



Global Trade Helpdesk Initiative

WTO IWG on MSMEs

March 2nd, 2026

One-stop Shop of Global Trade Information



TRADE IMPACT FOR GOOD



www.globaltradehelpdesk.org/es

WTO - Internal

Global Trade Helpdesk

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Bienvenido al Global Trade Helpdesk

Descubre en un solo lugar un mundo de oportunidades con información detallada sobre importaciones, la dinámica del mercado, aranceles, aspectos regulatorios, compradores potenciales y más.



Procomex Alliance Webinar with Trade4MSMEs

Webinar Herramientas digitales para las PYMES:

Introducción a Global Trade Helpdesk y Trade4MSMEs

Acceda a la información comercial

para pequeñas y medianas empresas (PYMES), investigadores sobre temas de comercio internacional.

Empresas y empresarios

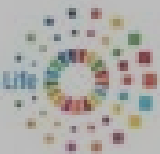
Nuestros guías para empresas y empresarios destinadas a las microempresas y las pequeñas y medianas empresas ofrecen un panorama general de los aspectos fundamentales del comercio internacional.

Comenzar e utilizar los guías para empresas

Encargados de la formulación de políticas e investigadores

Nuestra biblioteca de guías para encargados de la formulación de políticas e investigadores ofrece un panorama general de los aspectos fundamentales del comercio y la formulación de políticas en la esfera de las pymes.





Webinar Series on Internationalization
for SMEs to Reach New Markets

UNESCWA Webinar in Arabic

Session 12: Unlocking Export Opportunities
with the Global Trade Helpdesk (GTH)



Mohamed Issa

Global Market Analyst, International Trade Centre (ITC)



Tuesday, 17 February 2026



1:00 p.m. (Amman time)

FIATA Freight Forwarder's Directory now integrated into GTH **Hey!**



 Connect with thousands of freight forwarders now on Global Trade Helpdesk! Find the right logistics partner to get your goods to promising marke...

To view the full message go to www.alphatradehelpdesk.org/

New Module of Environmental, Social, and Governance (ESG) on GTH

Easy-to-understand guidance and curated resources to businesses



Does your product meet the mandatory requirements?

IN KENYA	IN PAKISTAN
1 Domestic Requirements 15	1 Product Requirements 2
	2 Pre-shipment & Inspection 2

Would you like to access niche markets?

These private, voluntary standards can help you get access to higher-value market segments (organic, Fair Trade, etc).

25

Sustainability Standards
Provide certification in your market and are also recognized in the target market.

[Find out more ->](#)

Global Trade Helpdesk

Home About Resources English Login

YOU ARE EXPLORING
Ethiopia's export of 090111 Coffee, whether or not roasted or decaff... to Switzerland

Edit

Market overview Requirements Procedures Go digital Identify partners

ESG Module

Navigate environmental, social and governance requirements and standards for your export journey.

- 1 Understanding ESG
- 2 Navigating the ESG Landscape
- 3 Assessment
- 4 Certification
- 5 Support

New ESG Module - Overview

1 Understanding ESG

Learn ESG fundamentals and its importance to international market access.

2 Navigating the ESG Landscape

Discover regulatory requirements and voluntary sustainability standards.

3 Assessment tools

Evaluate ESG readiness through a structured self-assessment.

4 Support resources

Access curated tools and materials from GTH partner agencies.

New ESG Module – Understanding ESG

✓ What is ESG

✓ Why does ESG matter to your business?

1
Understanding ESG

1.1 What is ESG?

Environmental, Social and Governance (ESG) is a framework used to assess how responsibly and sustainably a company operates and how it manages risks and opportunities beyond financial performance. ESG looks at three key areas:



Environmental

How a company impacts and protects the natural environment – including climate change, greenhouse gas emissions, energy use, waste, pollution, deforestation and biodiversity.



Social

How a company treats people and communities – including labour conditions, diversity and inclusion, human rights, health and safety, and responsible supply chains.



Governance

How a company is directed and controlled – including board structure, executive compensation, ethics, transparency, risk management and shareholder rights.

1.2 Why does ESG matter to your business?



ESG is essential to access markets

Economies are introducing new laws and requirements that companies must meet certain environmental, social and governance standards in order to sell products in their markets. These requirements increasingly apply not only to local companies but also to foreign suppliers through export and import regulations, TBT&SPS, due-diligence obligations, etc. As a result, exporters may be asked to provide information on environmental impacts, working conditions, human rights and business practices. Understanding and preparing for ESG requirements is therefore becoming an important condition for entering and remaining in many international markets.



ESG strengthens your competitiveness

In addition to laws, many large buyers, retailers and brands ask their suppliers to follow voluntary sustainability standards, such as ethical labour practices, environmental management, or responsible sourcing. These standards are not always required by law, but they are often required by private customers. Companies that can demonstrate good ESG practices may gain access to higher-value or niche markets, build trust with international buyers, and stand out from competitors.



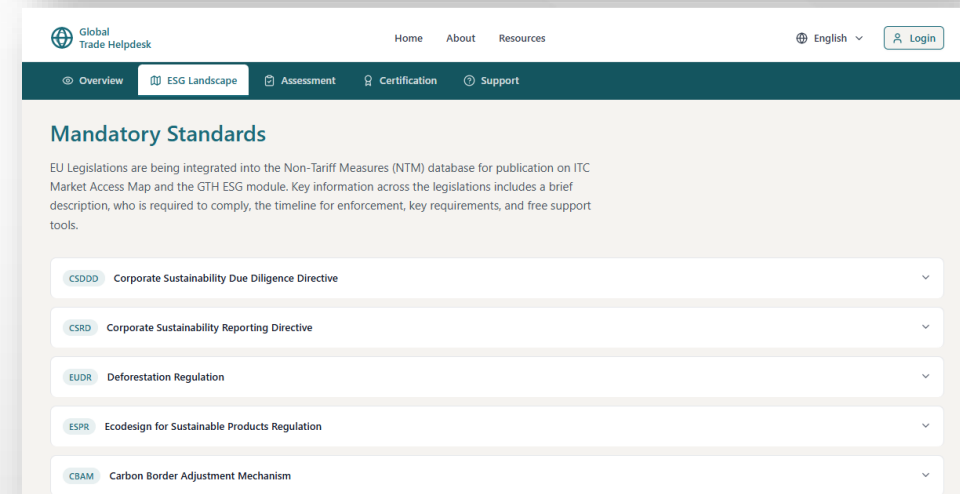
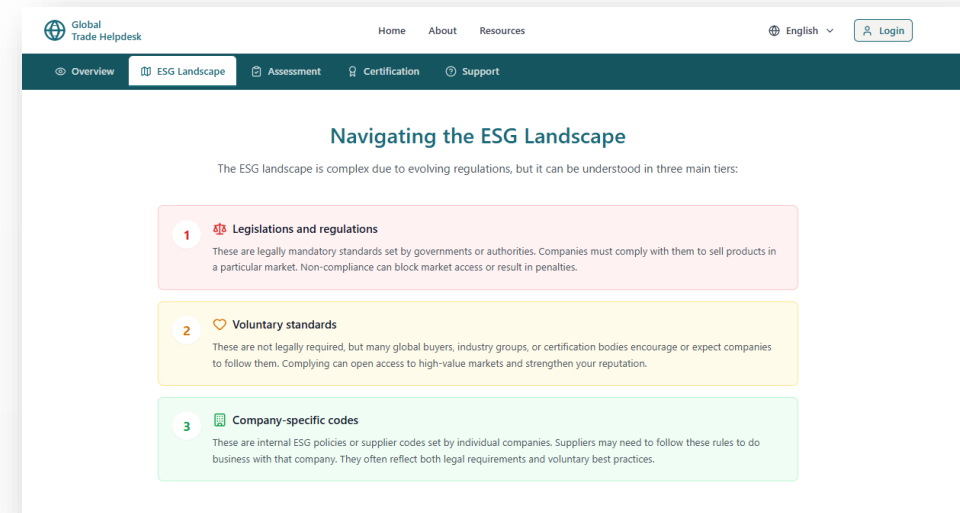
ESG increases your productivity

Working on ESG can also improve how a company operates. Better use of energy and materials can reduce costs. Safer and fairer working conditions can improve employee motivation and reduce turnover. Clear management and governance practices can improve decision-making and risk management. Over time, these improvements can increase productivity, reduce disruptions, and make the business more resilient.

New ESG Module – Navigation

Legislations and Regulations

- Corporate Sustainability Due Diligence Directive (CSDDD)
- Corporate Sustainability Reporting Directive (CSRD)
- Deforestation Regulation (EUDR)
- Ecodesign for Sustainable Products Regulation (ESPR)
- Carbon Border Adjustment Mechanism (CBAM)
- Packaging Regulations
- Battery Regulations
- Conflict Minerals Regulation
- Critical Raw Materials Act (CRM)

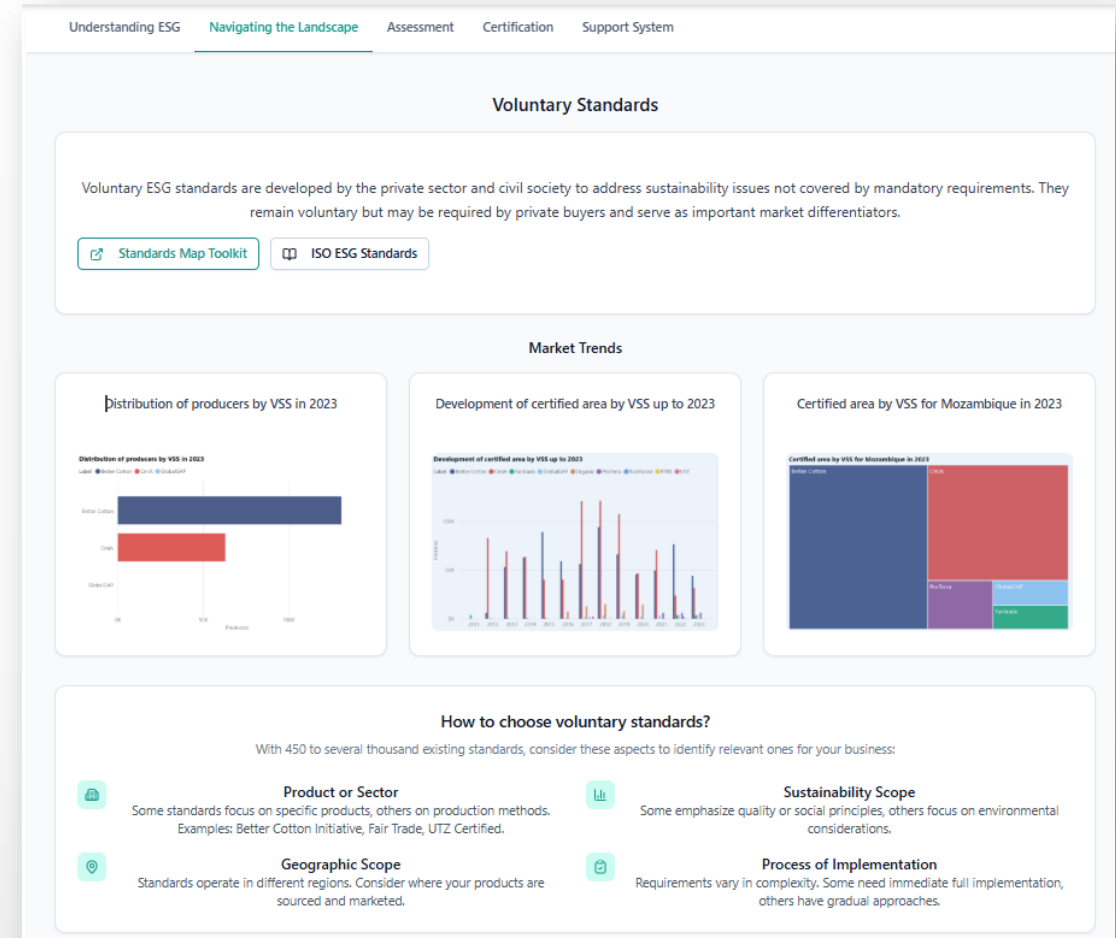


New ESG Module – Navigation

Voluntary Sustainability Standards

Incorporate ITC Standards Map

- Market trends
- Sustainability standards sorted by markets and HS code
- Certified business registry



New ESG Module – Assessment

3 Assessment

When you have identified the relevant standards, you can assess the gap between requirements and your ability to meet them to make sure you are ready for the ESG journey.



ESG Readiness Assessment Toolkit

Understand where your business stands across ESG practices. Identify strengths, address gaps, and build resilience to meet rising buyer expectations in global markets.

[Access Toolkit →](#)



ITC-ADB SME Sustainability Toolkit

Empowering SMEs to navigate sustainability standards for competitive and sustainable trade.

[Access Toolkit →](#)

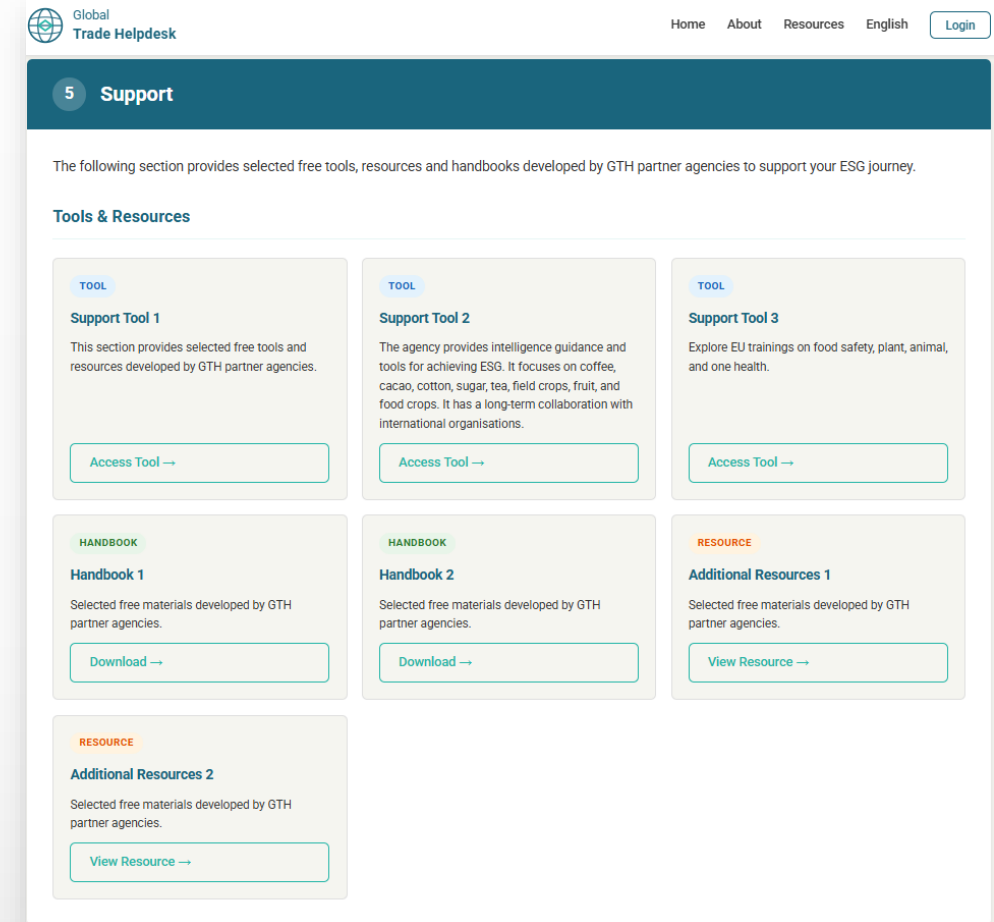


OECD Due Diligence Checker

Developed by the OECD Centre for Responsible Business Conduct with technical support from the International Trade Centre. Co-funded by the European Union. The checker covers 6 steps of due diligence.

[Access Checker →](#)

New ESG Module – Leveraging GTH Partners





Thank you!

www.GlobalTradeHelpdesk.org

Reach out to us:

Ania Jankowska - ajankowska@intracen.org

Mathieu Loridan - loridan@intracen.org

Youqing Lin - yllin@intracen.org

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