

## Trade Intelligence for all



[GlobalTradeHelpdesk.org](https://GlobalTradeHelpdesk.org)

Free. Timely. Relevant.

# The Challenge

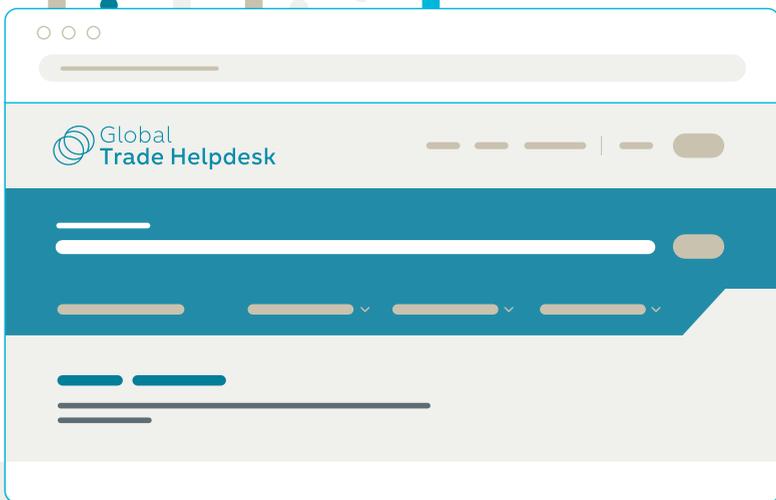
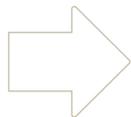
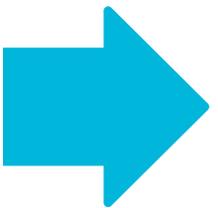
Access to timely and relevant trade intelligence is crucial for micro, small and medium sized enterprises (MSMEs) which make up the majority of global firms. Nevertheless, these firms often lack the resources to access and make use of this information, limiting their access to international markets and opportunities for growth.

## Did you know MSMEs....

- ◇ Provide 70% of employment
- ◇ And account for 50% of economic activity
- ◇ But are less likely to trade than larger firms

## How can the Global Trade Helpdesk help inform export decisions?

- ◇ Imports & import growth
- ◇ Export potential
- ◇ Tariff information/ rules of origin
- ◇ Regulatory requirements
- ◇ Sustainability standards
- ◇ Procedures required to get goods to market
- ◇ Intellectual property protection
- ◇ Trade finance providers, export promotion agencies and company contacts

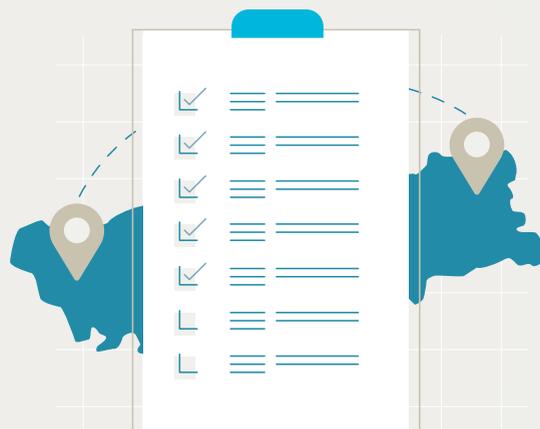


## The portal

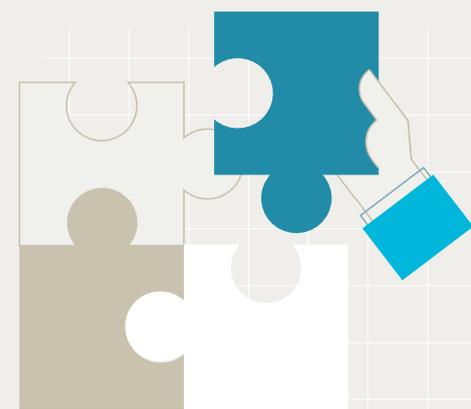
The Global Trade Helpdesk simplifies market research for companies by integrating trade and business information into one user-friendly, online tool. It provides accessible and comprehensive information for exploring trade opportunities and making informed business decisions.



Identify and evaluate export opportunities across target markets



Prepare your business to expand into new markets



Find partners for financing, export strategy development, distribution and more

# The initiative

The Global Trade Helpdesk Initiative is a multi-agency response to bridge information gaps in global trade in support of inclusive global growth.

It integrates information and resources from 11 partner agencies to facilitate access to key information for all firms, particularly the smallest.

Discovering trade opportunities across the globe has never been so easy.

For more information or any questions, do not hesitate to contact us at [info@globaltradehelpdesk.org](mailto:info@globaltradehelpdesk.org)



[GlobalTradeHelpdesk.org](http://GlobalTradeHelpdesk.org)