ePing in VIET NAM

Making information on product requirements (SPS / TBT) in export markets more accessible for Vietnamese traders

29.04.2021 - ZOOM

LAUNCH OF EPING IN VIET NAM

Sanitary and phytosanitary (SPS) measures and technical barriers to trade (TBT) are amongst the biggest challenges for small and medium-sized enterprises in Viet Nam when it comes to accessing foreign markets. This has been well documented in the ITC business survey on Non-tariff measures (NTMs), which interviewed over 1,700 exporters and importers in Viet Nam in 2019. Notifications of members of the World Trade Organisation (WTO) on changes in their regulations are a useful source of information that can help close the information gap that companies are struggling with.

To help Vietnamese businesses stay informed about regulatory changes in target markets, Vietrade, ITC and the WTO have formed an unprecedented partnership with the SPS and TBT enquiry points in Viet Nam, the Foreign Trade University (FTU) and private sector associations, joining forces to make the notification alert system ePing (www.epingalert.org) accessible in Vietnamese, and to provide, for notifications concerning products and markets of high priority, Vietnamese translations as well as an explanation of the notification content in simple language. It will be the first time that ePing will be available in a language that is not an official WTO language, bringing the information closer to local businesses and fostering public-private dialogue.

The high-level event on 29 April 2021 marks the official launch of the Vietnamese version of ePing. It also serves to formalise the innovative collaboration between ITC and the Foreign Trade University related to the translations of the notifications. A panel will discuss the challenges of Vietnamese businesses with technical measures, highlight the importance of transparency in trade regulations and the benefits of the partnership between a wide range of stakeholders to help reducing trade cost and increasing Viet Nam’s trade competitiveness.

08h30 GVA  13h30 VN  Registration of participants

09h00 GVA  14h00 VN  Opening Ceremony

Mr. Do Thang Hai, Deputy Minister, Ministry of Trade and Industry
Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre
Mr. Aik Hoe Lim, Director, Trade and Environment Division, World Trade Organization

09h25 GVA  14h25 VN  Official launch of ePing in Vietnamese: ribbon-cutting ceremony

Mr. Do Thang Hai, Deputy Minister, Ministry of Trade and Industry
Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre
Mr. Aik Hoe Lim, Director, Trade and Environment Division, World Trade Organization
Mr. Vu Ba Phu, Director General, Vietnam Trade Promotion Agency
Mr. Tran Van Vinh, Director General, Directorate for Standards and Quality,
Mr. Le Thanh Hoa, Deputy Director General, Director of SPS Office, Ministry of Agriculture and Rural Development
Dr. Dao Ngoc Tien, Vice-President, Foreign Trade University
Ms Nguyen Thi Minh Thuy, Director of INTEC, Vietrade

09h35 GVA  14h35 VN  Signing ceremony of ITC-FTU Memorandum of Understanding

Dr. Dao Ngoc Tien, Vice-President, Foreign Trade University
Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre
09h45 GVA  14h45 VN  **Introduction to ePing**  
Ms. Lotte Drieghe, Project Officer, World Trade Organization

09h55 GVA  14h55 VN  **Presentation of ePing Vietnamese version by Enquiry Points**  
Mr. Le Thanh Hoa, Deputy Director General, Director of SPS Office, Ministry of Agriculture and Rural Development  
Ms. Ton Nu Thuc Uyen, TBT Acting Director, TBT Vietnam Office / Directorate for Standards and Quality

10h10 GVA  15h10 VN  **Projection of the video with national stakeholders and enterprises showcasing the benefits of ePing**

10h15 GVA  15h15 VN  **Presentation of the ePing notification translation project for Viet Nam**  
Dr. Nguyen Thu Hang, Lecturer of International Trade, Foreign Trade University  
Ms. Luu Thi Van Thuy, Student, Foreign Trade University  
Mr. Vianney Lesaffre, Market Analyst, International Trade Centre

10h25 GVA  15h25 VN  **Panel discussion**  
Ms. Nguyễn Thị Minh Thuý, Director, Information Technology Application Center, Vietnam Trade Promotion Agency (Moderator).  
Mr. Le Thanh Hoa, Deputy Director General, Director of SPS Office, Ministry of Agriculture and Rural Development  
Dr. Dao Ngoc Tien, Vice-President, Foreign Trade University  
Ms. Nguyen Thi Thu Trang, Director of WTO Center, Vietnam Chamber of Commerce and Industry  
Ms. Lotte Drieghe, Project Officer, World Trade Organization  
Ms. Ursula Hermelink, Head, Non-tariff measures programme, International Trade Centre

10h50 GVA  15h50 VN  **Concluding remarks and end of the ceremony**

**Registration link**  
https://intracen.zoom.us/meeting/register/tJ0sfu2vrjwuE9CzJylHA4YNJLcLjjLYrWHY

Follow the discussions on social media with: #ePingVN

**Links**  
[www.epingalert.org](http://www.epingalert.org)  
[www.ntmsurvey.org/epingvietnam](http://www.ntmsurvey.org/epingvietnam)

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