The EaP Trade Helpdesk

National Stakeholder Meeting in Georgia

30 March 2021
The EaP Trade Helpdesk National Stakeholder Meeting in Georgia

Please note:

• Keep your microphones on mute
• You can ask questions during the Q&A session or in the Zoom chat
• Presentation will be shared with registered participants via e-mail

The meeting will start shortly
Opening remarks

• Mr. Genadi ARVELADZE, Deputy Minister
  (Ministry of Economy and Sustainable Development of Georgia)

• Ms. Sigrid BRETTEL, Head of the Cooperation Section
  (EU Delegation to Georgia)

• Mr. Mondher MIMOUNI, Chief of Trade and Market Intelligence Section
  (International Trade Centre)
The EaP Trade Helpdesk
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30 March 2021
Eastern Area Partnership (EaP) Project

Objective:
Facilitate increased trade between the EU and EaP countries and among the 6 EaP countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine.

Key beneficiaries:
• Small and Medium Enterprises (SMEs)
• Business Support Organisations (BSOs)
• Policy makers

Implemented by:
• ITC in collaboration with national institutions

Supported by:
• European Union

Duration:
• Until 2024, with portal and network sustained post-project
Facilitate increased trade between the EU and EaP countries and among the EaP countries by:

**Enhancing transparency**
- EaP Trade Helpdesk Portal
- Collection of data (market information, trade procedures and services data for one priority sector per country)

**Establishing technical network**
- Network of technical focal points in relevant national institutions to respond to users’ enquiries
- Support data collection (trade procedures, services, etc.)

**Business surveys**
- Business survey on non-tariff measures (regulatory, procedural) that act as obstacles to trade in goods and services
- Recommendations to overcome obstacles

**Building capacity and promoting**
- Building capacity of relevant institutions and private sector on the use of the Helpdesk Portal
- Communication campaign on the Helpdesk Portal
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EaP Trade Helpdesk Portal

- **Accurate and trusted information**
  - Regional information, sustained through the established databases of ITC: Market Access Map, Trade Map, Export Potential Map and ePing
  - Direct validation of data from national authorities
  - Link to EU’s Access2Markets with translation into Russian

- **Fully adapted to the 6 partner countries**: First level of web site and training materials in Georgian, English and Russian.

- **Free for all users** of the 6 countries

- **Practical information** such as company contacts, institutional contact information and step-by-step guides for EaP exporters on selected sectors. Will zoom in on regional opportunities and include a trade in services dimension.
Market Information

The EaP Trade Helpdesk Portal will incorporate detailed information about market access conditions, trade procedures and key partners, such as:

- Trade Statistics (Goods & Services)
- Market Dynamics
- General Tariffs
- Taxes
- Non-Tariff Measures (NTMs)
- Regulatory changes
- Trade Remedies
- Preferential tariffs
- Rules of Origin
- Voluntary standards
- COVID-19 – related trade measures
- … and more
Market Information For Georgia

Activities:

- Collected regularly: Monthly trade data
- Collected: Tariffs for 2020 (Tariffs for 2021 will be received shortly)
- Collected: COVID-19-related trade measures (regularly monitored and updated)
- In progress: Product- and partner-specific NTMs
- In progress: Updating the Free Trade Agreements database
- Starting: Update of domestic taxes on exports and imports, and customs fees and charges
- Upcoming: Data coding and subsequent integration into the Helpdesk Portal
- Upcoming: Data collection of detailed trade procedures for selected sectors
Trade in Services Component

Objective: Building national capacity to collect and process trade in services data for a selected sector and increase the data availability based on EBOPS classification

Activities:

- Completed: Assessment report on trade in services statistics
- Completed: Selection of a priority service sector: transportation services broken down by partner countries
- In progress: Capacity building on main concepts, data collection and compilation in collaboration with UNCTAD, WTO and UNSD
- Starting: Advice and support during the data collection and data processing
- Upcoming: Advice and support for the dissemination of data

NEXT:
Technical meeting with the National Bank of Georgia and GEOSTAT: mid-April
Objective: discuss the implementation of the recommendations on the methodology for data collection and compilation on international trade in transport services

- In progress: Capacity building on main concepts, data collection and compilation in collaboration with UNCTAD, WTO and UNSD
- Starting: Advice and support during the data collection and data processing
- Upcoming: Advice and support for the dissemination of data
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  - Communication campaign on the Helpdesk Portal
Data collection network

- Updates will continue during and after the project through the established network of contacts and the national focal point (Ministry of Economy)

Help Center

- Provision of contacts of national ministries
- Links to national sources of trade-related information (incl. national trade portals)
- Enquiry system will direct to the appropriate technical expert
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Why a survey on NTMs in Georgia?

- Channel for reporting new obstacles exporters face in their daily business to raise awareness among other exporters and importers, trade support institutions and policy makers.

- Understanding specific needs of business sector; better formulation of national and regional strategies and policies.

- Removal of procedural obstacles → Trade facilitation.

Scope of the survey limited to legally operating companies. Informal trade not covered.

The survey is confidential.

The survey is about *experience*.
NTM Business Surveys – A Global Survey

- 70 Countries covered
- 33,572 Phone Interviews
- 10,133 Face-to-face interviews
Two-step interview process

**Step 1**
**Phone Screens (PS)**
- 6-8 min per interview
- Identify products exported by the company and partner countries
- Identify if the company face problems with burdensome regulations

**Step 2**
**Face-to-Face interviews (FTF)**
- Companies facing problems with NTMs as identified in PS interviewed
- 40-60 min per interview
- All details of the problem faced by the company recorded
Types of information that can be captured

**Company profile and business operation**
- Traded products (HS6 level) and partner countries
- Number of employees
- Gender information (women employment and women led businesses)
- Youth entrepreneurship

**NTMs and other obstacles to trade**
- Whether or not an obstacle is faced
- All affected trade flows
- Where the problems occur
- Burdensome regulations (description, type of NTM, implementing body, applying country)
- Related obstacles (description, type of obstacle, agency involved, location)
- Recommendation to overcome obstacles
Georgian Exports in 2019

Agriculture, $756 Million (28%)
- Fresh food and raw agro-based products
- Processed food and agro-based products

Manufacturing, $1.1 Billion (41%)
- Wood, wood products, and paper
- Yarn, fabrics, and textiles
- Chemicals
  - Non-electric machinery
  - Electronic components
  - Transport equipment
  - Textiles
- Metal and other basic manufacturing
  - Clothing
- Other excluded products

Minerals, Petroleum products, arms
- $848 Million (31%)

Total Exports
$2.6 Billion

Exports from relevant sectors
$1.8 Billion
Georgia NTM Business Survey (expected coverage)

600
- Goods Sector
  - Companies to be interviewed.
  - Results will be representative by sector

180
- Services Sector
  - Companies providing services export to be interviewed.
  - Results will cover 3 services sectors
    - Travel and tourism
    - Transport and logistics
    - Information and Communication Technology

Consultations with business associations and key stakeholders
NTM Business Survey

How can we collaborate?

A good registry of exporters is needed to contact relevant companies and to determine the sample size. We have compiled a list of exporters but contact details for some is missing.

The methodology hinges upon enterprises being willing to participate in interviews.
- Inform the exporting companies that they may be contacted
- Encourage their participation in the Survey.

We need to know what you need to know.
- Which results (sectors, partner countries, types of issues [e.g. SPS/TBT, rules of origin, trade facilitation etc.] are you particularly interested in?

Help us obtain missing contact information of exporters

Spread the word!

Tell us what you need
Facilitate increased trade between the EU and EaP countries and among the EaP countries by:

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ITC expertise

- Enhancing the target audience’s knowledge on trade opportunities in international markets
- Participants include MSMEs, Trade Support Institutions, Policy Makers
- +80 training sessions annually
- Online training available: Video tutorials on YouTube and courses on ITC SME Trade Academy
Training under EaP:

• Adapted for the 6 EaP countries
• Builds local capacities in trade intelligence (training of trainers approach)
• Uses information on the basis of EaP Trade Helpdesk Portal, ITC tools, EU’s Access2Market website and national sources
EaP Trade Helpdesk Portal

Content

Regional opportunities
Strategic overview of intra and extra regional opportunities.

Market Information
Detailed information about market access conditions, trade procedures and key partners.

Help Center
Browse resource materials, ask a question or learn in a knowledge base.

- Market shares, export potential, top importers, top growing markets, value chain information, etc.
- Tariffs, taxes, NTMs, regulatory changes, Rules of Origin, voluntary standards, Step-by-step procedures, buyers, financial institutions, TPOs
- Enquiry systems, list and statistics of reported enquiries, contact of the network, FAQs, Glossary, HS search, etc.
EaP Trade Helpdesk Portal Demo – Market Information

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Next milestones for the EaP Trade Helpdesk Project

- **April 2021**
  - Confirm priorities for the trade in services capacity building (mid-April)
  - Test the portal beta version with network of focal points (May-June)
  - Launch the tender for the business survey (April)
  - Conduct trade in services capacity building (May-July)
  - Set up Help Centre network (July)
  - Integrate Identify opportunities and Help Centre modules (July)

- **September 2021**
  - Conduct the business survey (July-October)
  - Launch the final version of the website (September)

- **December 2021**
  - Develop a customised training (October-December)
Questions & Answers
THANK YOU!

For more information about the project please contact
Mr. Paul Kelly - kelly@intracen.org