



International  
Trade  
Centre



TRADE IMPACT  
FOR GOOD

# Tackling the invisible barriers to trade

Introduction to 'NTMs & Market Access' training

NTM project in Vietnam

Hanoi and Ho Chi Minh City, Viet Nam

February 2019



# **1. Introduction to ITC**

2. Why are we here? The NTM Project in Vietnam

3. Training of trainers 'NTMs & Market Access'

4. Feedback / Discussion

# What is ITC?



**UNCTAD**

*The UN body for design of policy recommendations to achieve economic and social development through trade and investment.*



**WTO OMC**

*The forum to negotiate multilateral trade rules, monitor their implementation and handle trade disputes*



*ITC works with local and regional institutions and business people to build trade capacity.*

## Our mission

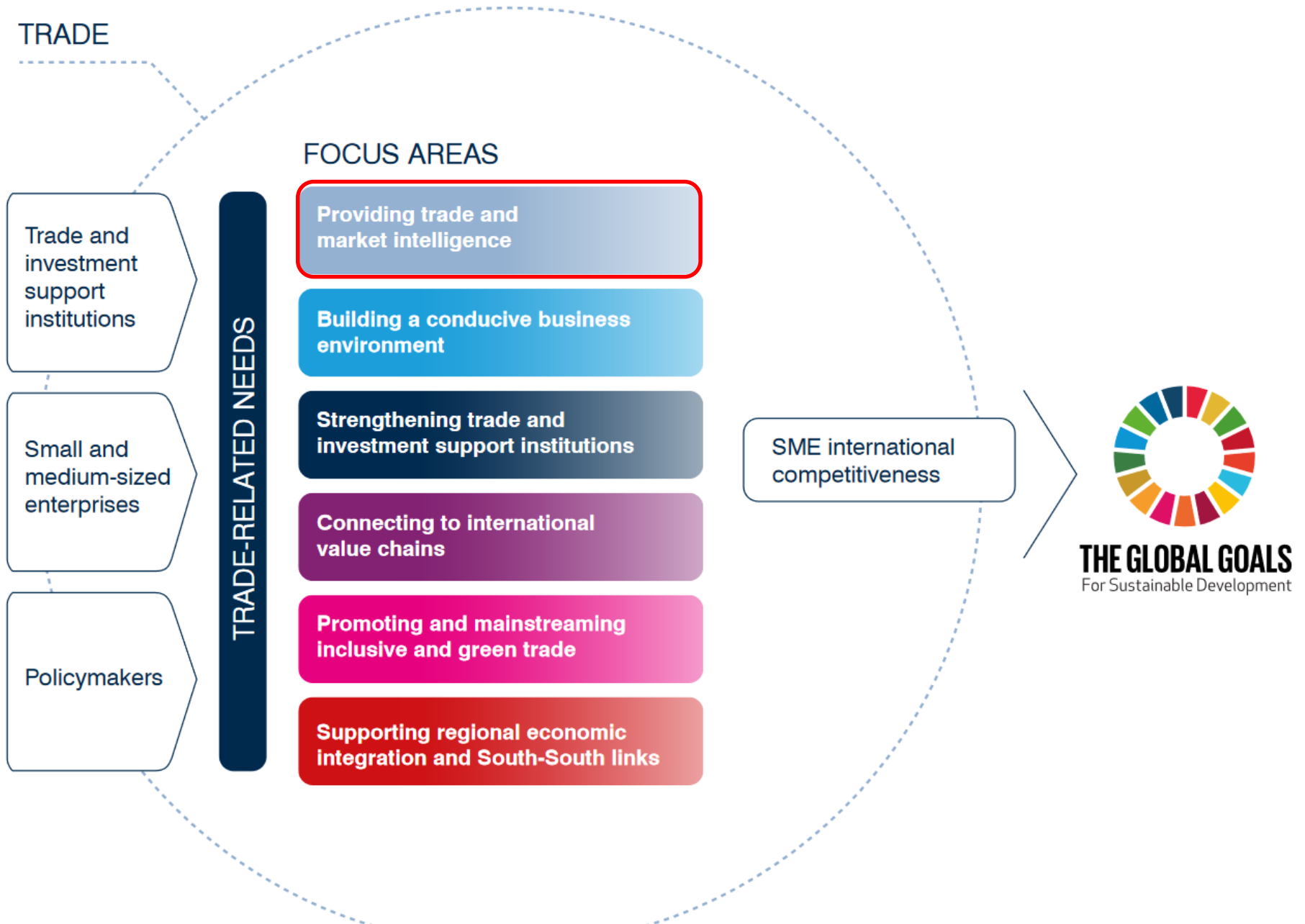
*To foster inclusive and sustainable growth and development through trade and international business development.*



TRADE IMPACT  
FOR GOOD

# ITC's focus areas and goals

## TRADE



# ITC's Trade and Market Intelligence

## OUR AREAS OF WORK

### GLOBAL PUBLIC GOODS

Trade Map  
Market Access Map  
Investment Map  
Sustainability Map  
Procurement Map  
Export Potential Map  
ePing

### COUNTRY & REGIONAL DIAGNOSTICS

Business surveys  
+  
Studies of trade  
potential & market  
access issues

### CAPACITY BUILDING

Using tools &  
research methods  
to analyse markets

1. Introduction to ITC
- 2. Why are we here? The NTM Project in Vietnam**
3. Training of trainers 'NTMs & Market Access'
4. Feedback / Discussion

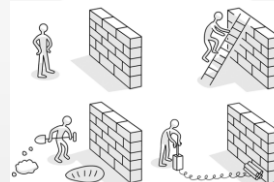
# The ITC programme on non-tariff measures

With the aim of:

**Reducing  
NTM-related trade cost**  
→ Improving market access

... the ITC programme on NTMs:

- **Creates the evidence base** that decision makers need to effectively reduce trade cost related to NTMs
- **Establish national mechanisms to solve NTM-related trade obstacles** experienced by developing country SMEs
- **Builds capacity** of SMEs, TISIs and policy makers to better understand NTMs and their effect on trade and competitiveness
- **Increases the transparency** of trade regulations and related procedures



For more information: [www.ntmsurvey.org](http://www.ntmsurvey.org)

TRADE IMPACT  
FOR GOOD

# 4 components of the NTM project in Viet Nam

1

## Business survey on regulatory and procedural trade obstacles



Gathering evidence **from the ground** about unnecessary trade costs that NTMs imply

- All goods sectors (export and import)
- Selected services sectors: IT&ITES, Tourism and Transport and Logistics

2

## Stakeholder consultations & Trade Obstacles Alert Mechanism



- Identify how to reduce the costs, design targeted TRTA projects

- TOAM - A web-platform for trade operators to:
  - Regularly report trade obstacles
  - Stay alerted

3

## Capacity building



Trainings to **increase awareness** on NTMs and understand their impact on businesses

- Designed with and for institutions
- For government agencies, trade support institutions, academia and journalists
- Emphasis on training trainers

4

## Enhancing transparency



Make use of ITC databases and public data dissemination tools.

- Market Access Map; Procedural Guides
- ePing: alert system for WTO notifications
- Possible customization to Vietnam



1. Introduction to ITC
2. Why are we here? The NTM Project in Vietnam
- 3. Training of trainers 'NTMs & Market Access'**
4. Feedback / Discussion

# 'NTMs & Market Access' training and ToT



## NTMs & Market Access

**Objective** Get introduction to Market access and NTMs

**Content** Introduction to Market Access: tariffs and NTMs  
Basic concepts: SPS, TBT, Rules of Origin, Trade remedies, etc.  
Information sources  
Exercises

**Audience** Businesses but also interested trade support institutions and policy makers

**Reqs** None

**Level** Introductory / Operational

**Duration** 2 days

The training itself



## Workshop Training of Trainers #1

**Objective** In-depth knowledge to Market access and NTMs

**Audience** Selected future trainers in local institutions

**Level** Advanced

**Duration** 5 days

*Personal assignment*  
Training agenda to private sector

## Workshop Training of Trainers #2

**Objective** How to give the training, communication tips and exercises

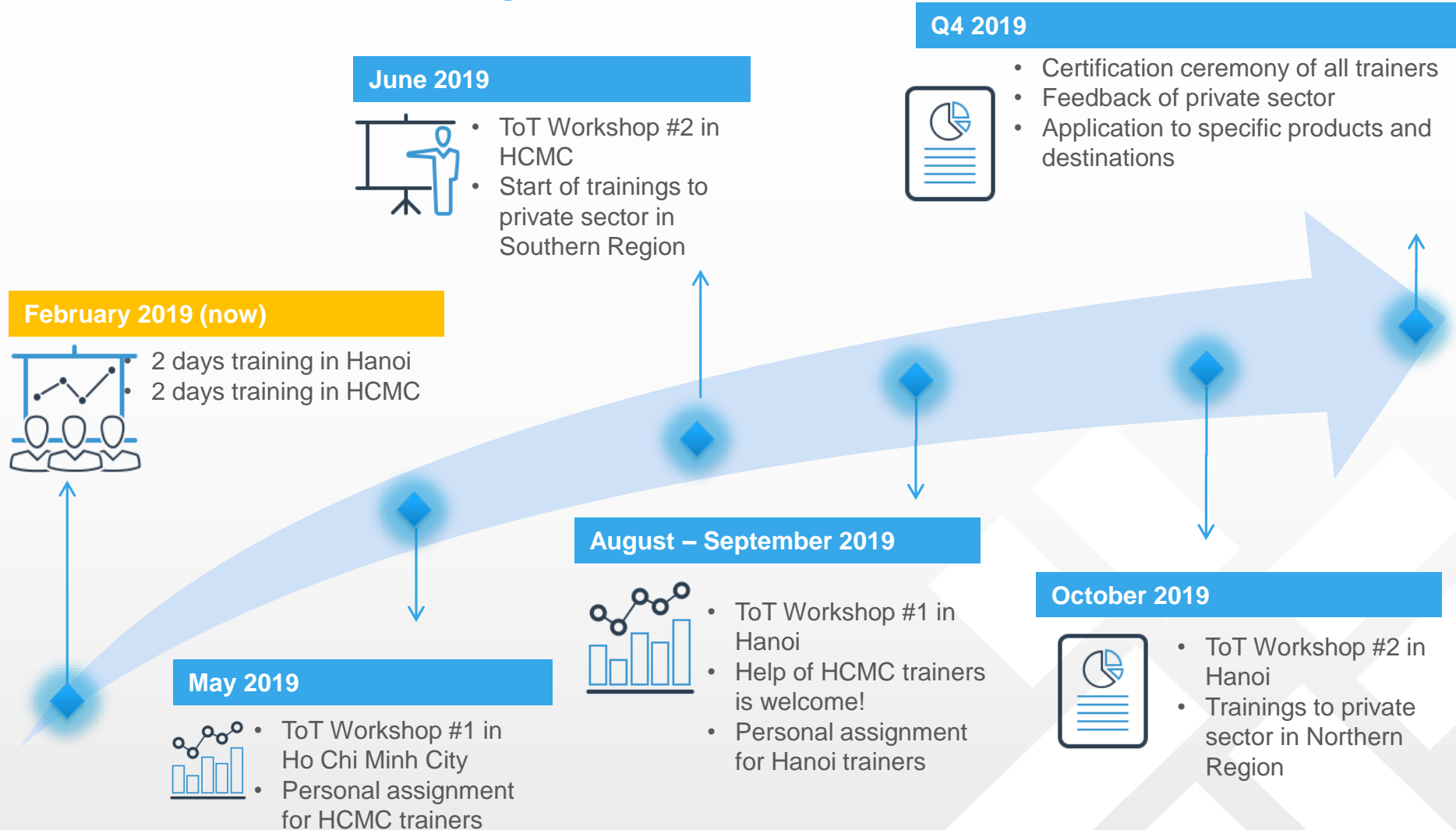
**Audience** Selected future trainers in local institutions

**Level** Advanced

**Duration** 5 days

TOT

# Timeline of Training of Trainers



# Profile of trainers

<b>Experience</b>	At least 5 years of professional experience in international trade and related field. Experience in providing trainings to local businesses is required.
<b>Education</b>	Master level in Economy, International Business, Finance or related fields. A bachelor level with more than 7 years of needed experience is also accepted.
<b>Languages</b>	Excellent communication skills in Vietnamese. Good level of English is a strong asset.
<b>Skills</b>	<p>Outstanding presentation skills</p> <p>Capacity to understand abstract concept and link it to real examples</p> <p>Fast learned, proactive attitude for learning new things and interrogate already adquired knowledge</p> <p>Strong logistical skills and autonomy in training organization</p>



TRADE IMPACT  
FOR GOOD

## Non-Tariff Measures Trainings in VIET NAM

### Tackling the invisible barriers to trade

#### Capacity Building on NTMs

#### OVERVIEW

In support of Viet Nam's efforts to **improve trade competitiveness**, ITC leverages its expertise in the area of non-tariff measures (NTMs) to create an evidence base needed to effectively reduce trade cost related to NTMs and to increase the transparency and understanding of NTMs and related procedures.

Together with its local implementation partner Vietrade, ITC collaborates with government agencies, trade support institutions and academia in Viet Nam in the **design and delivery of trainings** to increase awareness and understanding of NTMs and their impact on businesses. ITC focuses on building capacity of trainers in Viet Nam that can subsequently replicate trainings in various regions of the country.

This document suggests 6 possible trainings, built on theoretical concepts with practical implications. Each training will be **adapted to its audience** and if needed, applied to a particular sector.

The trainings and suggested audiences are:

<b>1</b>	<b>Market Access and NTMs</b>	For businesses but also interested trade support institutions and policy makers
<b>2</b>	<b>Train the trainers for 'Market Access and NTMs'</b>	Network of trainers / advisors to companies
<b>3</b>	<b>Tailored training related to ePing</b>	SPS and TBT inquiry points, Ministry of Agriculture, other interested
<b>4</b>	<b>NTMs and their effect on business</b>	Ministry of Commerce, Ministry of Agriculture, Customs Authority and other government agencies
<b>5</b>	<b>NTMs for analysts and researchers</b>	Analysts in Ministries and TISIs, Academia, Researchers
<b>6</b>	<b>Communicating about NTMs for a wider audience: sessions for journalists</b>	Journalists, non-technical staff of government agencies (e.g. communications department)



TRADE IMPACT  
FOR GOOD

# Logistics

## Each day



Start at 8.30 AM  
Finish at 5 PM



2 coffee breaks (15 minutes) and 1 hour lunch break

## Interactivity / Participation

We count on your commitment and participation  
Basic rule: respect (there are no stupid questions!!!)



## Laptop / Internet / User account for ITC tools



Many exercises require access to the internet; please check connectivity and let us know if there are any problems

**If you have not done so yet: please create a user account for ITC's Market Analysis Tools!**

## Documentation

Project documentation / Exercises 1, 2 and 3 / **Quiz / Training evaluation sheet**

**Please bring the documentation tomorrow too**

**To fill tomorrow**

Question / Comments?

# Thank you! Let's start the training...



For further information:

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

ITC Programme on Non-Tariff Measures  
Market Analysis and Research

**International Trade Centre**  
CH-1211 Geneva 10, Switzerland  
Tel.: +41 (0)22 730 0184  
Fax: +41 (0)22 730 0577

[ntm@intracen.org](mailto:ntm@intracen.org)



ITCmarketanalysistools



@ITC\_MktAnalysis

TRADE IMPACT  
FOR GOOD