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.
ITC’s focus areas and goals

**FOCUS AREAS**

- Providing trade and market intelligence
- Building a conducive business environment
- Strengthening trade and investment support institutions
- Connecting to international value chains
- Promoting and mainstreaming inclusive and green trade
- Supporting regional economic integration and South-South links

**TRADE-RELATED NEEDS**

- Trade and investment support institutions
- Small and medium-sized enterprises
- Policymakers

**SME international competitiveness**

**THE GLOBAL GOALS**
For Sustainable Development
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
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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)
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

The project has been made possible thanks to the financial contribution of Denmark to ITC’s NTM programme
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‘NTMs & Market Access’ training and ToT

**NTMs & Market Access**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Get introduction to Market access and NTMs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>Introduction to Market Access: tariffs and NTMs</td>
</tr>
<tr>
<td></td>
<td>Basic concepts: SPS, TBT, Rules of Origin, Trade remedies, etc.</td>
</tr>
<tr>
<td></td>
<td>Information sources</td>
</tr>
<tr>
<td></td>
<td>Exercises</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audience</th>
<th>Businesses but also interested trade support institutions and policy makers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Req</td>
<td>None</td>
</tr>
<tr>
<td>Level</td>
<td>Introductory / Operational</td>
</tr>
<tr>
<td>Duration</td>
<td>2 days</td>
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</tbody>
</table>

**The training itself**

**Workshop Training of Trainers #1**

<table>
<thead>
<tr>
<th>Objective</th>
<th>In-depth knowledge to Market access and NTMs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>Selected future trainers in local institutions</td>
</tr>
<tr>
<td>Level</td>
<td>Advanced</td>
</tr>
<tr>
<td>Duration</td>
<td>5 days</td>
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</tbody>
</table>

**Personal assignment**

- Training agenda to private sector

**Workshop Training of Trainers #2**

<table>
<thead>
<tr>
<th>Objective</th>
<th>How to give the training, communication tips and exercises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>Selected future trainers in local institutions</td>
</tr>
<tr>
<td>Level</td>
<td>Advanced</td>
</tr>
<tr>
<td>Duration</td>
<td>5 days</td>
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**TOT**

The training itself
Timeline of Training of Trainers

February 2019 (now)
- 2 days training in Hanoi
- 2 days training in HCMC

May 2019
- ToT Workshop #1 in Ho Chi Minh City
- Personal assignment for HCMC trainers

June 2019
- ToT Workshop #2 in HCMC
- Start of trainings to private sector in Southern Region

August – September 2019
- ToT Workshop #1 in Hanoi
- Help of HCMC trainers is welcome!
- Personal assignment for Hanoi trainers

Q4 2019
- Certification ceremony of all trainers
- Feedback of private sector
- Application to specific products and destinations

October 2019
- ToT Workshop #2 in Hanoi
- Trainings to private sector in Northern Region
# Profile of trainers

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

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Market Analysis and Research

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