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
GTH included in WTO IWG for MSMEs Recommendations in 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.
Engaging with over 60 national & regional organizations in over 80 webinars & trainings
Expanding accessibility across new markets in partnership with national partners.
Let’s go live! globaltradehelpdesk.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.
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.
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, 1st 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
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
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- Navigational Generative Chatbot
- RPA generated Market Summary
- AI-powered content translation & tutorials
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.
Suggested implementation plan: Leveraging technology to benefit a broad base of MSMEs

- Generative AI chatbot, augmenting search and comprehension
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*Navigational Generative Chatbot*
*RPA generated Market Summary*
*AI-powered content translation & tutorials*
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.
Suggested implementation plan: Leveraging technology to benefit a broad base of MSMEs

- Generative AI chatbot, augmenting search and comprehension
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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

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