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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.