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>> Hello, everyone. Thank you for being here, and welcome. We do have an invitation to you to enable your chat by clicking on the chat icon at the bottom of your screen. And go ahead and share with us your organization, where you are joining us from today, whether

that's your country or your city, wherever

your feet may find you.

We still have about 10 minutes until our session

is scheduled to begin, but for the time being, we

would invite you to enjoy this music, and please

do share that information in the chest.

Furthermore, you will see a couple polls launched

on your screen.

This is preliminary information and opportunity

for us to start diving into the materials.

So, go ahead and click the buttons that best

associate with your responses to these polls on

the screen.

>> This is just a note to let you know that we

will be recording this meeting.

Primarily for notes purposes and to share the

recording on our market links webpage after the

session has concluded.

Thanks for your patience as you hear the

notification popping up.

This shall be really the only time that we hear

that voice.

Thank you for sharing in the chat.

Welcome.

We do invite everyone else in the space to do go

ahead and follow that lead and share where you are

joining from and the name of your organization

that you work with.

>> Hello.

Thank you for joining us for those of you just

hopping on.

Welcome to this virtual space today.

You will see some instructions on the screen that

invite you to enable your chat bar by clicking on

the chat icon on the bottom of your screen.

We do ask that when you do type into chat, do go

ahead and start sharing your organization where

you work, where you are joining us from, and you

will also see we have a window on the screen

available for you to please go ahead and select

the radio buttons that best correspond with your

responses.

We still have a few moments as we wait for other

colleagues to join us.

In the meantime, we invite you to enable closed

captioning today if you would like to see the

subtitles to the session.

You may do so by following the instructions on the

bottom right of your screen.

>> Welcome, my friends.

Thank you for joining today.

We still have a couple minutes until we are

scheduled to start the session.

For the time being, please do fill out the pole on

the screen.

We have a couple questions for you in that small

window.

You may also enable your chat button or your chat

panel by selecting the chat icon at the bottom of

your screen and you enter your organization and

where you are joining us from.

>> Okay, my friends.

Welcome, and thank you for joining us today.

We are at the top of the hour, so we will begin

today's session.

On behalf of the production team today, I would

invite us to please stop sharing our music.

Let's share the results of those polls.

I would love to thank those of you who

participated in this, and I would love to

introduce our moderator for today's session, Paul

Fekete.

Paul is the senior international trade advisor for

USAID and market development.

Let's dive into the session now.

Paul come over to you.

>> Call.

Thanks very much, Janina.

It good afternoon, good evening.

As was said, I am Paul Fekete.

Welcome to our session with speakers from the

international trade center in Geneva.

USAID has had a long-standing relationship with

the ICC, which is unique international

organization because of it being sponsored jointly

by the WTO and the United Nations and focuses

solely on supporting the small and medium

enterprise community.

The IDC is a USAID grantee and has a variety of

activities that can complement USAID activities

and initiatives, particularly as they support the

SME, which will be the focus of our program today.

Before we get to our presentations, I'd like to

welcome the market links community.

This July market links will be exploring current

trends and key issues in international trade and

will be offering examples of how to harm us tools

and resources toward achieving economic

development goals.

Each week in July we will be featuring a different

case within the international trade context,

giving the Market Links community an in-depth look

at the solutions used to solve current issues.

Because trade is such a multifaceted topic, each

example will provide a unique perspective and

build a holistic understanding of the global trade

environment.

We have a wide range of contents scheduled for

this month offered by the first panel of trade

experts from our office and elsewhere.

Here's a preview of what you can expect.

We will be doing a study on how enhance regulatory

accountability can help enable startup

opportunities and an examination of how

international standards have adapted to meet the

demands of a post pandemic workforce focus on

resiliency while advancing safety in the industry,

an examination of how drones are evolving with the

supply chains and their potential impact on trade

logistics.

There are key findings from a USAID study on how

trade facilitation agreements benefits the

community through increased transparency,

efficiency, and competitiveness, and best

practices to harness the potential of the

e-commerce landscape and how it can further

promote trade.

We have held a series of sessions for USAID staff

focusing on the evolution of the digital economy

and the importance of logistics to e-commerce.

In May we held our first event for USAID the

officers which highlighted the work that the ITC

has been working in support of SME and their

ability to take advantage of the world of digital

trade and e-commerce platforms.

All of these online sessions are designed to

support and strengthen the work that USAID does

around the world in these areas, and for USAID

staff, they are available in program.

Today we will focus on the ITC traded market

intelligence team.

One of the tenants of USAID's trade capacity

building policy is that the work we do is to

enhance countries and business economic

responsiveness, the ability to take advantage of

trade agreements and policy environment in which

enterprise operates.

This is where our focus will be today.

The ITC tools that enable business accuracy to

identify, export and import opportunities, compare

market access requirements, monitor national trade

performance, and make well-informed trade

decisions.

We are delighted to have two speakers today with

us from the ITC who will be focusing on these

capabilities.

First, we have the chief of trade and market

intelligence at the ITC and leads programs on

transparency and trade, competitive intelligence,

and nontariff barriers.

He has built several trade opportunities.

Also contributing to a variety of market analysis,

the WTO, and the world economic forum.

Our second speaker will be Ursula.

Ursula joined ITC's trade and market intelligence

section in 2010 and has since been focusing on

market access issues, including trade agreements,

tariffs, and nontariff measures for issues led the

implementation of the private sector surveys on

nontariff measures and numerous developing

countries and contributed to a number of

publications including the ITC publication series

on nontariff measures.

Prior to her work with the ITC, she held various

assignments in the United Nations.

With these brief introductions, let me turn the

floor over to Mondher for some introductory

comments about the ITC and for his and Ursula

presentations.

Over to you, Mondher.

Thank you.

>> Mondher: Thank you, Paul.

Thank you for this opportunity to present and

discuss what we are doing.

I have tried to share my screen.

Do you see my screen?

>> Yes, we do.

>> Mondher: Okay.

Thank you.

As presented by Paul, for those of you who are not

with ITC, ITC has joined the U.N. WTO

organization.

We promote trade and support competitiveness of

the SME.

We are doing it also for the countries and this is

really great for us.

We will close with various stakeholder

policymaker, trade support institution,

businesses, the researcher, and among others.

We work mainly in six focus areas.

The first area is about trade intelligence.

The second area is about improving the business

environment through policy or through action in

the field.

The third area is about strengthening the trade

investment support institution.

As you know, we cannot promote trade if we don't

have heavy investment mechanism in the country.

The number is about the value chain, and this is

one key activity now that we help all countries

move up in the value chain and we are entering

some projects on original and content value chain

and something we are developing now and the idea

is to support you.

We do not find the key sectors where we will

invest in order to [ indiscernible ], but the idea

is not to promote our value chain but to move up

and to come with innovative sector.

As you know, after what we have seen, in the last

18 months.

Area number 5 is about growth.

We are targeting how to promote gender, and we

have different elements that we are implementing

and working extremely well.

We are also working closely with you on the

development.

The last one, last but not least is about original

integration.

Now we know it is about 50% of the international

trade but some countries are excluded from that.

We have many projects in order to foster and to

help this integration.

All of this area we are working closely, as I

said, with the key stakeholders but also with

policymakers.

For sure all of this development.

Today we will focus on the first area.

Somehow it's not the area that we are working,

it's the reason that ITC was created.

The idea was to have an institution able to

improve the transparency and to reduce the

transaction costs.

In fact, the trade and market intelligence is

quite challenging to cover it very well.

In fact, we are doing it for the last 20 years in

five different areas for the first one, the most

known one is what you call the trade information.

We have a large set of what I will present later

on briefly, and the idea is to help the businesses

and policymaker as well going through the full

export journey but also investment and other.

The idea is really to help the factors to get the

most relevant economic information.

This area is quite specialized.

In order to make this, especially this is very

often weak expertise, then we have some

tailor-made activities and some integrated

solutions on intelligence that they would try to

present.

This is our first area about disseminating the

information.

The third area, a very important area that my

college will present later on is about the

country.

We know that Yosemite programs in the field, but

very often without really knowing.

If we don't understand exactly the bottlenecks

that the country is facing come of the in the

regions are facing, then it is difficult to handle

and to remove and overcome the barriers.

In fact, under this area we try to identify the

potential that the country may have but for this

potential you have problems.

We try to identify them as well and come with a

recommendation.

We are now developing further and going to the

value chain development in line with the business.

In fact, even if you are successful, we have more

than 1 million users, the but the capacity is -- [

TV playing in backgroung ] can you hear me?

>> We can hear you now.

We do invite everyone to keep their microphones on

mute for this webinar.

>> Except for the nice music.

>> Thank you, Mondher.

Over to you.

>> Mondher: Thank you.

In fact, covering so many countries it is

difficult to have this technical assistance.

Then what we are doing, we are developing a large

network, and become a lot on our capacity building

ideas to be able to duplicate what we are doing

and more countries and more regions.

This is the areas we are covering, and the last

one is about we try to adapt ourselves.

You have always your requests, and we have this

services.

Among them, we have seen we were approached by

some to develop an online trade negotiation tool.

Now all that the chief negotiators in Africa are

using this for goods.

We are helping on the services.

We were asked.

We are talking about how we can assess this and

develop something that we call now gender outlook,

and we are quite proud because it was mentioned as

a successful example of the outlook of how we can

access gender empowerment in order to identify

where we need to act.

This is the research area we are doing and we have

tailor-made the needs to adapt ourselves.

Now with all of these tools and information, and

if we see something coming from the developed

application, we have seen that until May and

April, we have seen the trade bouncing back.

How can we take -- how can we support the

different stakeholders taking advantage of this

opportunity?

In fact, we try to answer with all of our tools

and support and services.

We try to answer through three differentials.

The first one is as I said before to help them

navigating through the export journey.

Giving them all of the elements they need in order

to have a good understanding of what's going on

and what opportunity, what kind of challenges,

what kind of barriers, all of these kinds of

things that are crucial for any business.

We are also helping on announcing that's

transparency.

And the third one, the policymaker and all of the

decision-makers and evidence-based policy and

evidence-based decision.

The idea is it's easy to make a decision, but with

evidence-based decisions, it's always much better.

And you have much stronger impacts.

Starting with the first one, the first of the

three, the full export journey.

In the past 20 years, they have developed tools

that have been formed.

Now we are quite proud.

We reached 1 million users.

We have more than 1 million.

The idea is this set of tools is to help them

assisting in opportunities about barriers and

obstacles and about notifications and procurement

code we tried to cover the full set of

information.

We have seen given the trade information it is not

enough.

We have done a survey in more than 70 countries

and seen that it is among the key obstacles that

the export and import phase has.

Depending on the needs, we try to adapt ourselves.

Some are really facing a problem with this big

buyer forcing them to accept any prize.

[ indiscernible ] in order to align the setting

price.

This is our set of information.

I will start with the first one, most known one.

I think the largest trade data application of the

world.

We have more than 191 countries deporting with

more than 100 countries supporting monthly, and

now we have a gap of two to three months.

It is quite challenging to have two to three

months data for more than 100 countries, and this

is what we've managed to do with trade map.

We use them the best, in U.S. we have Comtrade.

The problem with Comtrade, we are what we call a

six digit.

We have a gap of two years.

When you work with the business sector, two years

for them is history.

They would like to get the most update

information.

We would like to get information for tomorrow, not

last year.

This is why we started this effort to connect

ourselves with data.

It is not only about trade data and transaction,

but it's also about company and company data.

In order to facilitate, and I will give an example

later on.

The second one is about market access.

All countries are supposed to notify of their MFN,

but even with that, only 40-45 are notifying.

We are not talking about MFN.

We are not talking about all of the preferences.

We know that the trade is managed by the

preferences and not the MSN.

In fact, what we managed to do is to go to the

field and to collect the information ourselves.

Now we have more than 200 countries covered, and

we share this information once a year with WTO,

and the idea is to improve the trade information

and measures and other.

In fact, thanks to your support, we are going even

deeper.

What we used to have, we use to stop somewhere.

We used to have maximum limits and be stopped

there.

Thanks to the funding that we got for all of the

measures that we have, we go much deeper.

In this case, for example, we can analyze the

United States for a given product or you can even

assess yourself and see if your product is in line

or not with the mission.

One very important tool that we have now.

We developed this tool.

We have seen the week capacity on trade

opportunities and how to diversify our production,

or export, and our partner.

This is the key mandate of this obligation.

And it's about really helping to identify the

opportunities and how to diversify your export,

how even to diversify your export.

We are using an extension of this and the basic

allocation of resources.

How can we move up in the value chain and even

create new?

I will not go through all of the tools.

As I said before, we have the facilitator.

It is 350.

As you know, we have around 458 trade agreements

in the world, and so far we have covered around

350 trade agreements at the product level.

When you go there, the product level, you can see

what the rules mean for this product comes all the

information about the rules of the regime.

Then we have, as you know, the largest market in

the world is procurement.

We've developed an application to support this.

We have every day 150,000 procurement where an SME

can apply and go there and identify the product

they would like to send and they can even apply.

We are working on investment.

We are working also all on sustainability

standards.

It is not the only mechanism we have to control

the market.

We have the standards, and that's why we start

working on this area.

We've developed now the market price information.

The price is by state.

For U.S., for example, depending on the state, the

packaging, the labor that you have, and then we

can see the different prices.

Based on that, we have different regional

applications that we've developed with all the

information that we have.

Central Asia, Eastern Europe.

We are working also at the national level to boost

the competitiveness, working on investment, and

the idea also working on the sector level.

The idea is to support the different requests.

Now I will go brief, really with this application

we are focusing on the SMEs.

We know that they are not on the tools and

regulations, and we try to preview that

information for them and present to them.

Very briefly, in fact, we have this application in

six languages.

Most of the information is coming from ITC, and

we've managed to integrate the information from 11

other international organizations.

Let's take an example.

If we select someone from Kenya, who would like to

export Macadamia, and I don't know which market I

would like to export to.

If I don't know, I can ask which market is the

most interesting.

I see the U.S. market is the most interesting one

with the highest potential for me.

In a three seconds I have a quick market overview

that you would spend weeks and weeks to get this

information.

This market overview, and then you go, depending

on top, you can go much deeper.

What I can see here that the U.S. is importing

143 million every year.

It's ranked number 1 in the world.

I can see it is 29% and the U.S. market is still

growing.

I am exporting 21.7 -- I am exporting 42 million,

and they still have 21 million that they can

export in the near future.

For that I need to know more information about the

market access.

I can see that there are two tariffs.

In order to export that, there is some

requirement.

I have all the product requirements.

There is 27 Terry market conditions, there is

five.

Pre-shipment and inspection I have 24, and

notified regulations I have 110 in total.

I can go later on in each of them.

I have 27 sustainable standards.

For some companies it is you following the

standard.

And then if I would like to see, is it easy to

export?

I can see between 60 days to 158 days to export

for the first time.

Then you have 15 tasks required, 53 documents, 21

entities involved, and the cost is around 18000.

I would like to see if there's any institution

that we can approach, then you have the business

directory with 40 companies in the U.S.

I have one institution for trade finance, two in

trade promotion, and there are two intellectual

property for macadamia on the export.

In fact, now you can go much deeper.

You can select the tariff and you will have more

information about the tariff, the trade, and if

you select this.

It is a specific tariff, and we need to [

indiscernible ].

I need to see the regulation.

There is some information in Kenya.

You can see the domestic regulation.

In fact, I would go to the back so we have all of

this system.

I can go there and I have all the information

about that.

For all measures, you have all of this kind of

information.

And then for the sustainable standard as well.

This is all of the sustainable standards that you

need to have or if you have them, it would be

access to the American market.

If you would like to see the different steps, you

will see the 15 different steps that you need to

follow.

Under each step you have the institution applied,

you have the bond, you have the costs and which

certificate, the company in charge, and all the

information you need for every step and all the

relevant contact in order to explore the required

documents that you need to get, and if there is

any property right, you can see it here.

For the partner you can see also if you would like

to export you can see the partner, the companies.

This is this.

In a few minutes you have this tool, you can get

all of this information.

You ask the size of the company and all the

information about the company.

I hope that I am fine with the time.

In fact, I try to be brief on that.

The idea is to really help get the information

they are looking for in order to explore.

My colleague Ursula will move to the second and

third Channel that we are using to improve this

transparency and reduce the costs.

The floor is yours, Ursula.

>> Ursula: Thank you very much.

Welcome, everybody.

Good morning, good evening, good afternoon,

wherever you are, thank you for getting up early

or staying up late for us here.

I will move to the second part of the

presentation, sharing a little bit more.

We are mentioning the tools in terms of providing

data in a passive form.

You have the databases and what is out there for

you and your clients to use.

In the second part, I would like to move to a

tool, to tools in particular that allow some sort

of exchange of information, so it's not only we

provide information to an anonymous user, but

there is some exchange between the provider of the

information and the user of the information.

Let me just open my screen.

I hope you can see it.

Can somebody confirm that you can see the slides?

>> We can see your slide, Ursula.

>> Ursula: Fantastic.

Thank you very much.

In the second part, as I said, I would want to

look at two tools in particular.

The first one and the second one being the

obstacles alert mechanism.

Now, this response to something that you will have

heard a lot as well in your work, something like

this.

Countries change their laws so quickly, how can

they keep up.

This is something we are hearing.

EPing has been designed to help in that quest.

It alerts users.

This could be companies or policymakers about

changes in regulations as notified by WTO members.

Notably on SPS or sanitary measures and technical

barriers to trade.

These alerts are sent for products and markets of

interest to the users, so you can identify them.

You could say I am interested in the United

States, for example.

When the United States issues a notification that

applies to fish or fish products, I would get an

e-mail alert showing that notification.

What does this allow us to do?

Again, it is this passive information.

It allows to give user information about relevant

regulatory changes and allows them to take action

to adjust.

If you know the notifications, they are issued

often in advance of implementation, if it's not an

emergency measure.

Emergency measures we saw last year with COVID,

but it is a normal SPS measure.

Usually there is some sort of advance notice so

companies to see the United States is changing

this and that, and I may need to adapt my

production or packaging to be compliant with that.

Now, here comes the interaction and the

information exchange is what the policymakers can

then do and how companies can get in touch with

policy makers.

In ePing, there is a built-in function where if

the company realizes if the United States

implements this regulation, I will no longer be

able to export for whatever reason.

They can contact to the inquiry points and let

them know and say, listen, I have a concern with

this because of this impact that this will have on

me.

Companies can be brought back.

Also, they can be in touch with companies.

In many countries we have seen and we have talked

to the WTO inquiry points and they have never

interacted with businesses.

They don't even know where to find them in the

different sectors.

They can actually send out information to their

national forums to inform them of important

changes.

What is also important is that they can upload

additional information.

Notifications come unfortunately only in three

languages.

English, French, and Spanish.

And, unfortunately too many nonlawyers in this

universe, they come in legal language, so it is

lawyers that draft those notifications.

And sometimes the SMEs has no idea what they are

trying to tell them.

They start superseding paragraph 3.7 of paragraph

19.3.7, until it gets to the nitty-gritty of what

is relevant to them, they will not see really the

information content.

Policymakers can actually upload information and

say, listen, the U.S. has issued a regulation.

For you that means that as of December all

products have to be packaged in purple packages,

for example.

Really drooling it down to the essential bits for

the businesses.

Again, there is an alert.

If you are interested in fish in the United

States, you will get an e-mail alert when

additional information is being uploaded.

Now, we have used this to go a step further to

bring the information to businesses in a more

systematic way and be a pilot and we've enabled a

partnership between the inquiry points, between

the sector associations, and academia where

students of the foreign trade University actually

as part of their curriculum take priority

notifications, so not all 6000 per year but really

for only a few products and markets for high

interest, and they translate them into Vietnamese

but also into business language and upload them to

really bring the information closer to SMEs and to

make this information more understood.

Thanks to that, here is just a quote from the

business organization representatives sector

Association new gondola.

This allows timely information, sharing it with

members, engage in discussions, and help members

also in terms of preparing for compliance.

So this is just one example of a transparency tool

where we use data but also to help bring it closer

to the clients but also help clients to have any

concerns filled.

The second such tool that I wanted to mention is

in a way the other way around.

Here we have the policymaker submitting

information and transmitting information, the

regulation, and getting feedback.

Here it is the other way around.

It's the private sector that is the origin of the

information and who feeds it to the policymaker,

the example being the trade obstacle alert

mechanism that we started implementing in a number

of countries, which is an online platform that

connects companies and relevant agencies allowing

them to exchange information again about trade

obstacles.

Behind this online mechanism is an institutional

mechanism that is being built.

That's the harder part, having the online

platform, that response to those.

Usually in the case of trading goods, this is

closely linked or is a trade facilitation

committee that takes up those obstacles and

response to them.

It depends a little bit on the sectors and depends

on the countries.

Why did we build those mechanisms?

In many countries you have public/private dialogue

asterisk usually they are what we call classic

form.

They go to business associations through public

consultation sessions where people can come and

speak of and discuss, for example, new policies

they have.

We do know also for a fact that those classic

channels are not necessarily inclusive and

representative of the variety of businesses that

you have.

Particularly types of businesses are not

networking sufficiently or organized in the same

way.

The medium-size are not always members.

We also know that women lead to companies or women

are less organized in needs networks and also

these companies are less likely to go to public

consultations and they don't dare to speak up some

times because they feel they do not have anything

to share.

This allows the user to stay anonymous and to

report the consent they have to feed it into

national policymaking.

I will not go into detail on the mechanism itself

but maybe just a flag here that these reports are

being made public.

Again, as for ePing, when a user sends this for

fish products in the United States, facing a

problem with the recognition of my certificate in

the United States, this concern, once validated,

is being publicly available.

We can see that and you can sign up and get e-mail

alerts if you are interested as well.

You will see that somebody else posted a concern.

Again, flagging and signaling there might be a

problem that you may also face currently.

Again, there is transparency mechanism built into

share information to those who would need to have

it.

Usually these are national mechanisms, but they

can also be connected regionally.

I saw some participants from West Africa, so you

may know the regional trade obstacle alert

mechanism in west Africa that we are currently

also expanding to the entire region.

Where these mechanisms allow companies to fly

concerns for procedures and all of that, however,

if the concern relates to a partner country

regulation or a way that they are applying it,

these concerns can be forwarded to other countries

in the case of the AFC a, you may know that there

is an Africa wide reporting system, so whenever

there is something that should be taken up at the

monitoring level, at the Africa level, for

example, these national mechanisms feed into this

continent wide various reporting system.

That leads me to the last section of our

presentation and I would then open the floor for

questions and answers, which is how trade

intelligence and how the different tools and

services that we have can support evidence-based

policies.

Then I want to highlight three services we are

providing and tools that we are having around the

business surveys that we are running, the trade

analysis, the targeted trade analysis that we are

doing upon request and also we mentioned very

briefly in the beginning of the monitoring the

African trade integration, in this case, in

Africa.

Why do we need all of that?

Well, policymakers need all sorts of information

to take decisions and trade policymaking, and it's

the same in a way for us as providers of trade

related technical assistance.

A policymaker may wish to know if they have

entered the mainstream policy to start with how

many exporting businesses are there and where they

are.

They may wish to know how much of the trade

potential they are having and how much of it

remains unused today.

They may wish to know that rules of origin are a

bit challenged for businesses, nearly as

challenging as SPS measures.

And when designing the appropriate trade

facilitation measures, they may wish to know the

procedures and regulations.

That gives some elements to help prioritizing

which actions are most needed.

They may wish to know what effects would have the

implementation of the trade agreement in terms of

boosting trade, in terms of creating jobs.

This is important information not only in the

decision whether or not to engage in trade

negotiation or in the signing of the trade

agreement but also to get support from the public,

from civil society, from business community in

implementing trade agreements.

Finally, this is interesting information to have

as well.

50% of companies never report trade obstacles they

face.

What does that mean for the effectiveness of your

public/private mechanisms?

The good news is that all of these elements that

you are seeing on the slide are things that we are

producing through the different tools and methods.

I would want to start with the business surveys

that some of you may have come across already

where we really attempt to catch the voice of

those on the ground and bringing it up right to

the policymaking table where it needs to be heard.

In a way, it is similar to what I have presented

earlier, however, the survey is a representative

snapshot in time of the landscape of exporters and

importers in a given country.

It's used to report something on the day that

something happened and that could happen

throughout the year.

A survey is representative at a given point in

time by a sector to understand what are the trade

barriers that businesses encounter.

We are not talking about three or four interviews.

We are talking about 100 per sector to really

understand the obstacles and the priorities for

businesses and what needs to be done about them.

So, what we are capturing through those surveys is

an enormous amount of detail.

I won't go over all of those but just for you to

know, we look at the product with the most

detailed levels that they are being exported or

imported or services activity.

For example, when you look at the tourism sector,

is it a provider of accommodation services?

Is it a tour guide?

Et cetera.

In the cases of services, we know the mode of

supply.

We know the market, so the partner country, so

export destination, import origin.

On the cases of services, the origin of the

client.

For each product partner, for example, I export

fish from Uganda to the United States.

It is fresh and frozen fish.

We are asking for the pair we may face an

obstacle.

For frozen fish, it may be okay.

by a detailed level of product and partner, not at

the level of the companies but really byproduct in

partner country, we try to decide if there is an

obstacle.

Is that a regulation, procedure, is it a

combination of both?

Is this related to the business environment, et

cetera?

Most important, also, the company's recommendation

and what changes they would like to see to see

this addressed.

That is then the basis for the next step which is

the consultation that these results should feed

into.

Sometimes we are leading them ourselves.

Often these surveys feed into the design of export

strategies over the implementation of trade

projects such as, for example, for USAID, we did a

bit of work for regional integration.

Now, as a byproduct here, we are collecting a lot

of company characteristics, which is quite

interesting and gives us unprecedented insights

that can be used in countries where you are

working to the extent that we have already done

service, giving us all sorts of information about

who are the companies and who are they trading

with.

Just some numbers.

To date we surveyed over 35000 exporters and

importers across 73 countries.

I saw Philippines, someone from Ghana, I saw

someone from Kenya.

These are all countries that we have already

covered, so if you are interested, I invite you to

look at our website or contact us.

It creating unprecedented insights adapting to

emerging needs and allowing for impact on the

ground.

I mentioned the insights of the company

characteristics.

As a byproduct in the way of these surveys, we

have data on the woman led enterprises.

It could be interesting to use in project design

and strayed -- and trade strategies.

We understand differences in accessing markets and

the difficulty thereof between women and men.

The trade barriers are actually different paint

may be on services trade.

You may know trade statistics and services is for

the developing country not very well developed.

As part of the service, we are asking about what

service activity the business has and also partner

countries and the clients they are having adding

information that may not be available through

statistics.

At the moment, for example, we have questions in

our surveys on how companies survived COVID,

basically.

If we are talking to them nowadays, it means they

are still there.

We want to know what helps them mitigate the

impact of the public crisis and the economic

crisis and feed that information also back to

government.

We want to see what measures have been effective

in helping them.

For greater impact on the ground, what does this

lead to?

As I said, it's not the study.

It needs to feed into action and here's an example

of what happened after a survey.

They had import licensing requirements that dated

back from the 19 50s and nobody ever understood

any longer for what reason they had been

introduced.

So these been eliminated reducing the time and

cost in this case.

So this is the kind of impact we are looking for

that we are trying to support.

Second, on the tailored analysis examples in the

type of analysis we do ourselves, you saw the

databases, so you can use them.

You can do all sorts of analysis with the data out

there but we are also doing applied research based

on the data and insight we are having.

For examples of recent analysis that we've been

doing that has been commissioned to us, for

example, to analyze the opportunities for services

and exports.

We also looked recently at the effect of the

graduation from the status looking at the effects

in terms of potential trade losses but also

strategies in terms of market diversification, for

example, looking at the export and unused export

potential.

We've been looking, for example, in Jordan.

The regional export growth potential and how many

jobs this could generate if it was a realized

potential and may be talking about the COVID

context, we look for how it could support the

development of value chains.

We did an analysis last year on how Africa could

produce the amount of disinfectants that are

needed to help certified the pandemic.

Look at the different inputs.

We looked where it can be sourced from, also the

trade and how value chains can develop.

On this value chain, as Mondher said earlier in

the introduction, we are a big supporter of

getting creative and really looking beyond what is

already there.

To our taste, far too often projects, also

governments and the export strategies support what

is already there.

The traditional value chains.

What could be there if we were investing the right

things.

Our data and analysis we hope supports identifying

promising value chains that are not yet being

developed and also the potential for integration

regionally and, again, in this context this can be

interesting for countries to cooperate on building

these value chains.

Basically, we know that if you produce a and B,

you could also produce C.

If you want to maybe produce C and D, you may need

to source additional inputs that you can get from

regional suppliers, for example, in Africa.

To really look a little bit beyond what's

happening already to what could happen, how to

really diversify products and move up the chain

for different countries and for countries to

cooperate together.

That is based on the data analysis that we have

and the validation and where the survey aspect

comes in.

If we know we can do letter a and B, you could do

C pay we have to ask businesses why doesn't it

happen yet?

Will he understand the current bottlenecks from

that value chain that is promising and to

understand the investment needs and the capacity

building with the skills that need to be built to

make this happen and what are the trade barriers

to encounter?

This is to fly how the data and methodologies can

be used to inform, for example, the design of

strategies or investment priorities.

The final point from before closing and I thank

you in advance for your patience already is the

monitoring aspect.

The data that can help monitor.

It can help monitor regional integration, for

example.

We want to show you the example of the Africa

trade observatory that we are building for the

African Union for the implementation of the AFC

FTA.

I won't go into detail on that, but there are two

things mentioned earlier on the I would want to

highlight of what the data can help you do.

The first one on the right-side, the tariff

negotiation tool.

What we see in a lot of countries and so also in

Africa is that a lot of policymakers and negate --

engage in negotiations and do not have the ability

to make an offer spray when it comes to tariff

negotiations, agreements usually say something

like you liberalize at least 80% or 90% of tariff

lines.

If you make a tariff offer, you actually have to

calculate whether that is the case and sometimes

offers are made that are actually not in line with

what the agreement says.

When you design this, there are all sorts of

things that you may need to take into

consideration in terms of what is being traded,

what would be the effects on tariff revenue and

the sorts of things.

This is data that we can automatically provide

based on the tariff information that we are having

based on the trade statistic that we are having

where policymakers don't have to analyze manually

certain effects the tariff office may have but we

can automate that through the tools.

There is also the possibility to simulate.

So there is a tool that we have built for the AFC

FTA and in future there is also monitoring tools.

He will not see it online yet, but and I showed

you a few of the elements that we will be showing

pay when monitoring the effectiveness of regional

integration, you want to look at the utilization

preference.

This is real-time data coming from customs to this

tool, and you may detect that some countries use

preferences a lot and some don't or some sectors

do than others.

Again, it gives you a lot of information of how to

may be adjusted where to find you to make the

integration happen.

We will have information on tax revenue, border

crossing, and all of this planet all this data

that we are collecting and that comes from customs

can be used to monitor and to help policymakers

make the right decisions and fine-tune where

necessary.

This brings me to what we wanted to present, may

be to add on that.

We do capacity building on all of those areas that

we just mentioned, and we are also very engaged in

the work for example on classifications among

tariff measures, developing new assessment

methodologies, et cetera.

I saw a professor among the participants that is

very active on that theoretical front to help

advance the methodologies that exist.

I would want to leave it there.

We give you our contact details, and I understand

there have been quite some questions already, so

we will head back to the moderator.

Statement Paul: Thank you very much Ursula and

Mondher for that extensive presentation.

There is, obviously, just an absolute wealth of

information that the IDC is collecting.

I can remember back a number of years ago when we

started with trade map.

It was already very impressive, and now the suite

of tools has really expanded in very dramatic

fashion.

Also, congratulations on having reached a million

users.

That is a very impressive number, although I

confess that I'm not sure that USAID is utilizing

the resources to the extent that we perhaps should

and, hopefully, our session this morning or today

will encourage more of that exploration and

utilization of the data.

Before we turn to some of the questions that have

already been posed in the chat room, let me

encourage participants to post comments and

questions that we will get to in the remaining

time that we have.

Before I turn to those, I just want to make sure

that the wide range of participants here have an

understanding of how they have access to this

information.

I know for USAID, we have free and unfettered

access to this data, but perhaps if you could just

make clear how others implementing partners and

others can access this information I think would

be a good note to start on.

>> Ursula: I can maybe respond to that.

These tools are built as global public goods

forget the idea is really for ITC to provide

information for those who need it most,

particularly in developing countries.

Registration is free of charge for all users in

developing countries.

In developed countries, it depends a little bit.

There are some agreements and organizations, for

example, to grant access.

There is also licensing that we do for

universities in some developed countries or

national licenses, et cetera.

That isn't on a paid basis.

This is in terms of access to the information.

That said, the registration is only needed for

certain types of advanced information.

For example, the national tariff line data and

trade map.

The company information, there's addresses, et

cetera.

This you need registration for.

Most, I have to say, if you go to market access

map and if you've never registered, you will be

able to access the information as well.

We encourage you to register because then we can

count and he can also see better who is using.

We do encourage you to register and to use it, but

it is free of charge for most of the world.

>> Paul: Very good.

Thank you.

Let's turn to some of the questions.

I will start with one that I think it's probably

beyond the scope of the session here.

Given its sort of complexity.

Nonetheless, from Ethiopia, we have not yet joined

the export market.

What steps should we take to start exporting?

I know that covers a lot of territory and it's

probably more than a bit difficult to answer, but

if you could offer perhaps preliminary thoughts

that could get people started, I think that would

be greatly appreciated.

Let me turn that over to you Ursula or Mondher.

>> Ursula: If I understand correctly, this comes

from a company by basically, you have a product

and you have not joined the export market yet.

My recommendation is go on the global trade

health, look for your product, and what you can

do, actually, you type in your product and you can

look up potential markets.

I'm from Ethiopia, and the global trade health

shows you potential markets.

Where is the high demand for this?

You can dig deeper in what is needed to access

this.

That could be a starting point based, obviously,

on the data, but there's many things that one

should do when starting to export.

>> Mondher: In line with what Ursula has said, you

could see if your production costs are in line.

If you are above the market, you cannot export.

And then you can start analyzing the export price

of your competitor or your other exporter.

You can check what kind you are using.

Maybe it's not in conformity.

You need to assess all of this dimension and to

see if you have -- your price is quite competitive

for analyzing to which market you can support.

We can help you, and what you do in many countries

and we have people working with us and we develop

what we call the market profile.

In fact, it helps you to assess the potential.

Let's say in Uganda.

That demands a change from one country to another.

We need to take all of this into account, and that

is what the market profile will provide.

We would be pleased to help you and if you contact

us, you can contact our market analysis tools.

You can send an e-mail and we have a team ready to

answer.

>> Thank you very much.

Let me turn to a couple questions.

One is from my colleague Robert Parker in Central

Asia.

Has there been any evaluation of how effective the

trade obstacles alert mechanism has been in the

countries it has implemented, and what countries

is it insofar?

Let me add that there is another question that my

colleague in Washington asks about the trade

obstacles alert.

How does ITC validate a trade barrier complaint?

How do you respond to those issues related to the

alert mechanism?

>> Ursula: I can maybe respond to that.

How do we validate?

We don't, as ITC.

It's a national mechanism pay we help build the

platform and the institutional mechanism, but it

is national mechanisms that are led by the

countries.

Now, the validation is an interesting one.

Maybe I should've been more precise on that.

Not talking about trade barriers of things that

should not be there by law and that are intended

to obstruct trade.

For business, trade barrier could be such things

that are not permitted under the agreements or WTO

commitments, but most often they are not the

barriers that they are encountering in their

experience.

It's things that are legitimate, but it's

practically a problem for them.

Basically, the time that it takes to get a certain

certificate.

Now, the validation is in the surveys.

Basically, we don't judge whether we think it is a

problem.

We asked the company what represents a problem to

you and the answer to that is very different of

whether you are a small company or a large

company.

It could be no issue for a large company, like the

cost of $500 for a certificate of origin.

A large company would say peanuts, and a small

company that is a problem.

That gives us information of who is struggling

with what, and that would lead back to

policymakers.

The validation aspects that we have in the trade

alert mechanism is some sort of function.

To make sure that people don't say, it's raining.

Nobody wants to hear that.

Is that a concern that concerns and can these

institutions respond to make sure there is nothing

offensive in what is being reported?

So, that sort of validation is there.

We have to say that this alert mechanism is only

meant as a certain complement and the other

public/private dialogue.

It's just one of the many channels.

We started in 2014, and that was admittedly not

the most effective, because we learned a lot on

what needs to be in place to make sure that it is

being used by a first, it's the awareness that is

out there and then there is the issue of Internet

connectivity.

We had worked and we are now publishing a mobile

version because that is much, much bigger in

Africa in particular and the desktop version is

not used very much.

Obviously, companies only record or continue

reporting if there is also a response coming back.

Most of our work nowadays is really around

ensuring that these concerns are being taken up by

the relevant authorities.

Now, what did help us along was the agreement and

the committees.

Where we can we incur those reporting mechanisms

into the committee work or frameworks to make sure

that, for example, reports are being addressed in

those meetings.

Where it has been implemented, it is upon demand.

It's really upon request.

We have now a big regional system covering all

countries.

We have a system as well and there is a few more

in the pipeline that really depends on countries

wishing to have such a system and thinking it

would complement what they already have.

>> Paul: Thank you very much.

Let's turn now to a question -- did you have

something to say, Mondher?

>> Mondher: Just to add one thing to what Ursula

said.

It is extremely difficult to say that this merger

is a barrier.

It's really difficult.

If you'd like to do it, you need to go through a

very long process.

What we tried to do through our exercise is mainly

to convince policymakers in the exporting country

that their business is facing barriers.

It's about these kind of barriers that you are

talking and very often they don't present that.

When we started this project, you used to hear

complaints.

When you discuss and you have the representatives

and you tell them that 90% or 95% of the exporting

companies in this sector are facing this

challenge, then it becomes [ indiscernible ].

This is how we managed to convince policymakers

that very often they are facing problems and very

often at least in half of the cases the problem is

not located outside the country but inside the

country and they can make a decision.

In fact, what we have done, when you see that --

when you Kim compare between different countries

and you see the exporters are facing the different

challenges, this will help you with your

evidence-based decision or action.

Say that I'm not the only one facing this

challenge.

Many other are facing and then that is with the

partner.

>> Thank you very much.

Let me turn now to a question from a colleague in

Pakistan.

I think he asks an interesting question.

Would you consider capital or information flows as

an area of interest from a trade perspective,

barriers to free flow of capital and information

are becoming problematic for development.

I guess a related question although not exactly

similar, are there any mechanism to support start

of capital financing perhaps if you could tackle

those two related topics.

>> Ursula: Mondher.

Stay next Mondher: We have now an obligation on

investment.

The idea is really to capture the investment

capital and all the inflow and outflow of capitals

and investment.

This is really key.

We are doing this even a company level.

Now we are going a little bit deeper.

We know that it's needed and we've started

developing tools to identify potential, how to

attract investment, and we have a big program.

We are developing countries to develop the

capacity to market their opportunities to attract

investment.

Anyway, the new project that we are doing, knowing

that we are promoting a new value chain and the

obstacles that you have in the value chain.

It's about your investment.

It's about the capital flow and the free movement

of capital is a barrier for investing and

promoting a new value chain.

This is what we are seeing in the new project we

are implementing now.

You are not more than that, but this is what we

are doing.

Then the mechanism to support companies, this is

something that our new would like to start.

In order to support companies and the integration

of companies and expansion, this is really a new

initiative.

Hopefully, in one or two years time we can tell

you what we are doing, but we are really studying

this.

>> Paul: Thank you very much.

I know these are challenging topics for all of us.

It is not as if we can expect you to have all the

answers, but it's good to know that you are also

sort of focusing your efforts on some of these

important issues.

Let me turn to a question that I think has been

largely answered.

Are there any tools, programs, services set up to

support newly signed African free-trade?

We talked a little about the African trade

observatory, but perhaps would like to elaborate a

little further.

>> Ursula: We have the links in the presentation.

The presentations will be shared, so I invite

everybody to look at what is in there already.

There is also a lot of analyses that we are doing,

for example, we have done over 20 surveys in

Africa over the past years, and from that we can

look at what happens in informational trade, and

that is something we would do over the summer.

Again, what can be done, and the results are

publicly available.

Again, the link to the survey is in the

presentation.

There is a lot in there that can already be used

and we are supporting as trade and market

intelligence.

Obviously, there are the other parts of ITC that

also help in the implementation.

>> Mondher: Maybe on the implementation, how ITC

got the mandate from head of states to develop the

African trade observatory.

It's a monitoring tool to access the regional

integration.

We report directly.

What we are developing came with what they call

boosting this trade.

In fact, we developed an ambitious program based

on data, and we can tell you now we have done this

in four countries and we are supposed to do it in

45 countries.

It's already working.

And then I can tell you today the number of

containers that came to Uganda, it is how long

they spend across the border.

If there is any problem with visualization of

preference, if there is any problem with the

fiscal revenue by authorities, then all the

information is developed in real time.

This is really decision-making tool that we are

developing for policymakers in Africa.

The idea is to identify as soon as they face any

problem to identify the problem and help them.

We have developed with this some analytical tools,

some simulation tools as well.

We will do tomorrow the launch to develop for the

business sector and to improve the communication

in Africa about the potential.

The third one is really the policymaker and we

will launch it tomorrow.

>> Paul: We have a question.

Do you do capacity building for local institutions

to do business surveys and trade analysis?

I think you've touched on this in your

presentation.

>> Ursula: Allow me to elaborate.

Actually, there is also another question I saw on

the tools how we can use it.

We do capacity building on really the basics of

what is in there, what kind of analysis we can do

with this and on each of the tools we have that.

We have capacity building around certain concepts.

Nontariff measures, what are these, the basic

concepts, information sources, what is for

notifications, what you don't have.

I saw a question on the reliability of data.

All of that we do.

We do capacity building on trade analysis methods.

Certain types of analysis that we are doing we

also build capacity for others particularly.

We are always looking for clients in that.

There is so much demand for it and we can't do it.

We shouldn't.

We would go to Geneva for certain things, but it's

the countries, the business support organizations

and the researchers on the ground that should be

doing that.

We can teach methods and give the data and we

would rather have locals do the work so we build

capacity to that extent.

On the surveys, yes and no.

On the business surveys, usually they are

implemented by ITC.

At one time we had an idea to have the service be

run by a business support organizations.

We realized most developing countries they don't

have neither the funds nor capacity to maintain

high quality technical implementation because I

don't want to go into the details of data and

quality control, especially from survey responses.

If you want to go back to the government and say

that's the problem, you want to be sure that's

true.

In terms of quality and comparability of

approaches of data between countries again, I

mentioned AFC and it's interesting to compare and

bring things together.

We usually centralize that but we have built

capacities.

Finally, the aspect of capacity building.

Somebody asked about the reliability of trade

statistics and resources.

We realize particularly in services trade not so

good.

We have capacity building offers.

We have learned a lot on what to do and how to

collect trade statistics and what to watch out

for.

We share that knowledge with national offices for

trading goods and particularly for trade in

services where there are new methods on how to

estimate and where we actually have capacity

building programs now that we are running based on

methodologies that have been validated.

The entire variety of trade intelligence we are

sharing our knowledge to whomever is demanding it.

Very happy to get in touch with you if you are

interested.

>> Paul: You were talking about the difficulty of

collecting services trade which we are all

familiar with and we all struggle with Paris we

have sort of the added complication of trying to

divide what's going on in the world of digital

trade and e-commerce.

Is that an area which is starting to be integrated

into your work?

I know that the ITC has been doing some other

kinds of efforts on e-commerce.

Just wondering if you could comment on how you see

that information being gathered going forward, if

at all.

>> Mondher: As you know, Paul, collecting trade

service data is quite challenging.

It is really time consuming, and then knowing that

we think now we are doing quite well in goods and

there is a lot of demand for services.

We are pushing countries to diversify their

economy, and they need to move to more services

and very often the services we don't know really

the information.

Then we decided to go in this direction and now

what we are doing, we've developed a program

jointly and we are already collecting the data but

doing it on a certain level.

We started with six Eastern countries, training

them on how to develop the survey to connect

services.

We select two to three sectors, and we train them

to establish this and then we move to the other

sectors.

This is what we are doing.

Now we started with six countries in Eastern

Europe and then we got the funding to cover eight

countries, and we just assigned a new contract

with African countries.

We don't know which country yet.

We need to assess.

Normally, we have the capacity of countries and we

prepare for them at full program and we start

implementing it.

It takes around 18 months.

For sure e-commerce is part of it, and this is

what we are doing with central bank.

We work closely with central bank.

We have some e-commerce programs but not linked to

the statistics.

>> Paul: Thanks very much.

Like I said, that's also an issue we are also

focusing on, trying to sort of grapple with the

information or the absence of information, if you

will, in some of these areas.

As a follow-up to the discussion on capacity

building, thank you for your responses.

How can we access this capacity building as local

organizations?

>> Ursula: Well, there are various ways.

There are sometimes capacity building programs.

Sometimes you may have already planned some of

those capacity buildings, but nowadays we run a

lot of public revenues.

One of the advantages is that people are logging

in more and that makes it much more accessible.

If you are interested, for example, in specific

topics, you can just let us know and we can flag

you whenever such session is coming up.

If there is a wider need for example for a

particular project, doing capacity building as

part of product implementation and budgets are

related to this.

There is also capacity building that have

particular design, so you can get in touch with

us.

We put contact details on the last slide and you

just let us know what needs you have in that area

and we can see what we connected with them maybe

there is ongoing capacity building efforts that we

are doing.

>> Mondher: We used to have this regular training

for this stuff, and we would be really pleased to

[ indiscernible ] this.

I see two areas may be.

Really helping your colleagues in Washington and

in the field getting all of the information.

This will help them in all of the program design.

And we have other projects that we are

implementing.

The one that we have done for you based on what

the team is managed to do in different countries.

We started to gather some of them, and we can give

you some of this.

If you have a program, we can prepare this for you

and you implement the program.

It's not about us implementing.

We would be happy to share with you all the

information that we have, all that we have

prepared, and hopefully this will help you in what

you are implementing.

We have seen a good example of what we are doing

in Bangladesh.

We have seen that the program designed there is

based a lot on the survey.

It is continuing between the different

institutions, and I think this is having a strong

synergy between us is really a key to have for the

future.

>> Paul: And as I said at the outset, I think we

really are in need of sort of integrating more of

the ITC capabilities and resources into our

efforts globally.

I very much look forward to our being able to

revive our in person trainings and to make sure

that you and the ITC is very much part of those

efforts so that we can take advantage of work that

is being done.

We are coming close to the end of our time, but

there were two comments I guess really more than

questions that I just wanted to share.

One is from Alisha Grimes who is a college here in

Washington who works quite extensively on

environment related issues.

She writes that I am particularly interested in

learning more about how businesses are aware or

are grappling with the legality requirements,

including material identification and origin of

the large diversity of wood and paper products

under the U.S. Lacey act, also emerging

environment of services, goods and markets.

Again, that is a very large topic.

I know that the ITC is initiating more work on

sort of a green economy, but that's an area where

we all will be focusing on our efforts going

forward.

Perhaps you have some sort of preliminary comment

on Alisha's remarks.

Lastly, many USAID partners do not have knowledge

on how to use these tools as part of a development

project, mainstreaming it in development projects

could be a way forward.

Hopefully, that is what we have accomplished

somewhat this morning by having this presentation

and, hopefully, raising the awareness among a lot

of folks about ways in which these tools can be

utilized.

With just a minute or two remaining, Mondher,

Ursula, do you have any sort of responses or

concluding thoughts?

>> Ursula: Maybe on the environment of aspects, we

hear about that on the surveys.

Absolutely, we could drill down deeper into what

people said about the United States.

We are about regulations, but increasingly we hear

about private standards that are being introduced

and there is also a tool that looks at those.

This is clearly an area of concern.

Other than that, do respond to the last poll,

because may be a to one of the questions that

you've had.

>> Mondher: Once again, thank you for this

opportunity.

If we can change the relation, I think that is

huge.

We would like to see if we can implement a system

where we can inform you about what we are doing

more regularly and maybe on both sides in order to

help you in your implementation.

Not everything is about project or funding but

it's about synergy in the field, having better

information.

I think we have too much to do, both of us, and we

would be extremely pleased to join forces with

what you are doing in the field.

More closely together it could be really great.

>> Paul: Thank you very much.

I couldn't agree with you more.

Thank you so much for your time this morning, for

your very exhaustive presentations, which we know

will lead to other sort of opportunities to delve

deeper into the research that the ITC has.

For those who are within USAID, I want to remind

everyone that I serve as the point of contact for

a relationship with the international trade

center.

If there are questions or opportunities for us to

collaborate with you in the field with work that

is being undertaken by other bureaus or offices

here in Washington, please contact me.

Please reach out to me and we can discuss that

further.

Let me also say that as I set up the opening,

there's going to be a lot more forthcoming content

on trade issues during the month of July.

Make sure to keep your eyes open for blog posts

and other kinds of content that will be posted

throughout the month.

Last but not least, before we conclude, please

make sure to complete the final question on your

screen so that we can identify areas in which

there is an appetite for more information, more

exploration of issues that we have touched on

today.

With that, let me think our ITC speakers.

Let me think the production team for helping put

this event together.

We look forward to seeing you again in the

not-too-distant future.

Have a good day.

>> Thank you, Paul.

Thank you, my friends.

On the screen you will find that information, the

market analysis website as well as if you are

within USAID, Paul's e-mail address so that you

may contact him for more information.

On the screen we have just launched a pool for

you.

We do ask that you enter that response in the

radio button that associates with your most kind

of preferred response, and in the chat you will

notice we have also included the market link

website where we will be posting the recording and

any other relevant documents that have come up

during the session on that website.

Thank you, everyone, so much for your

participation, for your active attention, and we

do wish you a great rest of your day no matter

where your feet find you.

>> Ursula: Thank you to all.

>> Mondher: Goodbye, all.