



**WORLD TRADE CENTER™**  
**NAVI MUMBAI**



**Trade Investment Promotion Services**  
**TIPS News Bulletin**  
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**“BRINGING THE WORLD TOGETHER”**

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Important developments in the area of global trade and investment from point of view of India are identified below:

**\*\* QUAD Equation:** Recently India, USA, Australia and Japan have come together to curtail influence China is exerting on global economy through its policies. China is in the process of dominating the world stage – politically, economically as well as socially. So these four countries QUAD Formation is expected to reduce this dominating position and to provide respite and an alternative to the countries of the world affected by China policies. And these also include these four countries themselves. We have to wait and watch to see what equation emerges in the future.



**\*\* Corona Pandemic:** India seems to be still reeling under pressure of the second wave of Corona pandemic. In fact many countries are still affected by Corona second wave but not as much severe as in India. India has also begun its vaccination drive. But people seem to have forgotten the Corona impact of last year and are taking the situation lightly. Especially in Maharashtra State another lockdown seem to be imminent unless people realise the importance of regulations and restrictions in place.

**\*\* India Trade Policy:** India's exports are not picking up as expected. Hopefully new Foreign Trade Policy will be announced soon. Unless new promotional measures are introduced there is a danger of export stagnation. Some ideas for export promotion are indicated here. District Export Development Centres need to be set up with Exhibition and Convention facilities as integral parts. The idea of Export Business Incubation and Start-ups Centres also need to be set up. Sending Business Delegations abroad should become a professional way of doing business which can contribute to exports.

**\*\* States Export Policies:** Indian States need to evolve their own export policies to put thrust on exports. Presently these are lacking. In fact the capitals cities of the states should have export hubs such as for example World Trade Centres or Expo Centres or large Convention Centres. Further States should also consider having their own Trade and Investment Offices abroad for promotion purpose. In fact States should seek cooperation of industry and business in such endeavours. Industry and businesses have their own contacts abroad that can be utilised for the purpose. States should also actively participate in globally important events on a large scale such as exhibitions and conferences such as CES, Anuga, etc. This will enable the States to attract more and more trade and investments and also help them in their globalization drive which is the need of the hour.

WTC Navi Mumbai and its TIPS Bulletin expresses best wishes to the Members & Associates and Readers for new and better business opportunities and development in future.



As a valued member of World Trade Center (WTC) Navi Mumbai we are pleased to invite your organization to attend the [World Trade Centers Association's \(WTCA\) 2021 General Assembly \(GA\) Week](#), taking place Monday, April 26 through Friday, April 30, 2021.

**With two half-days of livestream programming and five full days of Artificial Intelligence (AI)-powered B2B networking across all time zones, this virtual event is not to be missed. In fact, we are offering our WTC members complimentary access to the entire event because we strongly believe you should attend!**

**Here are three more reasons you should attend the WTCA GA Week:**

1. **B2B networking via Artificial Intelligence (AI)-powered matchmaking**, using an algorithm to effectively connect all attendees to business prospects around the world
2. **An exclusive attendee roster of leaders of business, government and international organizations** from the 320+ WTCs across nearly 100 countries
3. **Mainstage livestreams featuring keynote speakers:**
  - Bernard Kuiten, Head of External Relations of the World Trade Organization
  - Feike Sijbesma, Chairman Emeritus of Royal Dutch State Mines, Chairman of the Supervisory Board Royal Philips, and a member of the Supervisory Board of the Dutch Central Bank
  - Hamid Mamhoud, Senior Council at King & Spalding LLP – Geneva office
  - Peter De Keyzer, CEO of Growth Inc. and former Chief Economist of BNP Paribas Fortis
  - Richard Lui, filmmaker, author and NBC/MSNBC anchor
  - Sharif El-Gamal, Founder & CEO of Soho Properties
  - Suzanne Gaboury, Director General, Private Sector Division of the Asian Development Bank

To view the GA agenda, learn more about AI-powered matchmaking and to register, visit: <https://events.bizzabo.com/WTCAGA2021>.

**We look forward to you joining us April 26-30, 2021!**

## Export Advisory Services of WTC Navi Mumbai

WTC Navi Mumbai has also started an Export Advisory Services for the benefit of its

Members and Associates as well as business visitors and start-ups.

These include among

others Export Products & Markets Identification, Trade Leads/Buyers, Policies & Procedures etc.

Venue: - WTC Navi Mumbai Office (Tuesdays & Thursdays with Prior Appointment Only)

For Further Details Contact: - Mr. Jayant Ghate:

[jayant.ghate@wtcnavimumbai.org](mailto:jayant.ghate@wtcnavimumbai.org) / +91 9820 342535

Mr. Jayesh Khade: [jayesh.khade@rediffmail.com](mailto:jayesh.khade@rediffmail.com) / +91 7666 002002

## Digital Marketing Advisory Services at WTC Navi Mumbai

WTC Navi Mumbai has initiated this service to upgrade Business Development of MSME's

especially in the Global Arena. In the following areas MSME's will find this service useful:

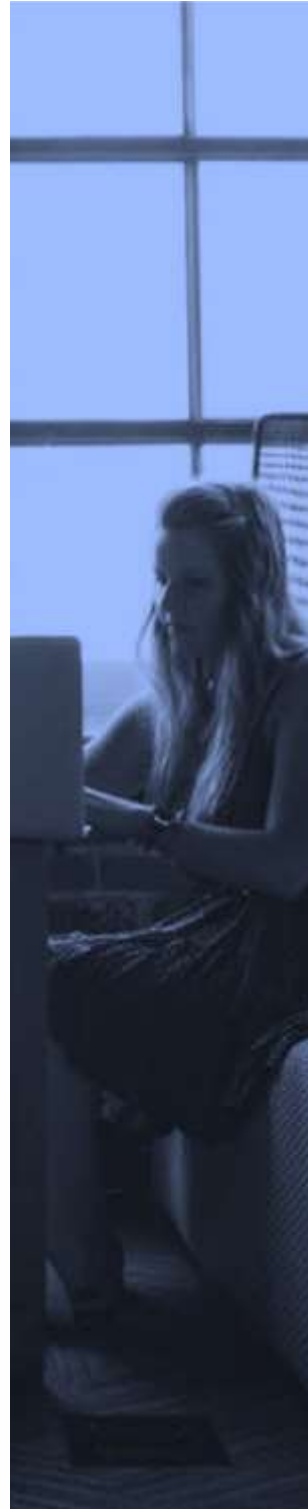
- ☑ Website Design & Development
- ☑ Digital & Social Media Marketing
- ☑ Online Business & Search Engine Optimization (SEO)

Venue: - WTC Navi Mumbai Office (Tuesdays & Thursdays with Prior Appointment Only)

For Further Details Contact: - Mr. Jayant Ghate:

[jayant.ghate@wtcnavimumbai.org](mailto:jayant.ghate@wtcnavimumbai.org) / +91 9820 342535

Mr. Akshay Chaskar: [Akshay@hillsndaes.in](mailto:Akshay@hillsndaes.in) / +91 92242 41900



## GLOBAL EXPO INDIA LAUNCH



WTC Navi Mumbai actively participated in the launch event of Global Expo India held at Navi Mumbai on February 13, 2021. Around 50 representatives from MSMEs, Business and Academics attended this Global Expo Channel Partners get-together meet. Global Expo India has ambitious plans to organize promotional events for the Indian industry and trading community. It aims to organize Exhibitions, B2B and B2C Meets, Business Delegations to overseas countries and so on. Supported by many trade promotion organizations like WTC Navi Mumbai, IMC Chamber, MSME Chamber, D Y Patil University School of Management, Trade Commissioners and Consul Generals in Western India, such programs would add value to the global and local aspirations of MSMEs.

Mr. Bhaskar Dastidar CEO of Global Expo presented these programs and plans to the participants while welcoming the guests. He and his colleagues explained the details of the programs planned at Navi Mumbai CIDCO Exhibition Centre and Statue of Unity in Gujarat state during the year 2021.

Mr. Jayant Ghate Advisor of the WTC Navi Mumbai is the Patron of Global Expo India. He addressed the audience and explained the Role of WTC Navi Mumbai in promoting and supporting the trade development events like Global Expo. He explained the services offered by the WTC Navi Mumbai and activities of WTC promoter Group Raheja Universal. He added that nearly 15 WTCs from various countries have agreed in principle to promote participation in Global Expo events.

Mr. Ghate also touched upon the industrial and trade policies of Government of India and State Government of Maharashtra and suggested setting up of District Export Development Centers to promote exports from India.

Dr. R. Gopal Director of DYPUSM presented the D Y Patil University School of Management programs and its forthcoming International Business Conference in March 2021. Mr. Indrajit Ghosh Chairman of MSME Chambers of Commerce presented the services of his Chamber for the benefit of participants. Mr. Harshwadan Parikh WTC Navi Mumbai Faculty shared his experiences and made the launch event more meaningful.

## DYPUSM INTERNATIONAL BUSINESS CONFERENCE 2021



WTC Navi Mumbai was the co-organizer of the 11th International Business Conference (IBC) organized by D Y Patil University School of Management (DYPUSM) Navi Mumbai on March 10, 2021. The Conference held virtually was a great success in terms of participation of over 2000 students and 100 companies. More than 10 guest speakers from various institutions and companies shared their views and experiences on the Theme “Make for Bharat to Globe”. Dr. R Gopal Director of DYPUSOM delivered the welcome address. He explained the Conference Theme in the context of Corona Pandemic as well as Atmanirbhar call of Indian Prime Minister. He also identified several sectors and provided statistics thereof to justify Make in India and for development of India’s trade and investment.

Mr. Jayant Ghate WTC Navi Mumbai Advisor explained the role played by the WTCA and its WTCs network in the current situation for promoting effectively international trade and investment. He mentioned that the WTCA has tied up with the ITC/WTO/UNCTAD of the United Nations to offer special service of Global Trade Helpdesk (GTH) to the members and associates of the WTCs. He also made few observations on the IBC Theme and said that the Pandemic has left indelible impression on the world history. Mr. Ghate expressed that India’s policy to supply vaccine to most of the countries on complimentary basis was laudable and humanity based. This has placed India on a global map of Healthcare Services and Pharma Industry. Similarly Indian IT Service sector and Online Education sector are bound to become global in true sense.

Some other Guest Speakers at the IBC included Mr. Pradeep Goyal, a well-known Industrialist, Prof. R S Mani and Dr. Vivek Arunachalam from education sector, Ms. Divya Momaya from IMC Navi Mumbai, Mr. Indrajit Ghosh of MSMEs Chamber and Mr. Bhaskar Dastidar of Global Expo India besides H E Mr. Agus Saptono Consul General of Indonesia and Dr. Vivek Arunachalam of Berlin School of Management. IBC also included a Start-up Competition as well as placement opportunities for the student participants. WTC Navi Mumbai has been regularly supporting and cooperating with DYPUSOM every year in organizing such annual event.

## WTC MONTEVIDEO FREE ZONE.

Feb 25, 2021



WTC Montevideo Free Zone, the Free Trade Zone of Services that attracts global technology companies. After an investment of USD 45 million, last December Tower 2 became operational, consolidating the growth of WTC Montevideo Free Zone, the Free Trade Zone Complex.

The new tower is located next to Tower 1, where over 200 companies and 1,500 people working in give proof of a successful trajectory. As occupancy in Tower 2 evolves, there will be over 3,500 people working in both towers every day.

Among the firms that have confirmed their operations in the tower, we highlight FinTech, a Uruguayan unicorn company, dLocal, the Argentinian technology giant and unicorn company, Globant, Deloitte, Etermax (a technology and creativity international company), blockchain industry firms and other professional services firms. Currently, there are several prospects for technology and professional services firms that wish to set up their headquarters in Uruguay and export services from here to the world mainly with Uruguayan talent. WTC Montevideo Free Zone has received two recognitions from Great Place to Work in Uruguay. We ranked #28 on the Best Places to Work in Latin America list (up to 500 employees category), and #3 on the Best Places to Work for Women in Uruguay list (up to 150 employees category). We highly appreciate these prestigious recognitions which motivate us to become an excellent workplace in Uruguay and worldwide.

## WINTERNATIONAL RETURNS IN A NEW YEAR-LONG VIRTUAL

Feb 04, 2021

Winternational Returns In A New Year-Long Virtual Format

The 9th annual marketplace showcases embassy-curated items from around the world.

By Kelly Magyarics January 22, 2021

DMV residents and visitors may not be able to convene this year in the Ronald Reagan Building for the popular event where more than 60 embassies celebrate and showcase their culture, history, tourism, traditions, food and beverage. But organizers are giving you another way to travel and shop the world.

This year, Winternational, an annual event that celebrates DC's diverse diplomatic community sponsored by the World Trade Center Washington, D.C., has gone virtual. The Winternational Virtual Marketplace gives people the opportunity to shop for visual and decorative arts, handcrafts, appeal,



jewelry and culinary fare. What's more, it will be open through December 2021, making it a unique place to shop for holidays, birthdays and other special occasions throughout the year.

## ONTARIO'S TECH SECTOR

Deloitte recently released its [12th annual Tech Trends report](#). It provides insights into how organizations are using technology to thrive in the face of change due to the current pandemic.

Amidst challenging times, Ontario's tech sector continues to show strength. [With over 300,000 tech workers and 23,000 firms](#) with three of the largest start-up ecosystems in the world in Toronto, Waterloo and Ottawa, the Province of Ontario is North America's second largest IT cluster, after California. Ottawa alone reported to have the highest concentration of technology talent in North America as mentioned in the [Invest in Ontario article](#).

Without question, COVID-19 has impacted all the businesses within the tech sector, yet they continue to show resiliency. This February, the World Trade Centre Toronto, in partnership with the Ottawa Board of Trade and Invest Ottawa, will launch the Virtual Trade Accelerator Program for tech companies to support their international expansion. TAP is an award-winning, innovative program, designed to accelerate the strategic development of Canadian businesses for expansion into international markets.

## CANADA-INDIA COMMERCIAL EXCHANGE MAY DOUBLE IN 3YR

"Canada can play an important role in realising India's mission of USD 5 trillion economy in the next five years. Already, the size of bilateral engagement is USD 100 billion, including two-way trade, investment, education exchange and remittances. I expect this size to double in the next three years." said H. E. Mr. Ajay Bisaria, High Commissioner of India to Canada at a webinar on Canada (British Columbia)-India Trade and Investment Opportunities with special focus on Infrastructure (Engineering) sector. The webinar was jointly organised by Govt. of British Columbia, Canada, WTC Mumbai, BC-India Business Network and WTC Vancouver, Greater Vancouver Board of Trade.

Speaking on this occasion, Ms. Selena Basi, Assistant Deputy Minister, Trade and Industry Development - Ministry of Jobs, Economic Recovery and Innovation, Govt. of British Columbia, Canada remarked, "India and British Columbia can collaborate in promoting green economic recovery in the Post-Pandemic era, with focus on clean technology, renewable energy, smart city projects, and others."

## MOU'S BETWEEN WORLD TRADE CENTER KABUL & CHAMBERS



MoU's signed between World Trade Center Kabul and Chambers of Afghanistan:

Kabul - 13 January 2021

The World Trade Center Kabul held its first introductory and networking event with the leadership of the Afghanistan Chambers on January 13, 2021, on the sidelines of the meeting, MoU's were signed between the WTC Kabul and the following Chambers:

- International Chamber of Commerce in Afghanistan (ICC Afghanistan)
- Afghanistan Women's Chamber of Commerce and Industry (AWCCI)
- Afghanistan Chamber of Agriculture and Livestock Products (ACALP)

- Afghanistan Craftsmen and Shopkeepers Chamber (ACSC)
- Pakistan-Afghanistan Joint Chamber of Commerce and Industries (PAJCCI)

Based on these agreements, the World Trade Center Afghanistan and the Chambers will work together on the following areas:

- Connecting the members of the chambers with businessmen and investors of different countries.
- Cooperation in holding programs, dialogues, conferences, exhibitions and other national and international conferences inside and outside the country.
- Marketing for Afghanistan's export products in international markets through the World Trade Centers network.

Use of other facilities and services of the World Trade Center Afghanistan to hold various programs.

## “CYPRUS FAST TRACK BUSINESS ACTIVATION MECHANISM”

The Minister of Energy, Trade and Industry, Ms. Natasa Pilides, presented today the “Fast Track Business Activation Mechanism” that had been approved by the Government on September 3, 2020 and was activated in October, already attracting the interest of foreign companies, to businessmen and other interested parties.

## INTERNATIONAL COMPANIES EYE PALM BEACH COUNTY



Palm Beach County, Florida has been on the radar of many companies around the globe as a strategic business location. Home to 39 cities and towns, popular ones including Boca Raton, Palm Beach, West Palm Beach, Jupiter, Delray Beach, and Wellington, it's strategically located in South Florida just 60 miles north of Miami, Florida.

What is most appealing to companies is the convenient access to world markets with local transportation hubs like Port of Palm Beach and Palm Beach International Airport. The County is also part of a tri-county region in South Florida that has 6.5 million Floridians, three international airports, 3.1 million labor force, and three Virgin Trains

USA (formerly Brightline) high-speed rail stations that connect the downtown centers of West Palm Beach, Fort Lauderdale, and Miami.

## MR. VINEET VERMA APPOINTED AS VP OF KTS



Mr. Vineet Verma , President-WTC , ED & CEO Brigade Hospitality is the Vice President of Karnataka Tourism Society. He met the Hon. Chief Minister of Karnataka Mr.B.S. Yadiyurappa along with other office bearers of Karnataka Tourism Society and submitted a memorandum seeking support for re-opening of the sector post Covid. The delegation requested the State Government to consider certain relaxations and exemptions to the ailing tourism, hospitality and travel industry. These sectors continue to bear the brunt of the pandemic and nationwide lockdown that followed. They suggested that the State should declare these sectors as industry and defer the decision to hike electricity and water tariffs. The meeting also discussed ways to boost domestic tourist inflow into the State.

Under his able guidance Brigade Hospitality in association with Bangalore Chamber of Commerce and Industry have recently announced an online upskilling course that can help freshers and existing employees enhance their skills in the hospitality sector.

## MEMBER SPOTLIGHT: MOR IRISH GIN



A grandfather's legacy as a master distiller played a substantial role in the creation and inspiration of Mor Irish Gin, a global award-winning Irish spirit produced from the Arderin Distillery in Tullamore, County Offaly. Founder Eoin Bara credits solid roots, a strong ethos, and sheer fortitude as driving forces behind his high-end Irish gin's success, making it a standout beverage throughout the world. Eoin often jokes that "we're known as the second biggest distillery in Tullamore, well, because there's only two of us."

He worked for "too many" years in the constantly changing technology industry and decided; instead, he wanted to produce a product that would last the test of time. He took his passion, love of gin, and ingenuity (sprinkled with a little naivety) and started a new adventure in life. He went back to his family's history, creating an outstanding gin that will indeed be around for centuries to come.

## KOREA SOURCING FAIR 2021 VIRTUAL EXHIBITION

GBC (Gyeonggi Business Center), Mumbai is an initiative of the Gyeonggi provincial government of Republic of Korea (South Korea) situated at Mumbai. GBC Mumbai is a non-profit organization that is dedicated to promote trade between India and Korea.

### ***G-Fair Mumbai–Korean Products Exhibition***

**Date:** 21th,22nd & 23th April 2021

**No. Of Participants:**110 Korean Companies

**Exhibitors:** From industry sectors such as Consumer, Electrical & Electronics, Information & Communication, Construction, Medical, Mechanical & Metals, Machinery & Industrial products, Household & Living Appliances

### ***Benefits for Indian Companies:-***

Live Sessions Buyer-Seller Meet

Interact with Your Visitors online through Live Video Chatting or Text Chatting / Live Video Call

Visitors from all over India & Overseas

No Travel Cost, Setup Cost of Logistics

Digital Brochure, Visiting Cards Comfort of working from Home / Office Comfort of working on Desktop / Mobiles iOS and Android

# Networking Role of WTC Navi Mumbai Associate

## WTC Promotion by Jitendra Sakpal

WTC Navi Mumbai Honorary Member Associate Mr. Jitendra Sakpal has been helping WTC Navi Mumbai with his networking skills for more than two years since when he came into touch with the WTC.

Not only Mr. Sakpal is promoting WTC services and activities among his contacts in industry, start-ups, MSMEs and others but he is also assisting the WTC in terms of organizing programs, inviting participation of dignitaries and guest speakers as well as attending appropriate WTCA virtual events as per the needs. Always ready to help everyone, he ably brings his expertise and experience in contributing to the WTC Navi Mumbai mission of “Bringing the World Together”.

Mr. Sakpal has the work experience with the corporate sector in the field of HR Management with companies like Mahindra, Reliance (ADAG) and Essel Group for more than a decade. At Mahindra he came topper in Six Sigma Quality training and examination and subsequently organized a special on the job training for about 25 company managers for one year. While at Mahindra, he also participated in MDP of prestigious Harvard Business School.

Since 2013, Mr. Sakpal has started his own business activities such as manpower services, consultancy, online business & digital marketing, business finance services and so on. He is also helping start-ups and MSMEs in their growth aspirations by providing information and guidance. He himself has attended the well-known Senior Entrepreneurs Business Acceleration Program conducted by Wockhardt Group and facilitated by Accenture. His client list includes companies like Tata Group, Mahindra and Shell Transource in the area of recruitment. He is also associated with IIFL Finance in business loans promotion as well as with Magenta Power in EV charging and solar equipment's.

During the lockdown period he focused on online business of apparels, herbal and organic products and electronics and helped MSMEs in marketing and trade promotion. He regularly attends major global business events taking place in Mumbai such as exhibitions / conferences, CXO meetings, award functions. No doubt he is the Man of Networking for the WTC Navi Mumbai.



Mr Jitendra Sakpal

Tel: 7021109953

Email [jitendra.sakpal009@gmail.com](mailto:jitendra.sakpal009@gmail.com)

## Networking Role of WTC Navi Mumbai Associate

### Start-ups Promotion Drive of Jayesh Khade



Mr. Jayesh Khade – a Member Associate and Hon. Advisor to the WTC Navi Mumbai, wears many hats. He is a self-made entrepreneur, leather technologist, marketing specialist, and philanthropist and above all, has taken up the cause of Start-ups Promotion Drive which he is carrying out in a selfless manner.

Mr. Khade has recently initiated two Start-ups Promotion Centers in rural parts of Maharashtra State. “There is an urgent need to develop Start-ups Culture in rural Maharashtra and these two Centers will address to this need,” he says. He is closely associated with many Start-ups Incubation Centers such as for example R K Start-ups Incubation Center in Andheri and D Y Patil Institute of Technology Business Incubation at Pune.

Many Business Incubation Centers in the government as well as in the private sector all over India invite Mr. Khade as Guest Speaker and Guest of Honor to address their start-ups audience and he always makes it a point to visit them to share his knowledge and experience. His special areas of interest include Innovative Ideas, Funding Possibilities, Governments Schemes and Managing a Start-up.

Another area of Mr. Khade’s close interest is to bring together organizations having common business interests and thereby improve the manner in which growth and development happens. He has introduced many organizations to the WTC Navi Mumbai and helped the WTC in reaching more and more people. Recently he has brought together successfully Mahila Arthik Vikas Mahamandal – a Maharashtra Government agency and Government Leather College encouraging them to sign a Memorandum of Understanding for Cooperation.

# The Global Trade Helpdesk (GTH) - Discover a world of trade opportunities.



World Trade Centre Association (WTCA) Member Forum & International Trade Centre (ITC) has recently introduced a new tool to help your WTC members & Associates expand their reach.

Other partners of the Global Trade Helpdesk (GTH) includes - World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD).

The GTH simplifies market research for companies – and especially Micro, Small and Medium Enterprises (MSMEs) – by integrating trade and business information into a single, user-friendly online tool, which is free, timely and relevant. This tool aims to provide an integrated solution that puts a wealth of global trade information at the fingertips of entrepreneurs around the world.

The GTH aims to simplify market research for companies, and especially Micro, Small and Medium Enterprises (MSMEs), by integrating trade and business information into a single online portal. The initiative builds on existing ITC, UNCTAD and WTO services as well as partner organisations, including FAO, IADB, AFDB, WCO, and WB among others, to provide an integrated solution that puts a wealth of global trade information at the fingertips of entrepreneurs around the world. Using GTH, firms can compare demand for their products across markets, explore tariffs and other market access conditions, access details about buyers, navigate domestic export processes, and find business partners.

Over the next coming years, the initiative will continue to expand and integrate crucial trade intelligence and strengthen links with national and international information sources to provide the most comprehensive information possible to global exporters.

In an interconnected global economy, businesses of all sizes need to think internationally, both in terms of the markets to which they sell and their supply chains. But embracing global supply chains and doing business in foreign jurisdictions can add a great deal of complexity to how small and midsize enterprises (SMEs) trade worldwide.

## Tackling information challenges for MSMEs

Access to trade and market intelligence is critical to export success. However, micro, small and medium enterprises (MSMEs) often lack the resources and skills to acquire and process trade-related information.

According to ITC's surveys of 28,000 enterprises in 56 countries (2010-2017), "lack of access to information" and "information transparency issues" were reported as key obstacles by nearly half of the firms surveyed.

Global e-commerce is expected to reach a value of \$6.7 trillion by 2025.

The analysis further demonstrated that the smaller the company, the greater the challenges in accessing and using the relevant trade and market information. To address these prevalent information asymmetries hindering the competitiveness of MSMEs, the GTH brings together crucial information from across agencies in a user-friendly format to improve access to information for MSMEs and to provide access to crucial resources that can empower them to become active exporters.

Building the foundations for sustainable and inclusive trade-led growth

The Global Trade Helpdesk will focus its efforts in four key activities to enhance MSME access to key market information:

- \* Develop an interactive web application integrating relevant and comprehensive trade and business information .
- \* Build a network of International , regional, National partners co-ordinating trade information collection and dissemination .
- \* Strengthen data collection efforts , to maximise synergies and ensure comprehensiveness and updates of the information .
- \* Provide capacity building to enhance GTH dissemination especially for MSMEs to make better informed trade decisions .

The platform aims “to provide businesses, and particularly small businesses, with faster and easier access to trade data and information on potential export markets.”

Support for SME International Trade

The Helpdesk features a Support Materials section with various video tutorials and downloadable presentations to help explain how to use the Helpdesk, itself. But the primary features supporting international trade by small businesses are the customizable My Dashboard and Alerts sections.

Trade procedures — The number of steps required to complete the scenario and the estimated time required in days

Business corner — links to potential business contacts and related events

Market information — The preferential tariff (if any) and links to regulatory requirements, new WTO notifications, international standards, and voluntary standards

Policy outlook — The day’s price and total export value of the specified items.

The Alerts section lists notifications relevant to the trade scenarios defined in the Dashboard.

Right now those who are interested can currently access the site to road-test the tool free of charge.

Other Partners .

United Nations Industrial Development Organization (UNIDO)

Inter-American Development Bank (IDB)

Food and Agriculture Organization (FAO)



# The Global Trade Helpdesk (GTH) - Discover a world of trade opportunities.

World Bank Group (WBG)

International Chamber of Commerce (ICC)

World Customs Organization (WCO)

African Development Bank (AfDB)

Integrated Tools

TradeMap

Trade Map is an online application to analyze global trade flows, based on one of the largest trade flow databases in the world. It presents indicators on export performance, international demand, alternative markets and the role of competitors of the product and country perspective. Trade Map covers 220 countries and territories and 5300 products of the Harmonized System. The monthly, quarterly and annual trade flows are available from the most aggregated level.

Market Access Map

Market Access Map provides information on customs and other market access requirements applied by more than 200 countries. The application also covers tariff rates, trade remedies, rules of origin, plus the corresponding certificates, bound tariffs of WTO Members, non-tariff measures and trade flows to aid users and markets.

UNCTAD TRAINS

UNCTAD TRAINS provides data on NTMs at the HS 6-digit product classification of more than 90 countries (EU counted as a single market).

Export Potential Map

Export Potential Map translates a rigorous trade analysis of export information for 222 countries and 4,064 products. Based on an economic model that draws on trade, tariffs, GDP and geographic data, the tool helps countries spot untapped export potential and opportunities for export diversification. The tool facilitates evidence-based and strategic decision-making in the areas of export and markets.

Trade Information Portals

Several countries have developed National Trade Information Portals (TIPs) notably on the basis of eRegulations, a Content Management System created by the United Nations Conference on Trade and Development (UNCTAD) to help governments make rules and procedures fully transparent and facilitate business, trade and investment.

There are 10+ National TIPs developed by UNCTAD and ITC that are connected to the GTH enabling the visualization of step-by-step guides to trade procedures .

Sustainability Map

Comprehensive, verified and transparent information on standards for environmental protection, labor and labor rights, economic development, quality and food safety, and business ethics. The site currently covers more than 250 standards initiatives, more than 80 sectors and 180 countries.

## ePing

ePing enables timely access to the WTO Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary (SPS) notifications and facilitates dialogue between public and private stakeholders.

### Connect Americas

Connect Americas provides information on procedures and regulations for international trade, and the financing opportunities in IDB member countries. It seeks to help their businesses, by providing them to customers, suppliers and investors in the region and all over the world, segmented by industry.

### Rules of Origin Facilitator

Rules of Origin Facilitator is a free online portal designed to help MSMEs to understand easily the applicable rules of origin to their products and get the most benefits from available trade agreements via a simple search function.

### Conclusion

SMEs are often at a disadvantage to large companies when it comes to international trade, simply because of the resources required to stay up to date and in compliance with tariffs, import/export restrictions, and the numerous other factors that impact how small business trades globally. But tools such as the Global Trade Helpdesk can help level the playing field for SMEs by providing a free, timely & relevant means of staying on top of the latest policy and trade trends and regulations in an SME's primary markets.

The Global Trade Helpdesk simplifies market research for companies by integrating trade and business information into one personalised user-friendly, online tool.

### References

[www.globaltradehelpdesk.org](http://www.globaltradehelpdesk.org)  
<https://www.americanexpress.com>  
<https://www.wto.org>  
<https://www.wtca.org>

**Compiled by Jitendra Sakpal**

# WTC Navi Mumbai Membership Benefits

WTC Navi Mumbai is pleased to announce an additional membership advantage that will provide special facilities offered by Raheja Universal Group as part of its Raheja Care initiative.

- Besides providing the International Networking/ Access benefits to the WTC members, complimentary membership of Raheja Care will provide access to wide range of domestic advantages such as Lifestyle, Institutional Alliances as well as Special Alliances.
- Raheja Group has taken this important initiative leveraging its strength in core business and to provide these special benefits to its associates.
- New organisations/companies interested in WTC membership are requested to send the completed membership application form along with payment. The form is attached at the end of this bulletin.

## Membership Advantages / Benefits:

- Global Recognition
- WTCA and WTC network is a Global Brand known for Best Quality Practices. Your Membership brings you Global Recognition to start with.
- 330 WTCs operating in 92 countries provide Reciprocal Membership Services such as: Office Space, Business Centre, Exhibition / Meeting Rooms , B2B Opportunities, Seminars / Workshops, WTC Club, Hotel Discounts etc.
- WTCA / WTC Card to the Member for Access to these Services.
- There are 750000 Business and other organisations and 15000 Experts associated with WTCs Network. You can count on this for any of your International Business Needs.

## National & Local Benefits

- WTC Navi Mumbai offers significant benefits in terms of Access to the Global WTCs Network
- Knowledge Services include : Trade Information , Education , Trade Mission
- International Trade Library & Databases for Reference
- Participation in Seminars & Training Programs , Mentor Events
- B2B Meetings with Incoming Trade Delegations
- Referrals to Overseas Embassies / Consulates in India for Visa purpose
- Facilities : Temporary Offices & Meeting Rooms
- Value-added Market / Export Surveys, Industry Studies , Research (@ cost)

# Membership Application Form

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1. Name of the Company (In Block Letters) : \_\_\_\_\_
2. GST No : \_\_\_\_\_
3. Year Of Establishment : \_\_\_\_\_
4. Office Address : \_\_\_\_\_
5. Telephone No/Fax No : \_\_\_\_\_
6. Email : \_\_\_\_\_
7. Company Website : \_\_\_\_\_
5. Representative Name : \_\_\_\_\_  
Mobile Number : \_\_\_\_\_  
E Mail : \_\_\_\_\_

6. Company Profile (Attach Brochure) & Business Interests ( Pls Specify): Export ,Import, Countries & Products, Investment, Technology etc

Annual Fees : Rs. 2,950/- All Inclusive Payable by Cheque / DD in Favour of "Raheja Universal Pvt Ltd."

**Authorised Signature & Company Seal**