



# Global Trade Helpdesk initiative

## CCITF

28 May 2024



We have come a long way since MC 11



The challenge: only a small share of SMEs  
are actively exporting/trading



Information is abundant,  
but scattered and  
constantly evolving

**How do we  
simplify the process ?**

# Joined forces to simplify market research for MSMEs



# At 2020 June MSME day, we launched the platform

A multi-agency initiative that aims to simplify market research and explore market access conditions

The screenshot shows the homepage of the Global Trade Helpdesk. At the top left is the logo 'Global Trade Helpdesk'. To the right are navigation links: 'Home', 'About', 'Resources', 'English', and a 'Login' button. The main heading reads 'Welcome to the Global Trade Helpdesk'. Below this is a sub-heading: 'Discover a world of trade opportunities in one place with detailed information about imports, market dynamics, tariffs, regulatory requirements, potential buyers and more.' To the right of the text is a stylized world map with various trade-related icons overlaid. Below the map is a search section titled 'Start exploring opportunities'. It features three dropdown menus: 'From' (with 'Importing' and 'Exporting' options), 'Which product?' (with 'Type or select...' and 'Type HS code or product name...' options), and 'To which market?'. A 'GO' button is to the right of the third dropdown. Below the search section is a link: 'See an example to get started -->'. At the bottom of the page, there is a 'What's new?' section with the text: 'Discover new information about logistics providers in the platform coming from IATA ONE Source.' Below this is a teal button with the text: 'Register to the next webinar to learn how to simplify your market research'. The background of the bottom section features a network of icons connected by lines, with a central play button icon over a laptop screen.

# GTH included in WTO IWG for MSMEs Recommendations in December 2020

MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES (MSMES)

11 DECEMBER 2020

## **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.

**CBC** COMESABusinessCouncil  
@COMESABusiness

And that's a wrap! 🎬 Thank you for joining us 4this insightful workshop on [globaltradehelpdesk.org](http://globaltradehelpdesk.org), an excellent resource for market intelligence on #export opportunities, #tariffs, #policy changes affecting #SupplyChains amidst #COVID19, & more!  
@ITCnews @KenTrade\_G2B #CBCtrade

Martin Lopez and 9 others

5:37 PM · May 27, 2021 · Twitter Web App

12 Retweets 25 Likes

Global Trade Helpdesk Trade4MSMEs CEPRAL 75

# EXPLORANDO OPORTUNIDADES PARA EXPORTAR

A TRAVÉS DEL COMERCIO ELECTRÓNICO

17 abril | 10:00-11:30 hora de Santiago

**REGÍSTRESE AHORA**

ICC Ghana & Global Trade Helpdesk

# WEBINAR

## MARKET ANALYSIS USING THE GLOBAL TRADE HELPDESK

18 April | 10:00-11:30 GMT (UTC)

**REGISTER TODAY**

# Engaging with over 60 national & regional organizations in over 80 webinars & trainings

Global Trade Helpdesk ApexBrasil

Explorando oportunidades de exportação usando o Global Trade Helpdesk

[www.GlobalTradeHelpdesk.org/pt](http://www.GlobalTradeHelpdesk.org/pt)

Digital Export Enablement Programme (DEEP) for ASEAN small businesses

ICC International Trade Centre Google WIPO

# Expanding accessibility across new markets in partnership with national partners



Apex-Brasil  
62,066 followers  
3mo · 🌐

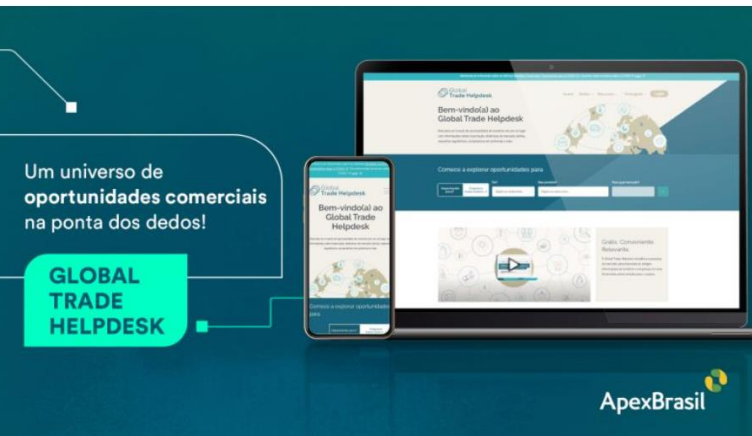
+ Follow ...

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 parcerias. 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/dMqPG2v>

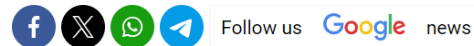
See translation



## Business/Qatar Business

### QDB launches Arabic version

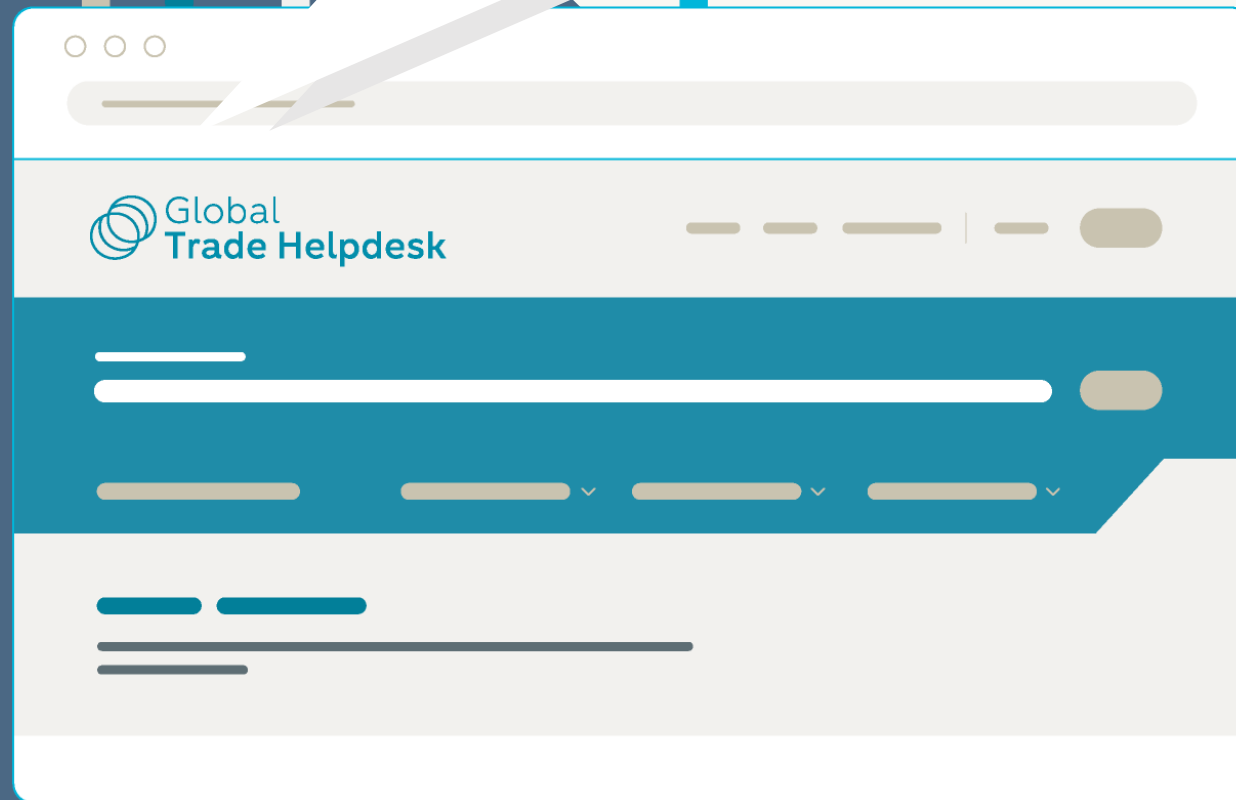
Published: 18 Oct 2020 - 08:05 am | Last Updated: 05 Nov 2021 - 07:09



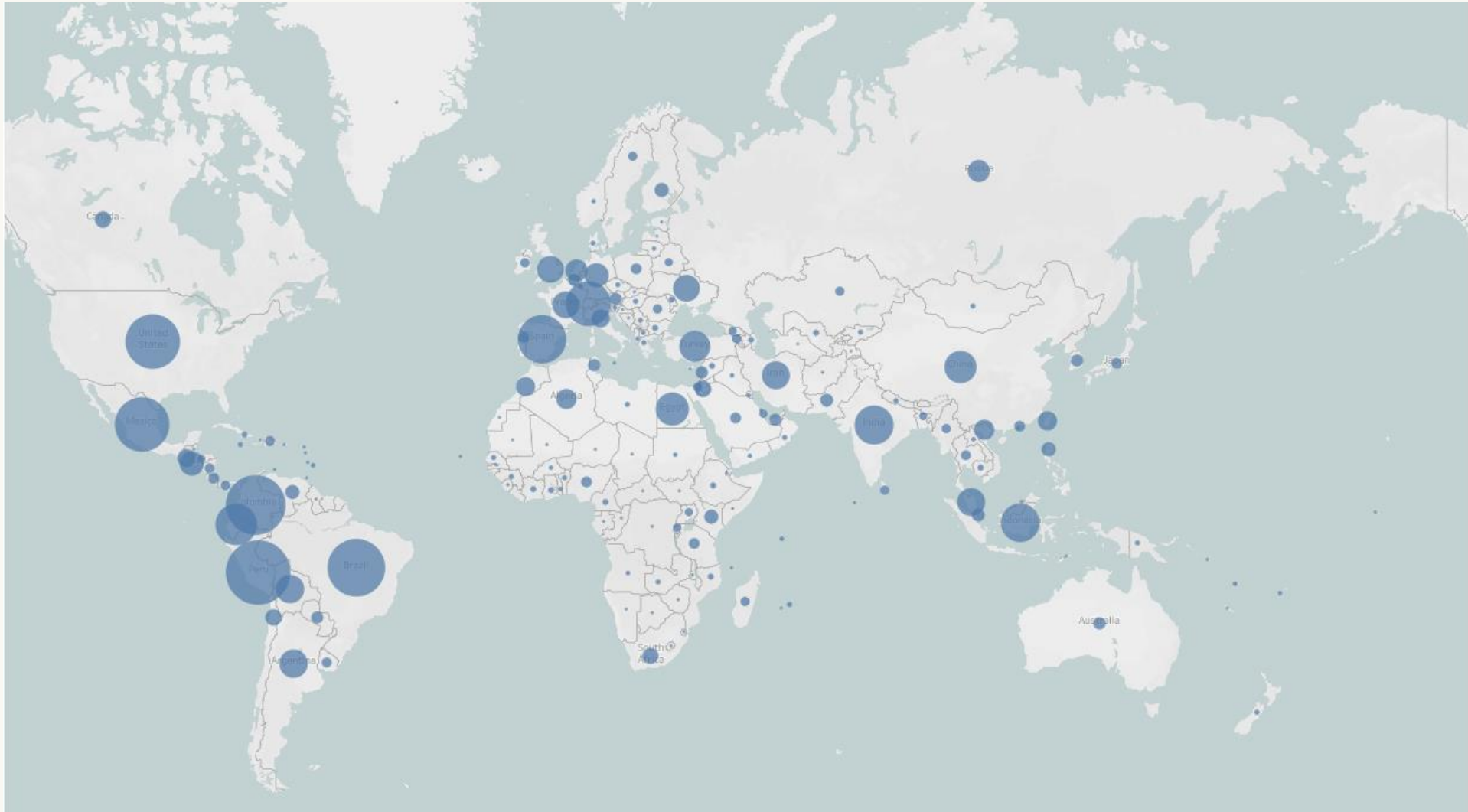


# Let's go live!

[globaltradeshelpdesk.org/en](https://globaltradeshelpdesk.org/en)



**After only 4 years, the platform served  
220,000 users across 190 countries**



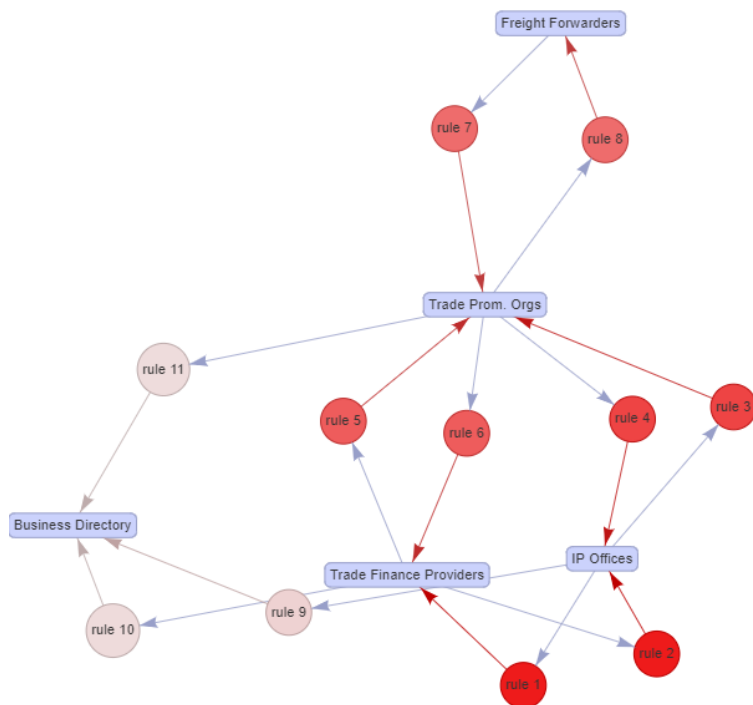
# User Analysis

55% of Female Users

78% of users aged 18-44

11 pageviews per session

User segmentation - two dominant user profiles identified



60% of pageviews from **Regulations, Tariffs and Business Directory**

# Feedback from users



**“The Global Trade Helpdesk is an excellent tool – awareness about it is critical”**

**Mr Ian Talbot**  
Chief Executive of Chambers Ireland and Secretary General of ICC, Ireland



**“An immensely useful tool for cross-border trade and e-commerce”**

**Mr Ike Ononogbu**  
Co-founder and CEO at SupplyNow B2b Marketplace



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

**Ms Joyce Kporvie**  
Researcher  
Project Management & Development Finance Professional



**“I’ve never seen anything like this before”**

**Ms Victoria Akai**  
Director General  
Abuja Chamber of Commerce and Industry, Nigeria



# What are our users telling us about room for improvement?

- Accessibility of GTH in different languages
- Support in identifying the correct product code
- Customized access and assistance
- Improving data coverage
- Accessing information on services
- Detailed company information



# G20 recognition and call for an upgraded GTH



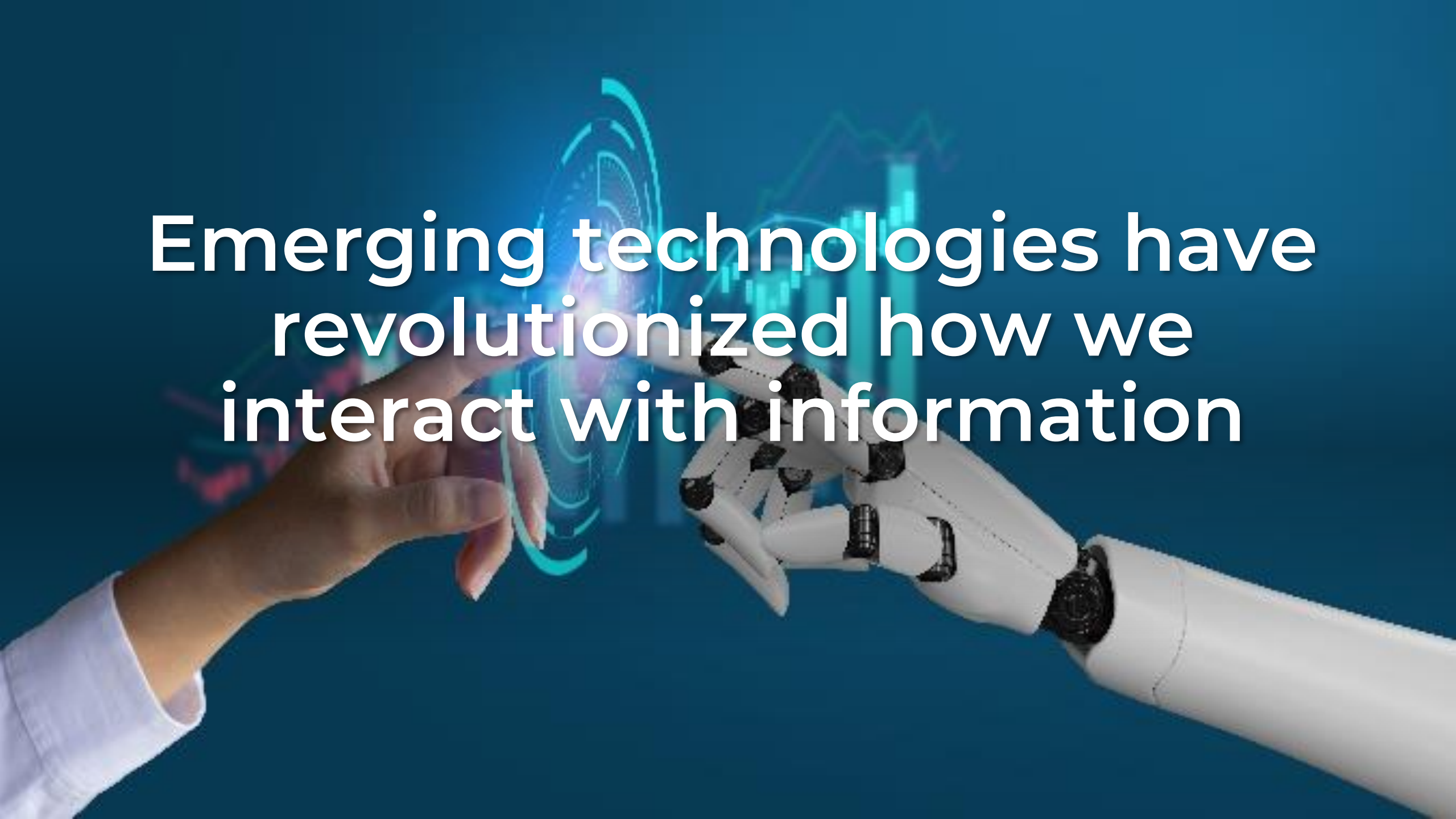
*We believe that its successful implementation through an upgrade of the Global Trade Helpdesk will support the accessibility of trade-related information and will spur the integration of MSMEs in world trade.*

# Jaipur Call to Action



1. *Recognize the continued challenges posed by information asymmetry to MSMEs and the **need to utilize technological tools to bridge such informational gaps for MSMEs** seeking business and trade-related information.*
2. *Support scaling-up an existing portal that is already providing such business and trade-related information to MSMEs.*
3. *Agree that **Global Trade Helpdesk** is suited for such an upgrade considering its **inclusivity and veritable information provided to MSMEs.***

Emerging technologies have  
revolutionized how we  
interact with information





# What answers existing chat systems currently provides?



**Query:** I am a **coffee bean producer based in *Indonesia***, looking to expand my market reach through **exports, with *India*** as my initial target.

→ Could you please provide details on *India's tariff* rates imposed on coffee imports from Indonesia and outline the *mandatory labelling standards* that must be adhered to?



## → Diverse and unclear answers

**GPT-3.5** output,  
1<sup>st</sup> attempt:



As of my last update, India imposes a basic customs duty of 100% on imported coffee beans, including those from Indonesia. Additionally, there may be additional taxes and fees. As for labelling standards, coffee imports into India must comply with the Food Safety and Standards Authority of India (FSSAI) regulations, including mandatory labelling of ingredients, nutritional information, and FSSAI license number. It's advisable to consult with Indian trade authorities for the latest regulations.

**GPT-3.5** output,  
2nd attempt:



Sure! As of my last update, India doesn't impose tariffs specifically on coffee imports, as both Indonesia and India are part of ASEAN-India Free Trade Agreement. However, it's advisable to check for any recent updates. Regarding labelling standards, ensure compliance with India's Food Safety and Standards Authority regulations. Label should include product name, ingredients, net weight, shelf life, manufacturer details, and FSSAI license number.



**Google Gemini**  
output:



Indonesia, as your home base, qualifies for potentially low tariffs (between 0-5%) on coffee bean exports to India thanks to trade agreements. Look up the HS Code 0901 on the Indian Customs Tariff website for the latest official rate. For labelling, Indian regulations require details like country of origin, weight, roast level (if roasted), and presence of chicory.

# Suggested implementation plan: Leveraging technology to benefit a broad base of MSMEs

- Generative AI chatbot, **augmenting search and comprehension**
- Sharing **contextualized knowledge** on and offline
- General accessibility/**improving onboarding**



Navigational  
Generative Chatbot

RPA  
generated Market  
Summary

AI-powered content  
translation & tutorials

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# Upgraded content translation & tutorials



- AI-powered **real-time translation** solution, with native verification/adjustment
- Manually acquire, process and integrate **HS classification for each new language**
- **Onboarding and training videos** with AI-powered multilingual voiceovers/text
- Training/Outreach/**Promotion activities at the national level** with local partners

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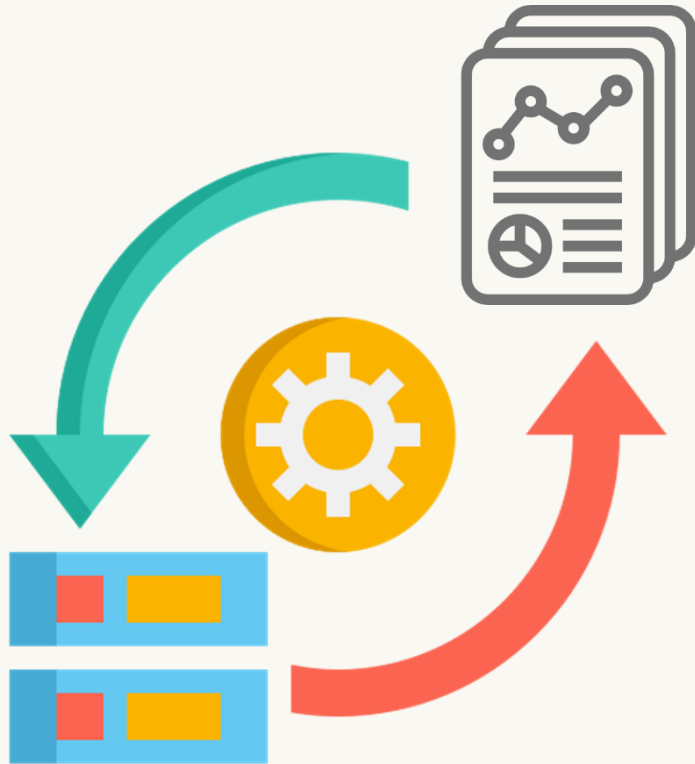


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# Automatically Generated Market Summary



- Design the **Market Summary Report** template with enhanced contextualization
- Design customization criteria, allowing users to **tailor the report**
- Set up database backend support for the template to enable **real-time PDF generation**.
- Enhance the RPA solution with real-time translation for **multilingual support**
- Develop the UI design for **frontend deployment**

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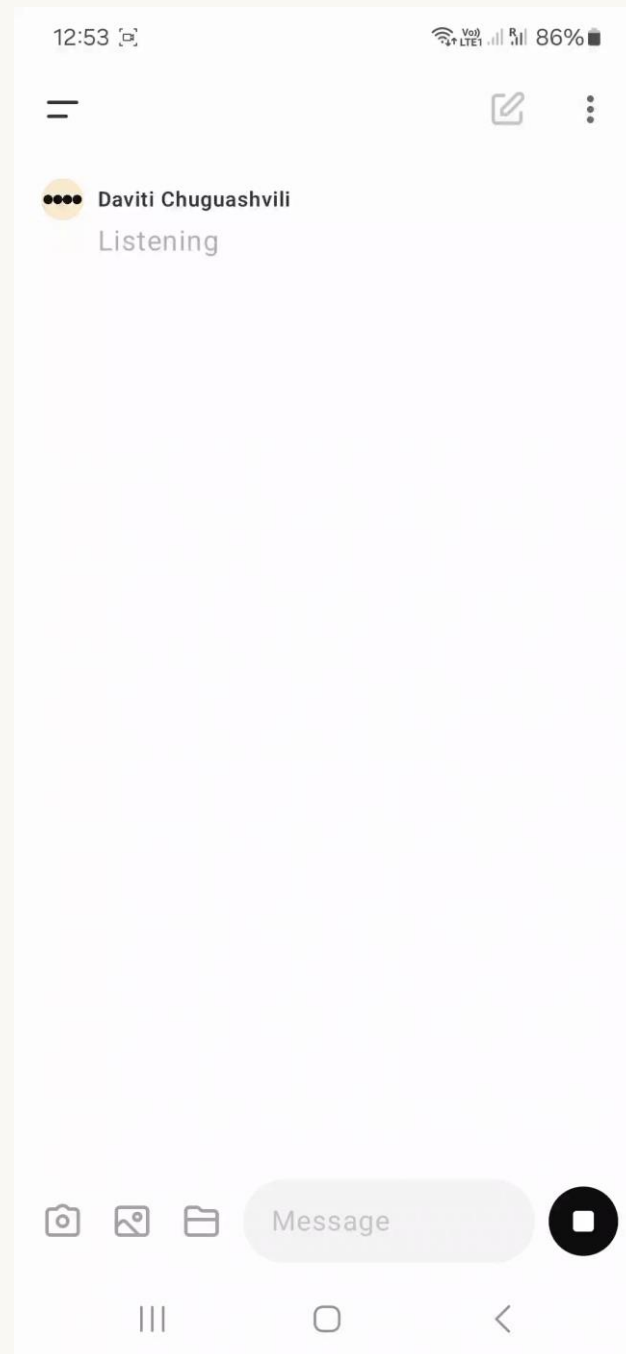


# Navigational Generative Chatbot



- Navigating users through the platform to optimize the onboarding experience.
- Breaks down complex concepts into digestible information and provides explicit explanations, assisting firms with limited expertise in easily accessing information.
- Decode user queries to retrieve relevant information/URLs from the GTH, along with guidance on their application in context.

# Concept Illustration of Navigational Generative Chatbot





# Thank you!

[www.GlobalTradeHelpdesk.org](http://www.GlobalTradeHelpdesk.org)

Reach out to us:

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