

Access to global trade information to be made easier

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THE GLOBAL TRADE Helpdesk (GTH) has made its databases and other trade-relevant information easier to access by providing a single point of entry to users and is now seeking cooperation of other countries to make it more real time.

Global Trade Helpdesk (GTH) is implemented by the International

Trade Centre (ITC), a multilateral agency that has a joint mandate of World Trade Organisation (WTO) and United Nations Conference on Trade and Development (UNCTAD), which has been around since 1964.

GTH has been a single point source of trade-related information. The information on that platform is quite technical and the Jaipur Call for Action at the G-20 Trade and Investment Ministerial

Meeting in August called for making it more user friendly for small and medium businesses.

"So we created a freely accessible platform that centralises information through a single digital entry point. The best is to come. Emerging technologies are changing the way we interact with data and complex information into clear and actionable fragments," ITC director Mondher Mimouni said.

"Together we can revolutionise how quickly and easily the MSMEs access the information," he said at a seminar organised by ministries of finance, commerce and industry and labour.

Information available on GTH includes market opportunities, statistics, price information and regulation. The platform compiles information from 1200 economies, agencies like World Bank, WTO and

UNCTAD, 14 different global databases and 11 partner providers.

The information through GTH can help level the playing field for small businesses. "Without information or deficiency of information we are excluding many small and developing countries. They keep exporting to traditional markets without getting an opportunity to diversify their economy and move up the value chain," Mimouni said.