

Global Trade Helpdesk Initiative

WTO IWG on MSMEs

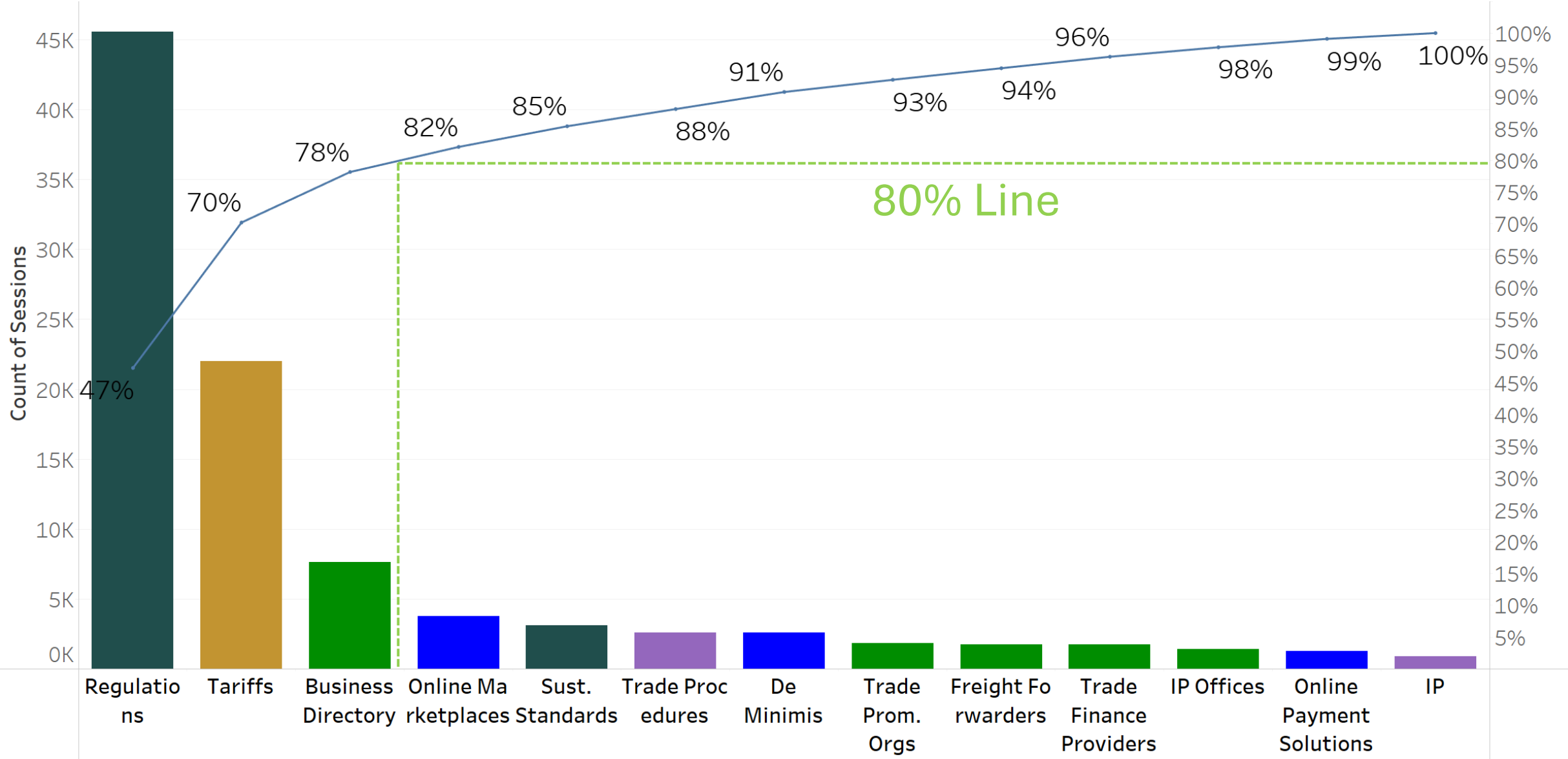
March 5, 2025



**What do users
look at most in
GTH?**



Distribution of Users' Interest

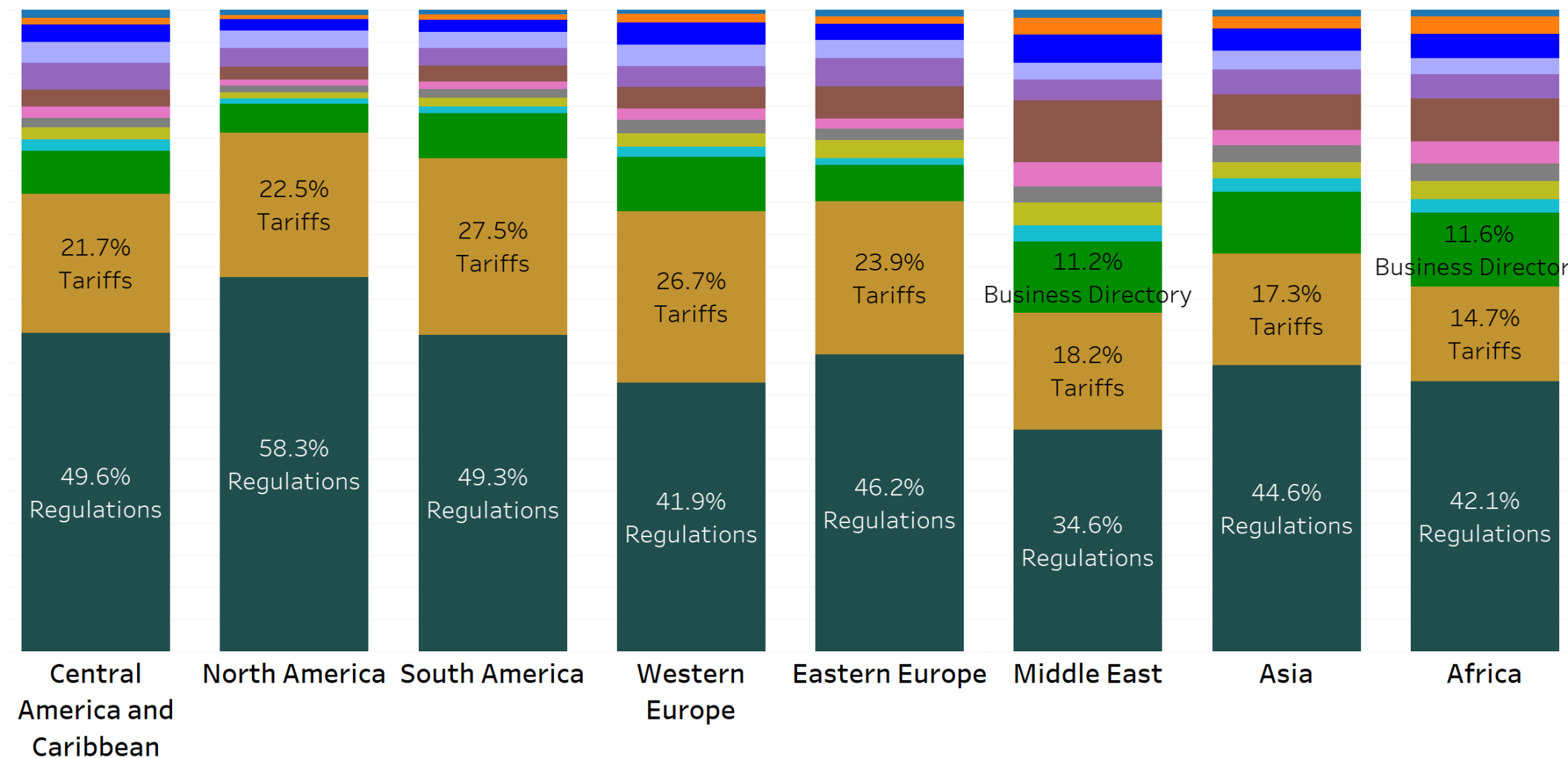


How is this different across geographical regions?



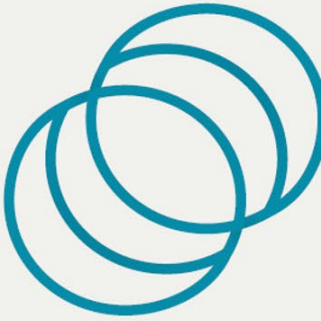
Distribution of Users' Interest Across Geography

- IP
- Trade Procedures
- Trade Finance Pr..
- IP Offices
- Regulations
- Online Payment ..
- Sust. Standards
- Freight Forward..
- Business Directo..
- De Minimis
- Online Marketpla..
- Trade Prom. Orgs
- Tariffs



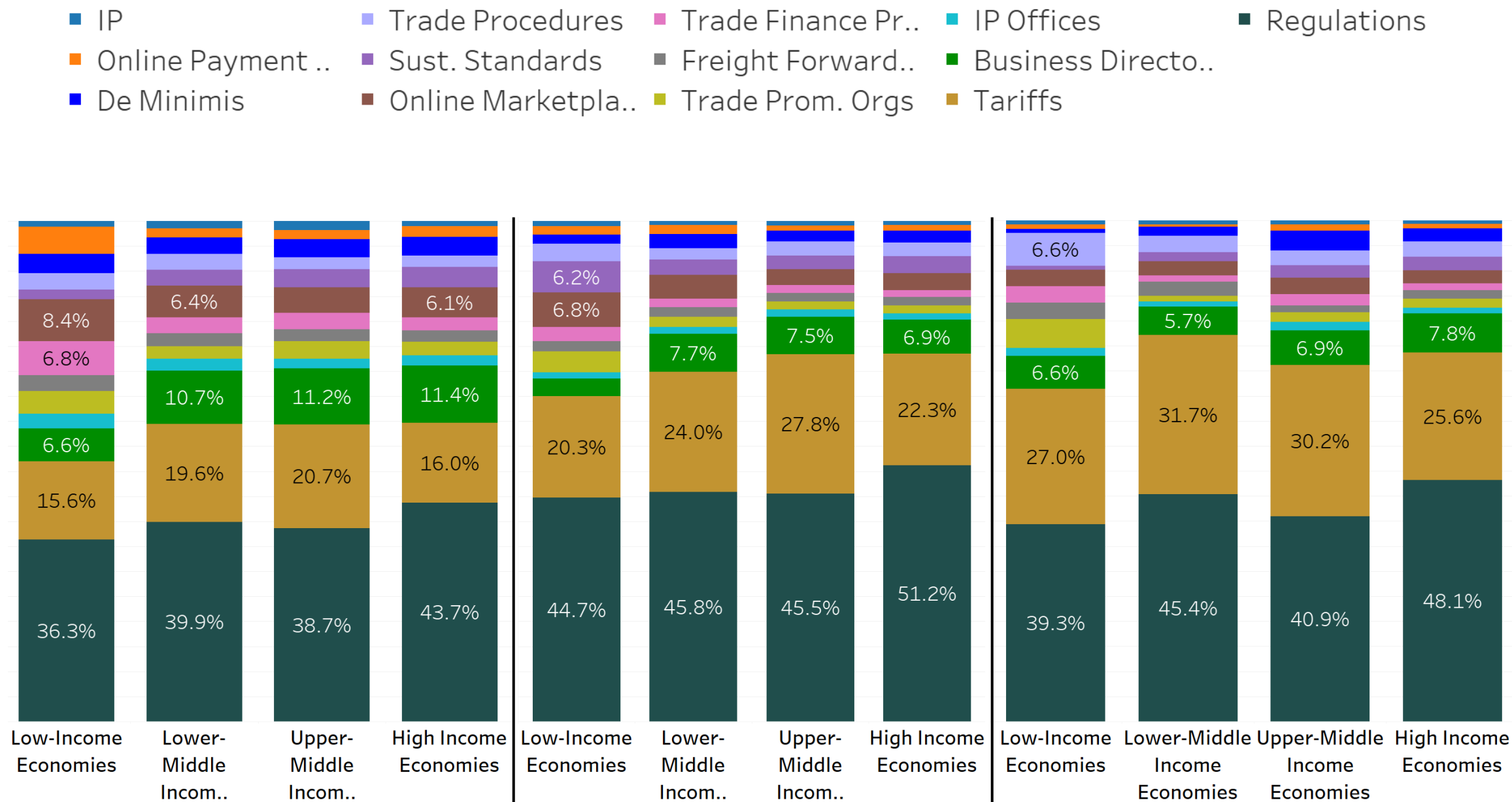


How do searches vary across levels of income?



Tr

User Engagement by Development Level of Markets



A few general trends on searches

- **Tariff interest is highest among exporters from high-income economies**, particularly when exporting to **lower- or upper-middle-income** markets.
- **Interest in Regulations is highest among exporters from upper-middle-income economies**, indicating their greater need for market-access information.
- Interest in **Sustainability Standards** rises with **the economic development** of the destination market.
- **Business Directory, Trade Finance, and Trade Promotion Organizations** shows a negative correlation with the economic development of the origin market. **Firms from low- and middle-income economies rely more on these resources.**
- In **e-commerce** engagement, **interest is relatively higher among exporters from lower-middle-income and low-income economies.**



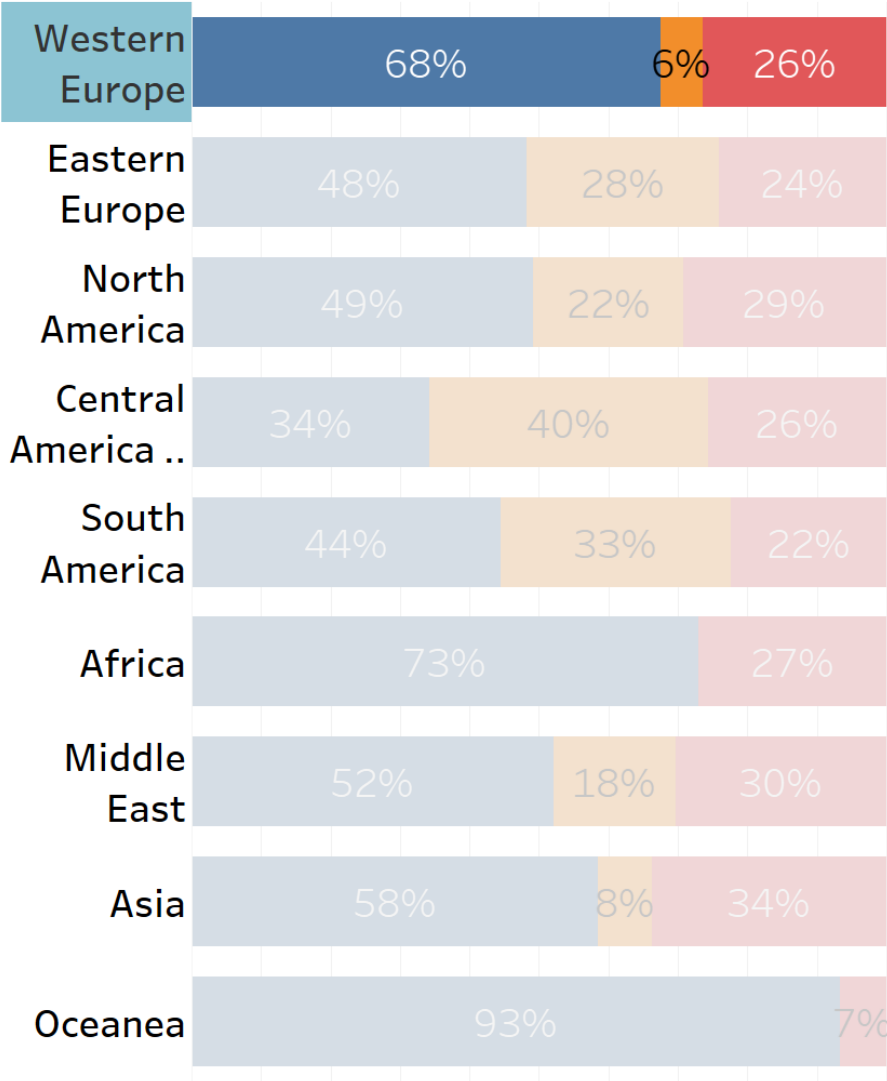
**Are searches
focused on cross-
continental or
intraregional
markets?**



Regional vs. Cross-Continental Trade: Where Exporters Look

Trade Focus by Origin Market:

- Cross-continent.. ■ Intra-regional
- Cross-regional

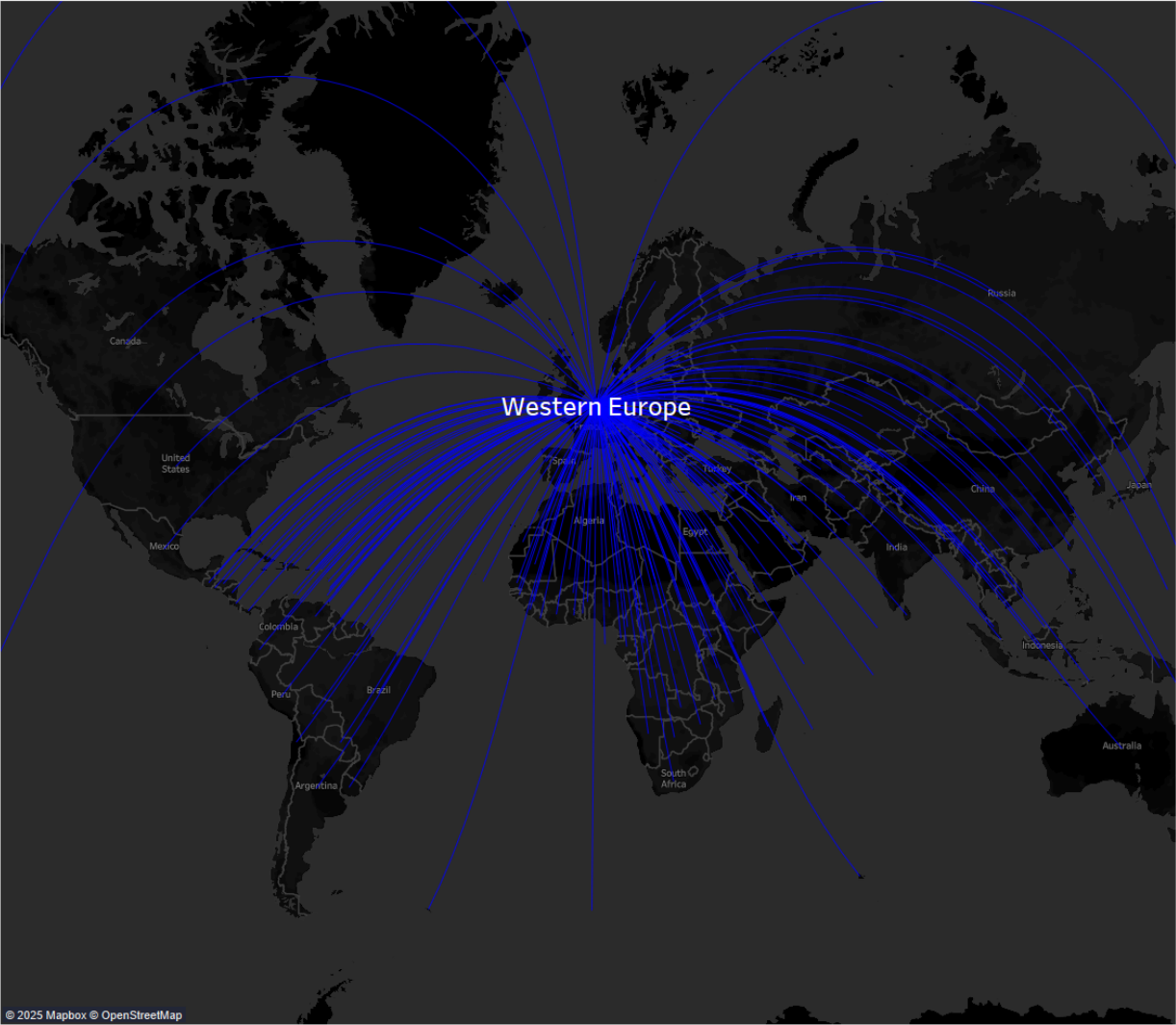


Searched Destination Markets

EU	21.9%
USA	9.9%
Mexico	5.4%
China	4.2%
UK	3.4%
Japan	2.8%
Brazil	2.8%
Switzerland	2.4%
Canada	2.2%
Colombia	2.1%
UAE	2.1%
India	1.9%
Peru	1.8%
Morocco	1.8%
Argentina	1.7%
Ecuador	1.7%
Algeria	1.5%
Australia	1.4%
Saudi Arabia	1.3%
Türkiye	1.3%

Origin Market:

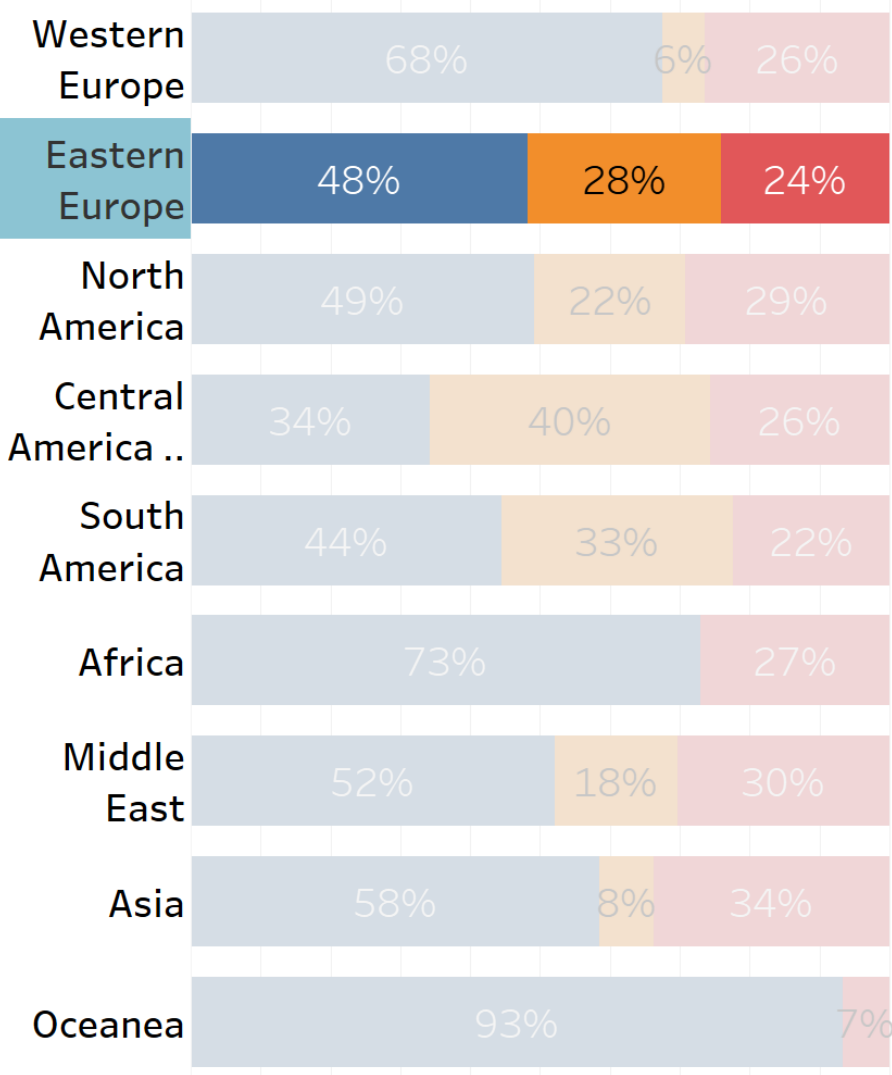
- Western Europe



Regional vs. Cross-Continental Trade: Where Exporters Look

Trade Focus by Origin Market:

- Cross-continent..
- Intra-regional
- Cross-regional

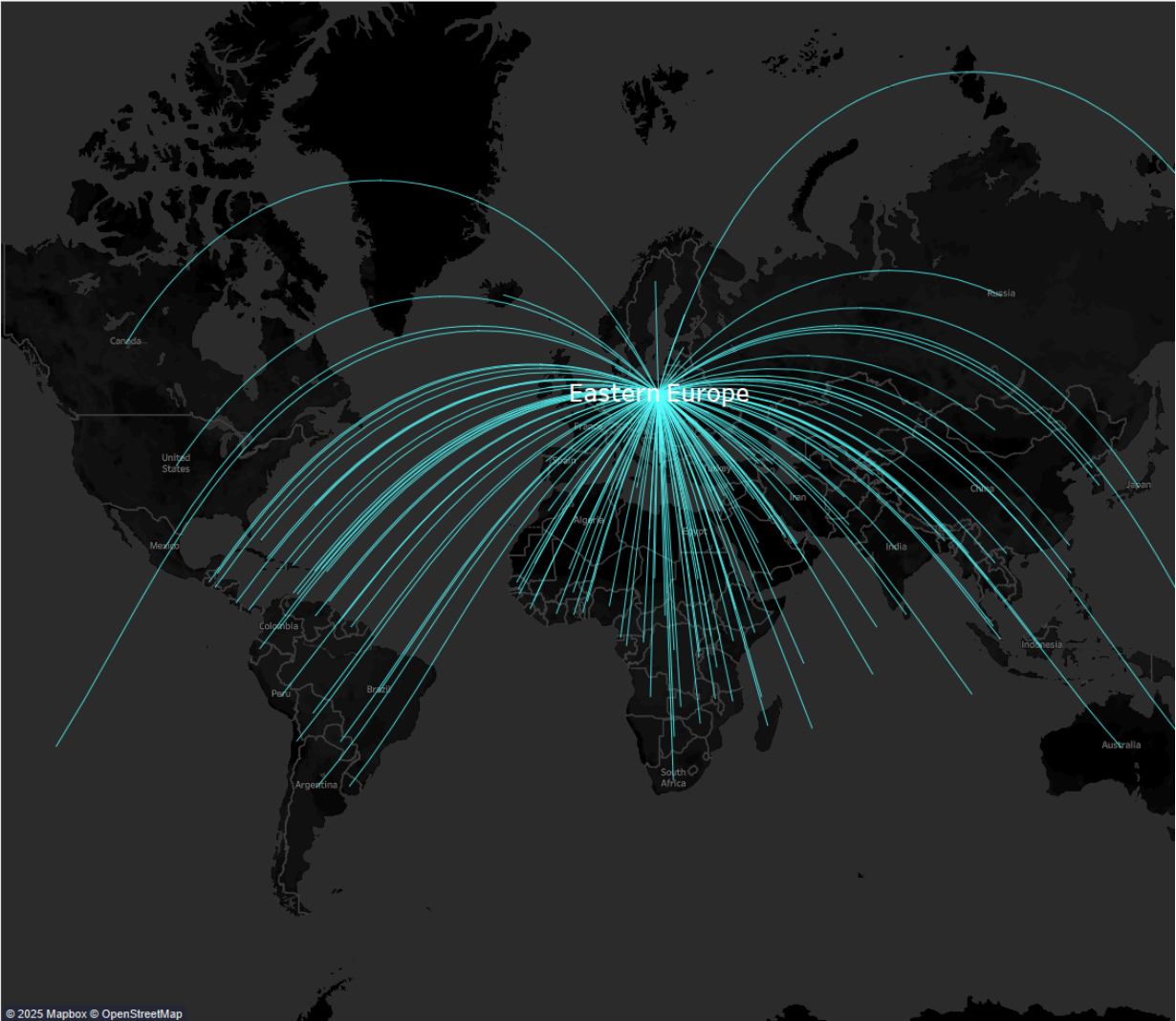


Searched Destination Markets

EU	36.2%
USA	5.3%
Egypt	4.4%
China	3.9%
Türkiye	3.8%
UK	2.3%
Albania	2.3%
Algeria	2.0%
Ukraine	1.8%
Switzerland	1.8%
India	1.6%
Iran (Islami..	1.4%
Canada	1.4%
Russian Fe..	1.3%
Brazil	1.3%
Mexico	1.2%
UAE	1.2%
Moldova, R..	1.2%
Kazakhstan	1.1%
Azerbaijan	1.0%

Origin Market:

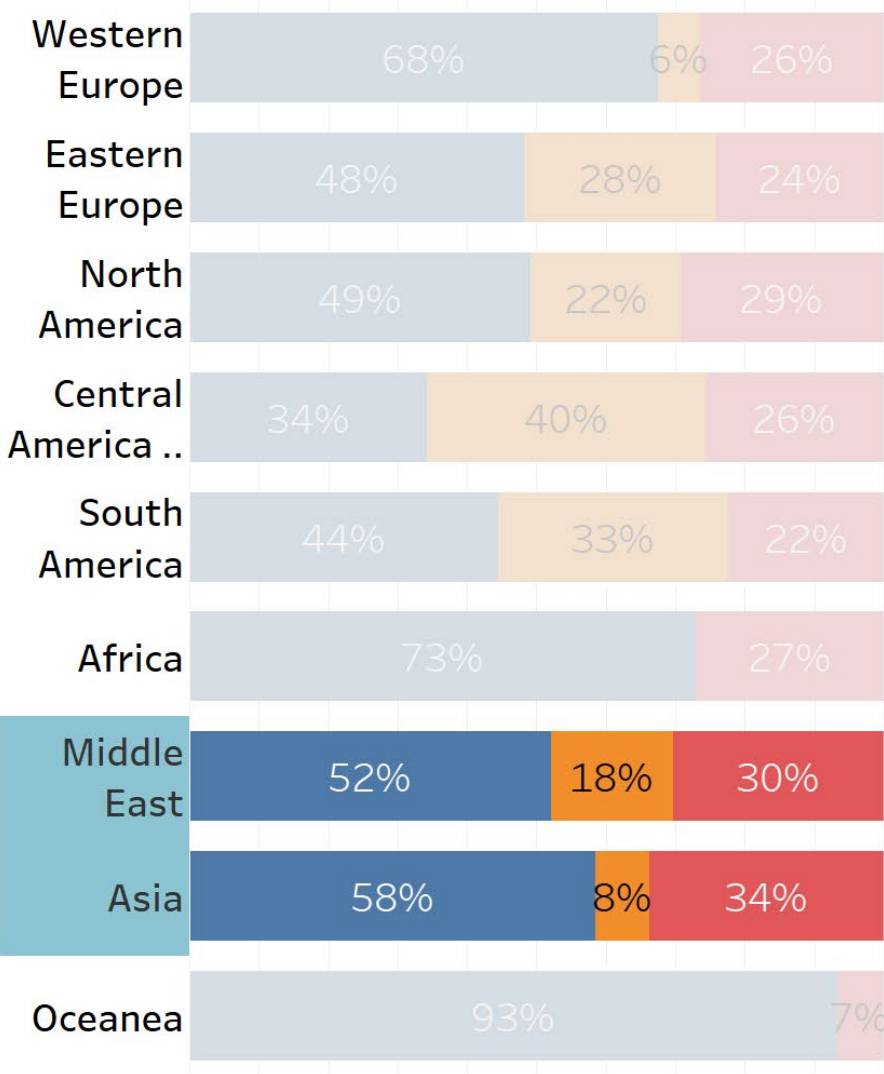
- Eastern Europe



Regional vs. Cross-Continental Trade: Where Exporters Look

Trade Focus by Origin Market:

- Cross-continent..
- Intra-regional
- Cross-regional



Searched Destination Markets

EU	13.4%
USA	12.7%
China	5.3%
Japan	3.6%
UAE	3.1%
India	2.9%
Russian Fe..	2.8%
Saudi Arabia	2.8%
Australia	2.6%
UK	2.3%
Malaysia	2.1%
Viet Nam	2.0%
Mexico	1.8%
Singapore	1.8%
Türkiye	1.8%
Canada	1.7%
Indonesia	1.7%
Brazil	1.6%
Korea, Rep..	1.5%
Thailand	1.4%

Origin Market:

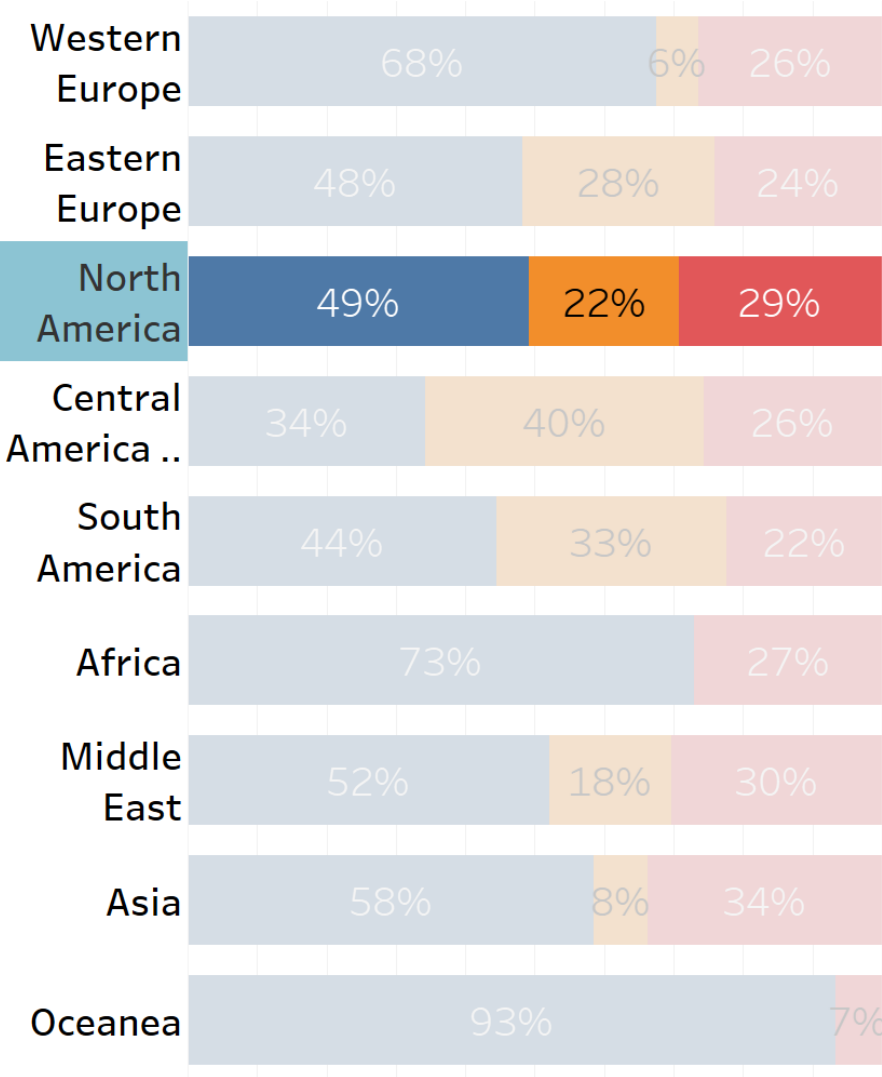
- Middle East
- Asia



Regional vs. Cross-Continental Trade: Where Exporters Look

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- Cross-regional

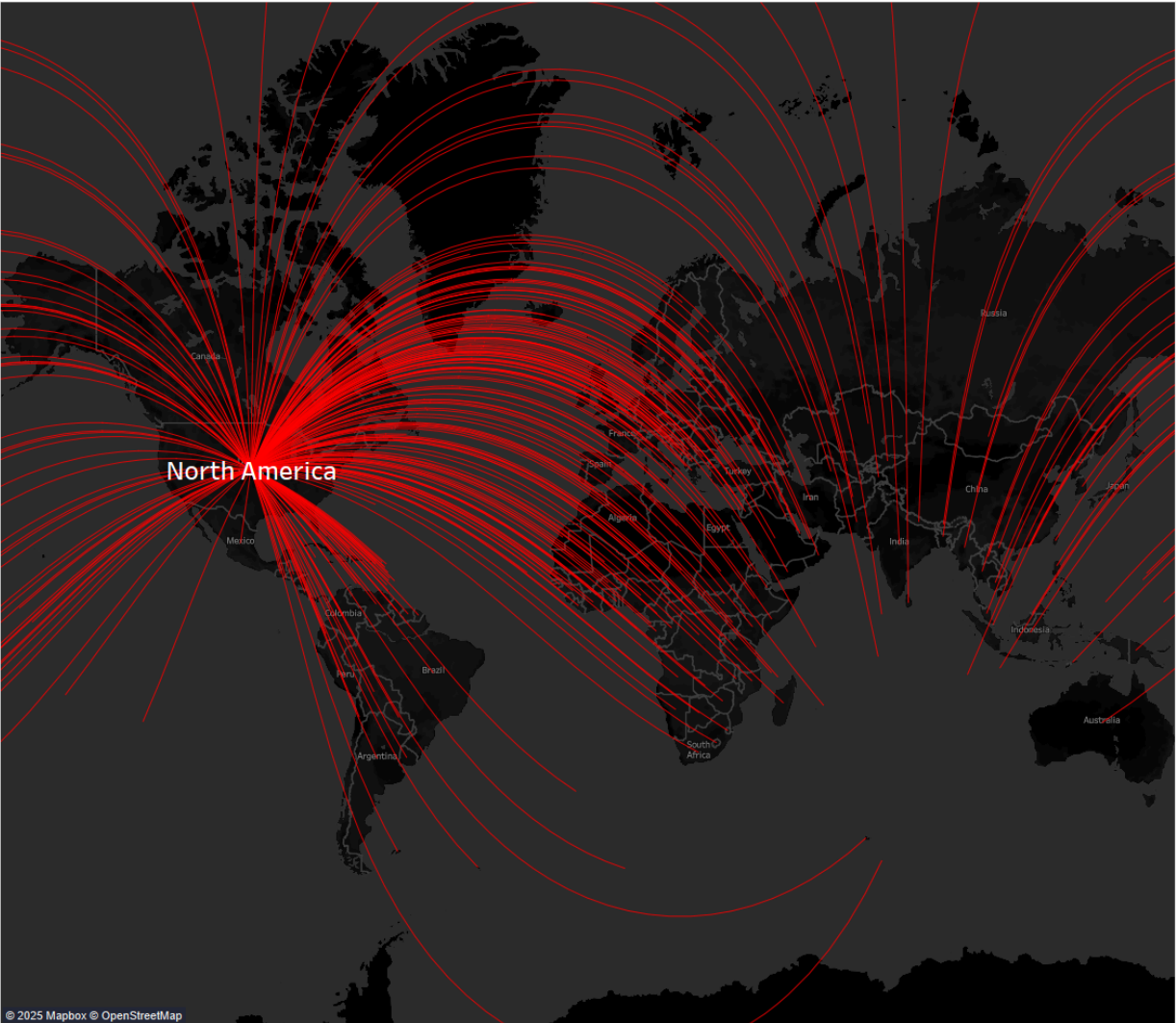


Searched Destination Markets

EU	22.0%
USA	17.2%
Canada	7.5%
Mexico	4.1%
China	3.7%
Colombia	3.3%
Japan	3.0%
Brazil	2.6%
UK	2.6%
Peru	2.4%
Argentina	1.9%
Chile	1.6%
Guatemala	1.4%
Ecuador	1.2%
Australia	1.1%
India	1.1%
Costa Rica	1.0%
UAE	0.9%
Panama	0.9%
Korea, Rep..	0.9%

Origin Market:

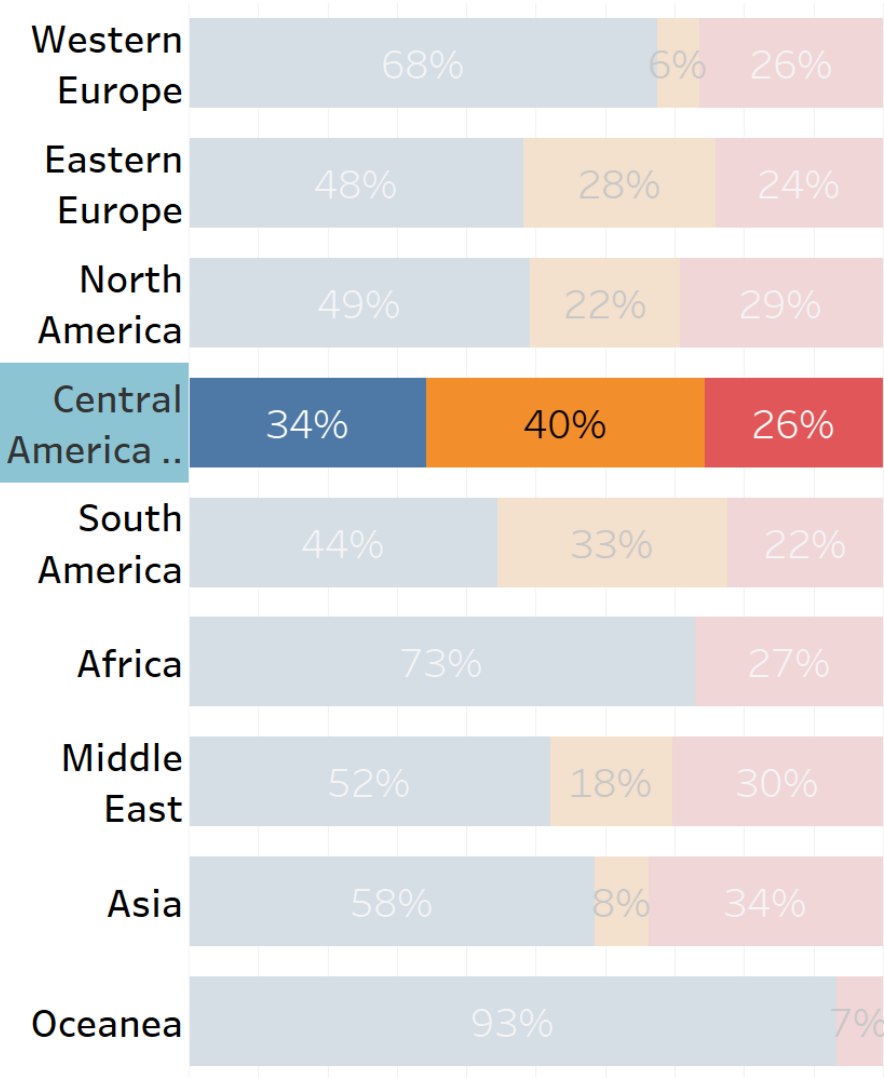
- North America



Regional vs. Cross-Continental Trade: Where Exporters Look

Trade Focus by Origin Market:

- Cross-continent..
- Intra-regional
- Cross-regional



Searched Destination Markets

USA	20.4%
EU	15.4%
Guatemala	4.8%
Mexico	4.6%
Costa Rica	4.2%
China	3.8%
Canada	3.5%
El Salvador	3.3%
Honduras	3.3%
Panama	2.5%
Brazil	2.3%
Japan	2.3%
Colombia	2.2%
Korea, Rep..	1.6%
Nicaragua	1.6%
Chile	1.6%
UK	1.5%
Dominican ..	1.5%
Ecuador	1.4%
Switzerland	1.3%

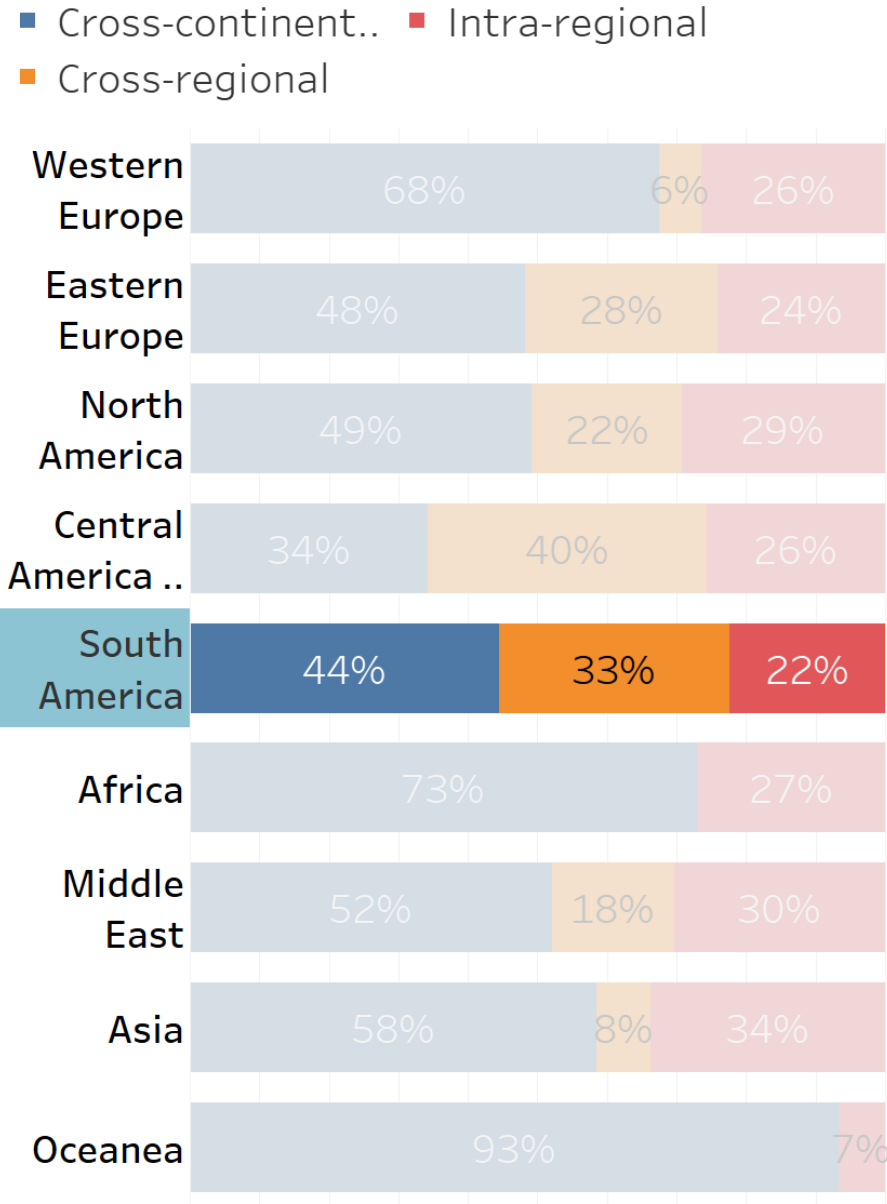
Origin Market:

- Central America and Caribbean



Regional vs. Cross-Continental Trade: Where Exporters Look

Trade Focus by Origin Market:

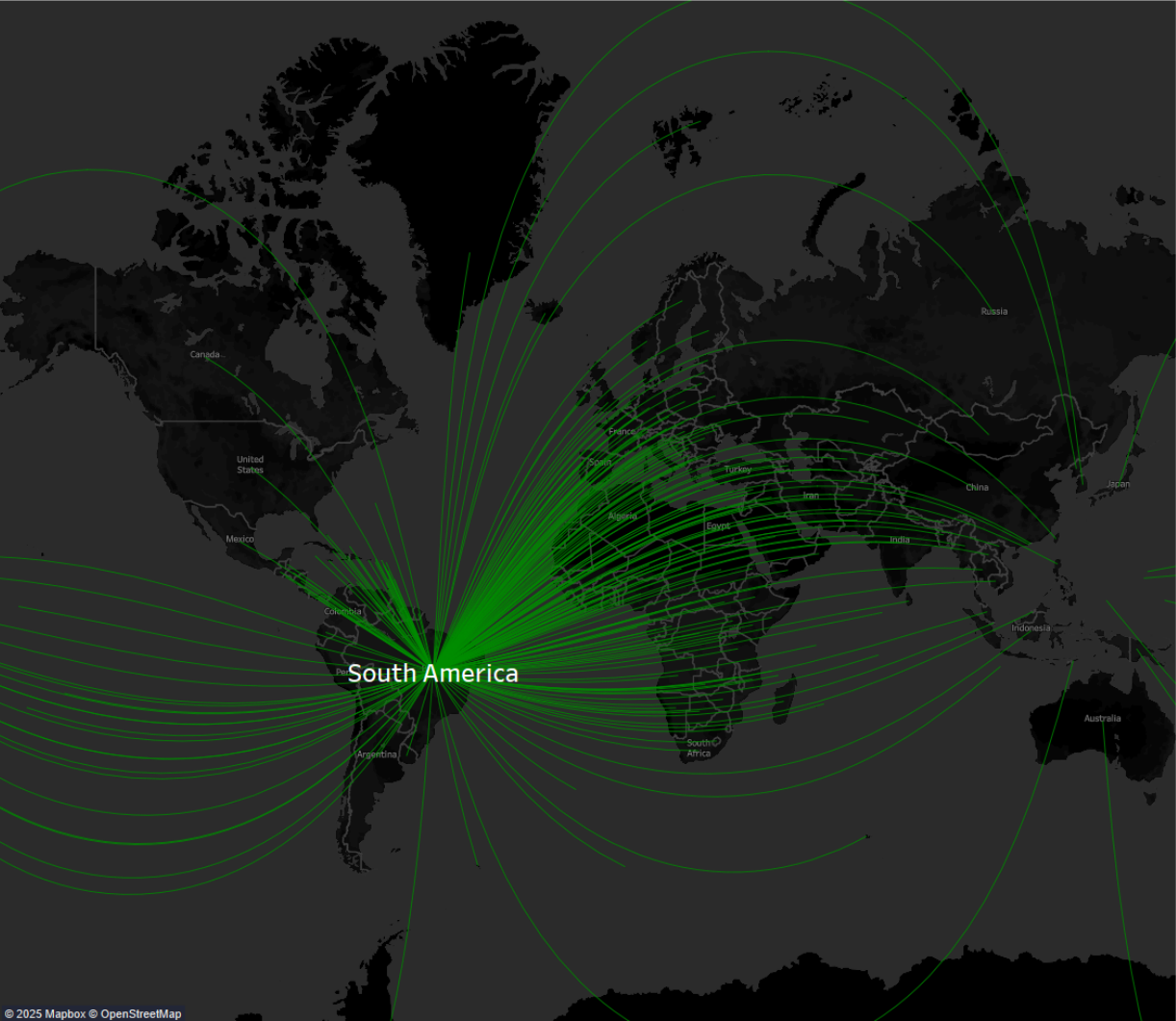


Searched Destination Markets

EU	22.3%
USA	19.0%
China	5.1%
Chile	4.3%
Canada	4.2%
Mexico	3.8%
Brazil	2.9%
Argentina	2.8%
Peru	2.3%
Colombia	2.2%
Paraguay	2.2%
UK	1.9%
Ecuador	1.8%
Japan	1.6%
Uruguay	1.6%
Panama	1.3%
Bolivia (Plu..	1.3%
Korea, Rep..	1.2%
Costa Rica	1.1%
Australia	1.0%

Origin Market:

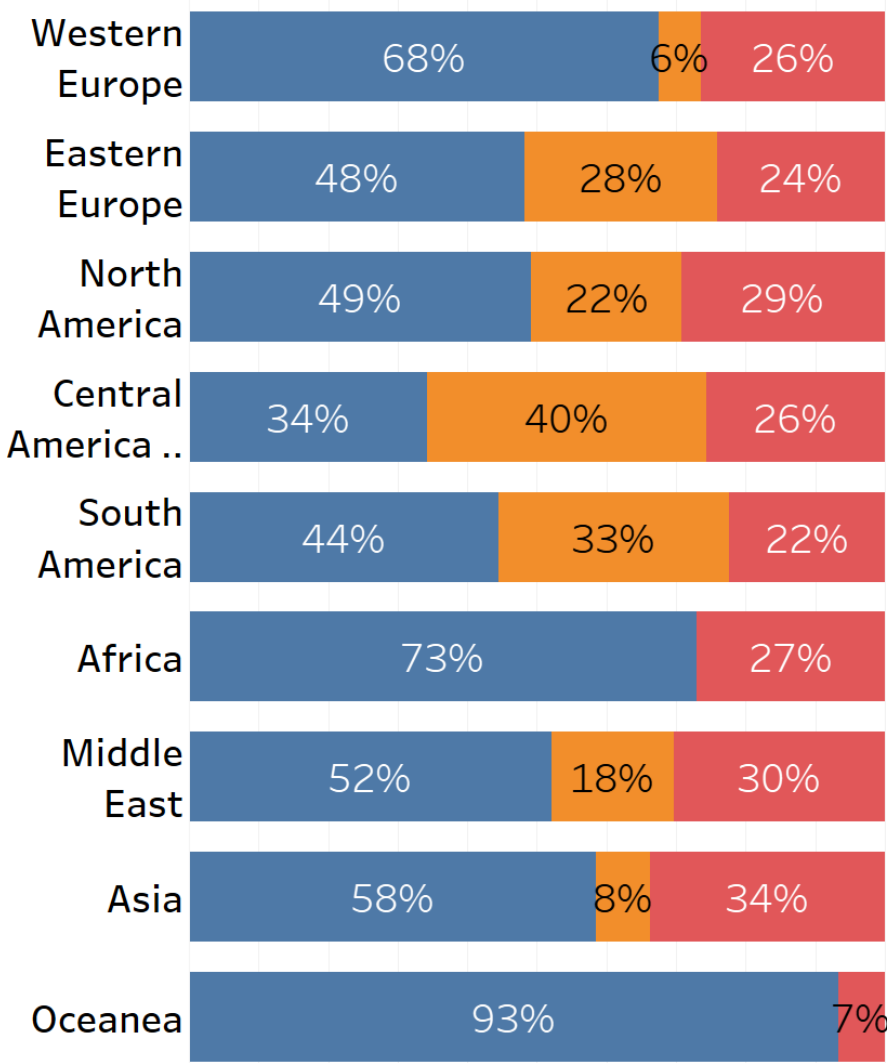
■ South America



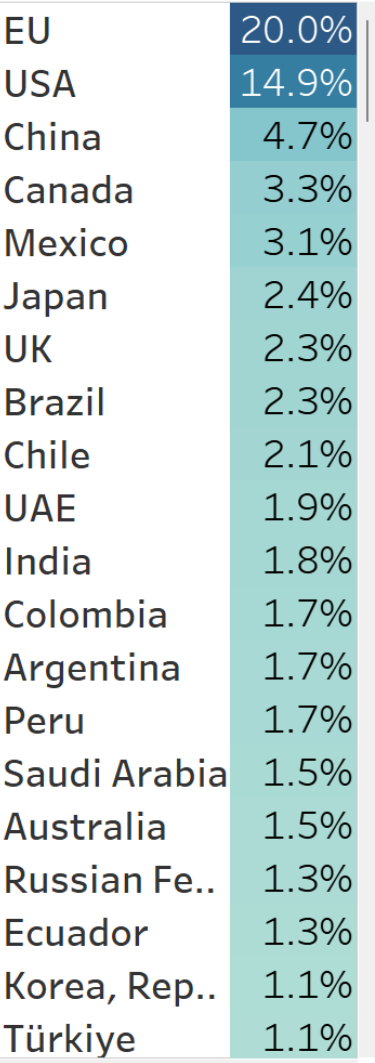
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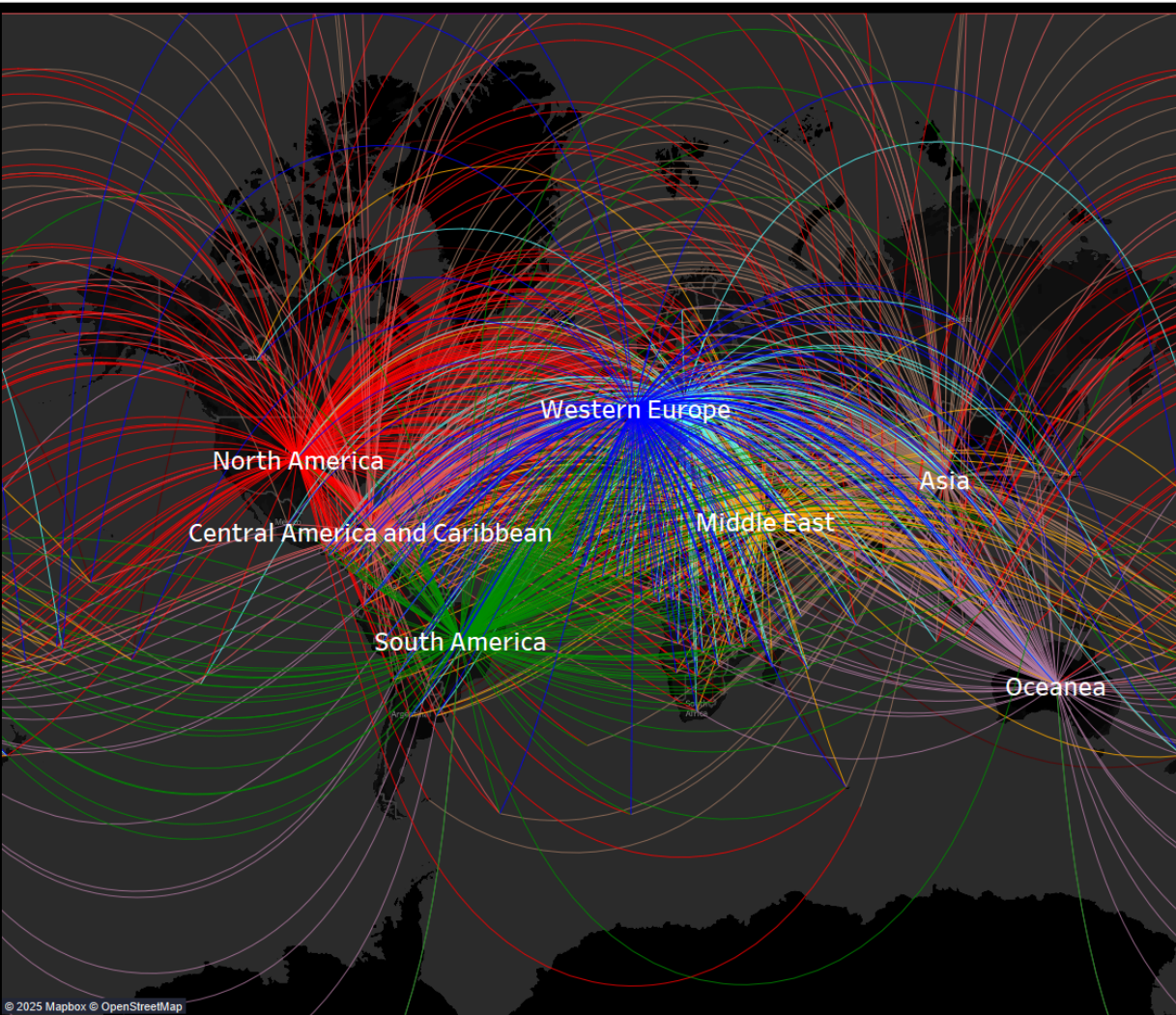


Searched Destination Markets



Origin Market:

- Western Europe
- South America
- Central America an..
- Eastern Europe
- Middle East
- North America
- Oceanea
- Asia
- Africa



Upcoming activities

- ✓ Enhancing coverage of **Freight Forwarder data** in partnership with FIATA
- ✓ Presentation at **FIATA HQ Conference** March 18th
- ✓ Enhancing **company data** with data collection in China with **China Electronics Chamber of Commerce** and data sharing from **BuyBrazil from Apex Brasil**
- ✓ **Trainings**- Open webinar with T4M, SheTrades Hubs training programs across Asia, Training of Trainers and University Challenge in China



Thank you!

www.GlobalTradeHelpdesk.org

Reach out to us:

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