr>
</tbody>
</table>

## 3. Final stage (April 22\(^{th}\) – April 23\(^{th}\))

<table>
<thead>
<tr>
<th>Task</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey to collect opinions of enterprises, evaluate and summarize.</td>
<td>FTU, enterprises</td>
</tr>
</tbody>
</table>
Evaluation and Feedback

96.3%
- Translation of regulations/warnings from ePing is necessary

100%
- Be absolutely necessary to use the National Forum to communicate with other businesses in the industry and related parties

96.3%
- The project should be implemented for a long-run
Some pictures of the project

FTU faculty leaders meeting to include ePing in the syllabus

FTU work with enterprises and associations

Sample of ePing translation in Vietnamese

Guide for enterprises use ePing and National Forum
Conclusion

The ePing pilot project impact the students and private enterprises in Vietnam in many ways:
- To raise awareness about ePing
- To customize ePing to local enterprises
- To simplify the technical requirements
Thank you for your listening!