



Ping



**ePing, a free online tool, provides up-to-date information on changes in product requirements of foreign markets. The tool was developed by the UN, WTO and ITC.**



### Why subscribe to ePing?

**Staying abreast of requirements in export markets** is vital for businesses. Imagine that a shipment is blocked at the border because it does not comply with safety or quality requirements of the export market. This can have very significant consequences for the exporter/producer: goods might perish, transport costs cannot be recuperated, additional costs to retrieve the shipment might occur, your reputation as reliable supplier might be affected. Avoiding such a scenario is not always easy. In many countries, the rules change often.

ePing helps private sector stakeholders, especially SMEs, **to easily track changes in regulations on product requirements in export markets.** For example, a Gambian fish farmer exporting mackerel to the EU and Canada can subscribe to ePing to receive email alerts whenever the EU or Canada updates a regulation that affects fish or fish products.

### How does it work?

ePing disseminates information on product requirements using data provided by the WTO: **SPS and TBT notifications**. This information takes the form of a one or two-page document (called a notification) which includes information on the proposed measure such as products covered, planned date of adoption and description of content.

These notifications are captured and disseminated to the ePing users. This doesn't mean *all* notifications are sent to *all* users: when subscribing to ePing, the system asks you to identify **products and export markets of interest**. You will receive notifications covering products and markets of interest to you.

Upon receiving an alert, producers, exporters and importers can use ePing to **gather additional information** on whether the proposed measure affects their products (via the enquiry points, ePing full text links, ePing fora, etc.) If necessary, they can **adapt to the new requirement** or, if there are obstacles preventing them to do so, **contact the enquiry point** to inform them about the potential trade issue. Enquiry points can raise trade concerns with the issuing WTO member through official comments. Contact details of enquiry points are included in the ePing website.



## How to get started?

To receive daily or weekly email alerts about product requirements in your export markets, follow the registration instructions below:

### 1. Go to the [www.epingalert.org](http://www.epingalert.org) and click on *register*

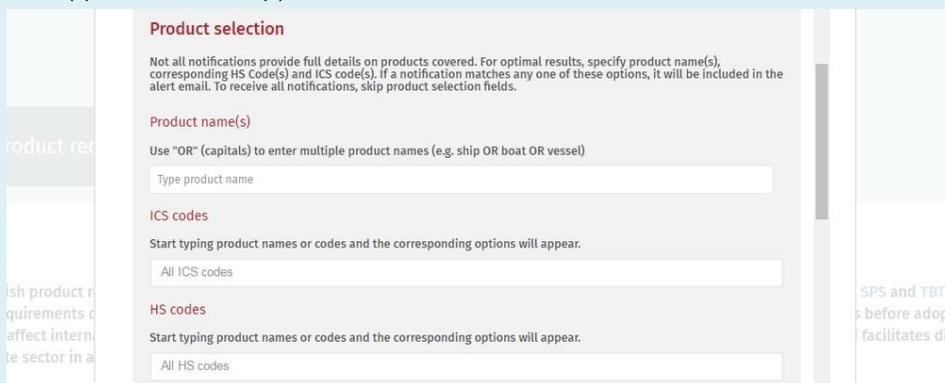


### 2. Fill out the registration from that pops up

**Personal information:** fill out all mandatory fields (indicated with \*)

**Filter preferences:** here you can identify products and/or markets of interest.

a) **Product selection:** for optimal filter results, specify product name(s), ICS code(s) and HS code(s).

The image shows a screenshot of the 'Product selection' section of the registration form. It contains instructions and three input fields: 'Product name(s)', 'ICS codes', and 'HS codes'. The 'Product name(s)' field is highlighted with a red rectangular box. The text in the instructions reads: 'Not all notifications provide full details on products covered. For optimal results, specify product name(s), corresponding HS Code(s) and ICS code(s). If a notification matches any one of these options, it will be included in the alert email. To receive all notifications, skip product selection fields.'

b) **Notification type:** select *all* to receive both SPS and TBT notifications.

c) **Notifying member:** select export markets of interest to you.

**Email preferences:** indicate whether you want to receive daily or weekly emails.

### 3. Click on *Register* at the bottom of the form:

Register



## More information?

More information on ePing can be found on the ePing website. An ePing manual as well as useful links are provided under the help option in the main menu. You can also ask a question or give feedback on the system through the "contact us" button, or send us an email ([eping@wto.org](mailto:eping@wto.org)).

