

Empower MSMEs, Unlock the Global Market

- **Good practices from China' s BSO, China Council for the Promotion of International Trade Commercial Sub-council(CCPIT-CSC)**

YAO Xin (Jack YAO)

Secretary-General of CCPIT Commercial Sub-council

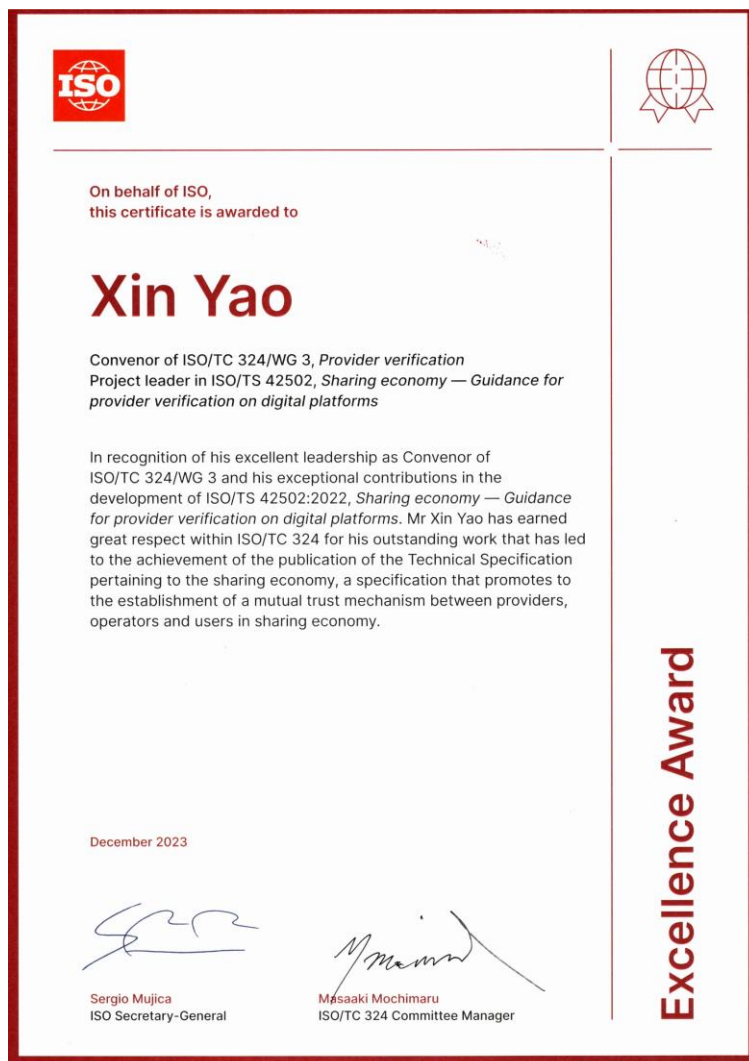
Chair of ISO Technical Committee on Management Consultancy (ISO/TC 342)

President, Asia Marketing Federation (AMF)

Advisor, Asia Small Business Federation (ASBF)

Receipient of ISO Excellence Award for Year 2023, 2024



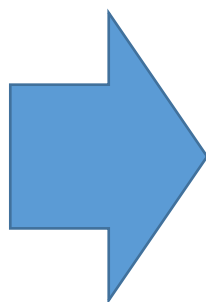


ISO Excellence Award for Year 2023, 2024

CCPIT Commercial Sub-council

- **Established in year 1988**
- **Focus on trade promotion on**
 - **trade in goods**
 - **trade in services**
 - **digital trade**

7-Services for MSMEs based on DCCN Initiative

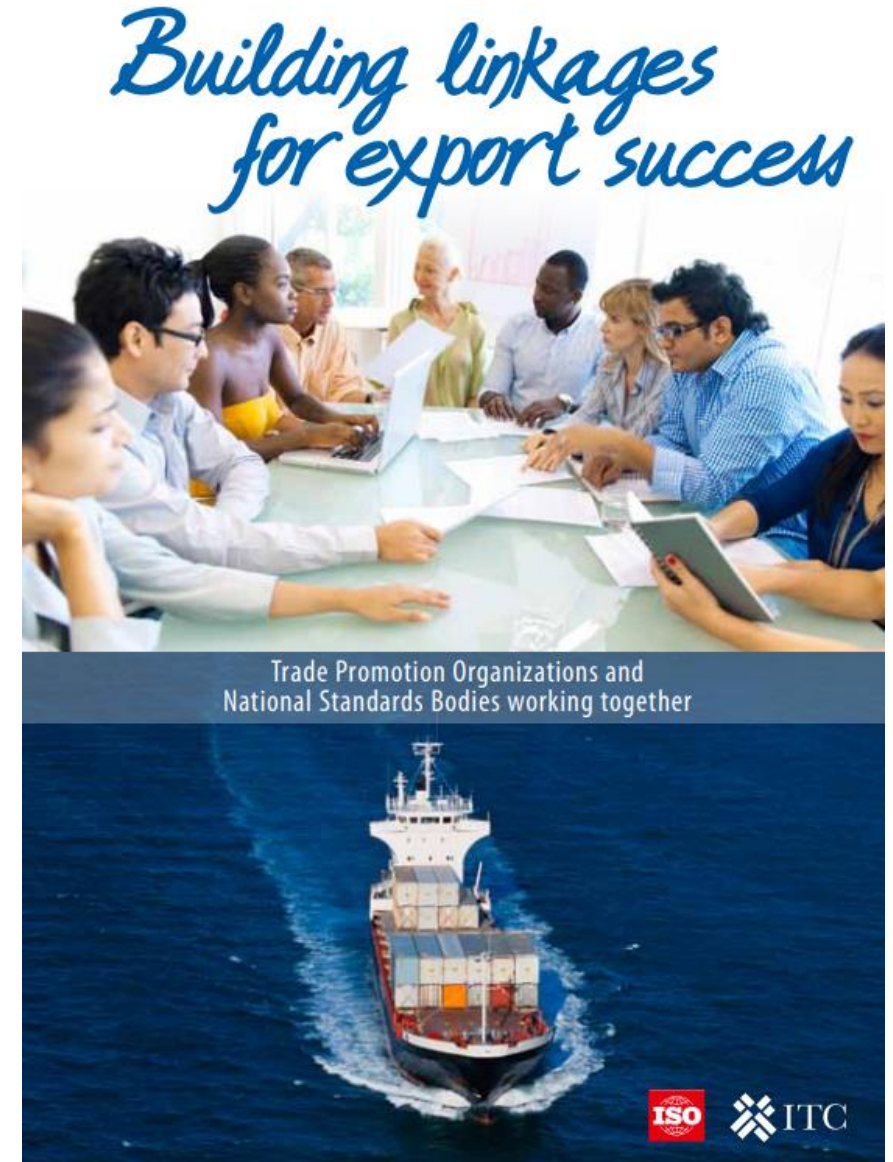


1. **Standardization Services**
2. **Trade Intelligence and Consultancy Services**
3. **Conference and Exhibition Services**
4. **International Liaison Services**
5. **Commercial legal Services**
6. **Quality and Brand Development Services**
7. **Talent Development Services**

Note: DCCN - le Développement du Commerce et la Coopération en matière de Normes

ISO and ITC jointly published the *"Building linkages for export success-Trade Promotion Organization and National Standards Bodies working together"*, as an official ISO publication (ISBN 978-92-67-10536-9) in year 2010

https://www.iso.org/files/live/sites/iso.org/files/archive/pdf/en/building_linkages.pdf





On June 10th, 2022, CCPIT signed an MOU with SAC and established a cooperation mechanism between TPO and NSB.

CCPIT-CSC innovated the new model of **“Association Standardization + International Standardization”** and is the **FIRST** organization in China to receive the certification of **“Good Practices of Association Standardization.”**



ECONOMY

BEST IN SMALL PACKAGES

Supporting small businesses on Micro-, Small and Medium-sized Enterprises Day.

🕒 3 minutes to read



On June 25, 2021, to welcome the United Nations MSMEs Day, ISO officially released an article entitled "Best in Small Packages." This article introduced the cloud or "virtual" kitchen format and the relevant international standard ISO/IWA 40 Guidelines for virtual kitchen services.



Standards About us

virus. It is designed to help businesses continue to run effectively with measures in place that protect staff, tourists and the local community.

Like tourism, the restaurant industry, which consists largely of MSMEs, has been brutally affected by the current pandemic. Thankfully, the proliferation of cloud or "virtual" kitchens has been a lifeline for many, enabling them to provide home-delivered meals at times when they were forced to close their doors. For this reason, ISO is currently developing guidance to help businesses use such services most effectively.

The future International Workshop Agreement IWA 40, *Guidelines for cloud kitchen services*, will help to improve the service capacity of the industry, strengthen cooperation with food delivery platforms and better meet consumers' needs and expectations.



ICS > 03 > 03.080 > 03.080.30

IWA 40

Guidelines for virtual kitchen services

ABSTRACT

This document provides guidelines on principles, processes and practices relevant to meeting the safety and quality standards required of virtual kitchen services.

This document applies to virtual kitchen operators and is also intended to serve as a reference for other stakeholders, such as virtual restaurants.

ICS 03.080.20
A 02



团 体 标 准

T/CCPITCSC 045—2020

共享厨房服务规范

Specification for sharing kitchen service

2020-06-10 发布

2020-07-10 实施

中国国际贸易促进委员会商业行业委员会 发布

INTERNATIONAL
WORKSHOP
AGREEMENT

IWA
40

First edition
2022-05

Guidelines for virtual kitchen services



Reference number
IWA 40:2022(E)

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ICS 03.080.01
CCS A 12



中华人民共和国国家标准化指导性技术文件
GB/Z XXXX—XXXX

共享厨房服务指南

Guidelines for virtual kitchen services

(ISO/ IWA 40: 2022,MOD)

〈征求意见稿〉

在提交反馈意见时，请将您知道的相关专利连同支持性文件一并附上。

XXXX - XX - XX 发布

XXXX - XX - XX 实施

国家市场监督管理总局 发布
国家标准化管理委员会

Association standard
Publication: 2020-06-10

International standard
Publication: 2022-05-10

National standard
adpoted ISO standard: 2023-12-28



Less than 24 months


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[Sectors](#)
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ISO/FDIS 9468

Tourism and related services — Online travel agency (OTA) — Guidelines for online accommodation booking platform services

Under development

This draft is in the approval phase.

This document provides guidance on the operation of an effective online accommodation booking platform to meet the needs of accommodation service providers and users.

Publication: Jan., 2025


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ISO/FDIS 25639-1

Exhibitions and events

Part 1: Vocabulary

Under development

This draft is in the approval phase.

← Will replace **ISO 25639-1:2008**

This document specifies terms and definitions that are commonly used in the exhibition and event industry.

Publication: Feb., 2025

<https://globaltradehelpdesk.org/>



The Chinese version of the Global Trade Helpdesk (GTH), jointly built by the International Trade Center (ITC) and CCPIT Commercial Sub-council, launched in August 2024.





1. ITC
2. CCPIT-CSC
3. CCPIT Shandong
4. CCPIT Binzhou
5. CCPIT Huimin

**Collaborate among
TPOs at five levels:
international,
national, provincial,
city, and county.**

Training Series on the Use of the GTH and International Market Development

1. Huimin County, Binzhou City, Shandong Province (Nov. 25)
2. West Coast New District, Qingdao, Shandong Province (Nov. 26)
3. Changsha City, Hunan Province (Nov. 29)

London 8°C 6°C

Language English Español Français العربية Русский

CGTN
See the difference

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Radio

Transcript 12:30, 28-Nov-2024

China Supply Chain Expo: ITC and CCPIT partner to enhance global trade access for Chinese SMEs

Share      



<https://news.cgtn.com/news/2024-11-28/VHJhbnNjcmlwdDgyMDI5/index.html>



Publish CCPIT Selected Enterprises in Cross-border E-commerce every year.

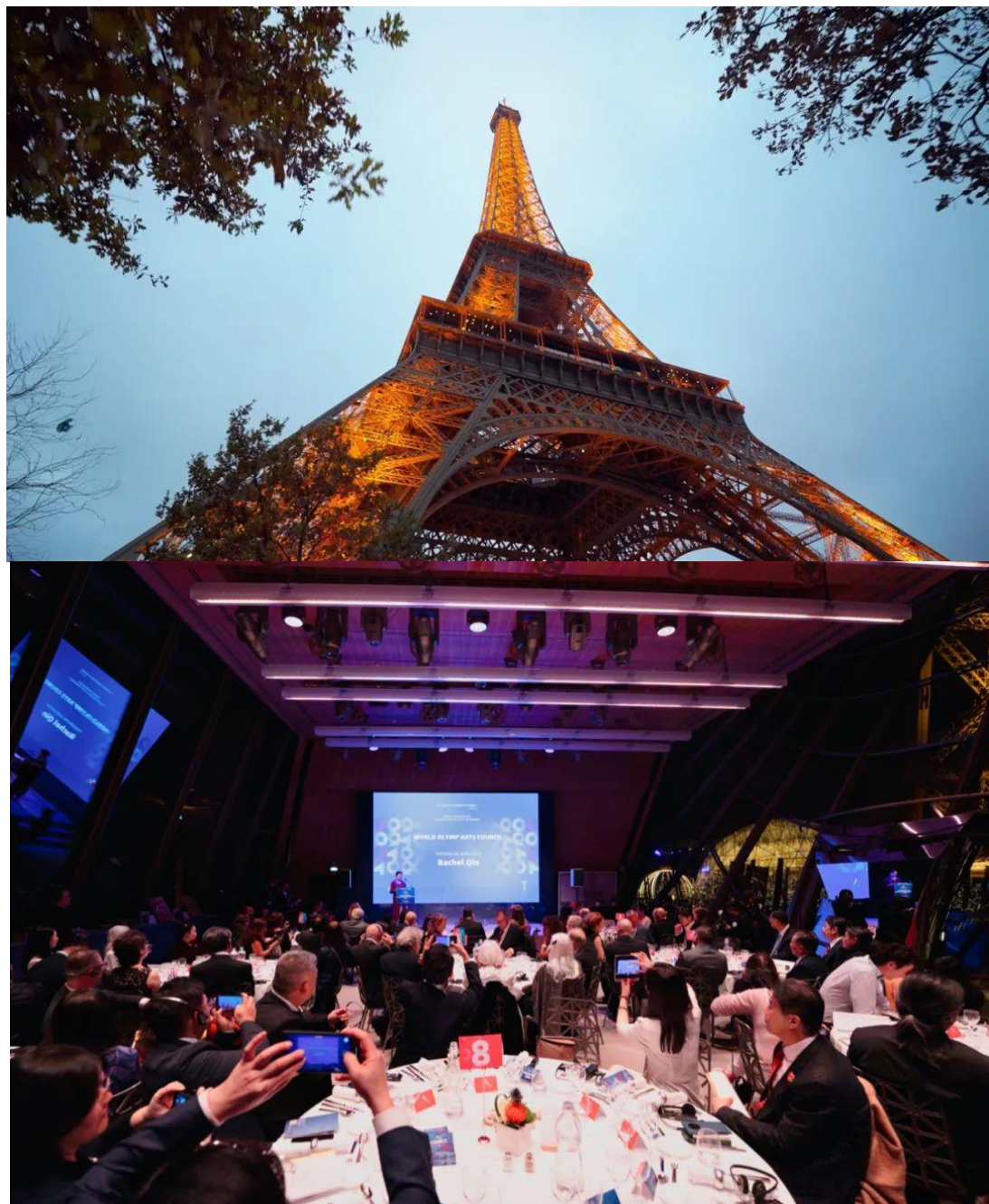


collaboration on the promotion of GTH between China and Indonesia



Publish a catalog of recommended products of the China Gift Industry Promotion Program every year to facilitate the trade in goods integrated with the creative economy.





The World Olymp'Arts Council, in collaboration with the CCPIT Commercial Sub-council, launched the "Global Gift" Project in Paris on December 4, 2024, to promote a creative economy for MSMEs.



Year 2017



Year 2018



Year 2019



Year 2020



Year 2021



Year 2022



Year 2023



Year 2024



Ms. Anabel González, former Deputy Director-General of WTO delivered keynote speech at CFSTS in 2021.



Ms. Johanna Hill, Deputy Director-General of WTO delivered keynote speech at CFSTS in 2024.



2025 China International E-commerce Industry Expo

2025 Indonesia E-commerce Product Sourcing Exhibition
2025 Indonesia Consumer Electronics and Appliances Exhibition
2025 Indonesia Refrigeration and Cold Chain Exhibition
2025 Indonesia Agricultural Machinery and Techniques Exhibition

Jakarta International Expo
September 3-5, 2025

A photograph of an exhibition booth with orange and pink banners. The banners feature the CIEIE logo and text. A woman is visible in the foreground, looking at a device.

Business Manual

● CIEIE 2024 Achievements

300+ Exhibitors	UDS 42 Million Orders
22000+ Visitors	20+ Concurrent Activities
10000+ m ² Area	30+ Business Visit
180+ Manufacturers	10+ Signed Mou
12+ Categories	800+ Matchmaking

● Countries & Regions

	China 65.4%
	Indonesia 24.5%
	Malaysia 5.8%
	The Philippines 4.3%



● Well-known Exhibitor List

WorldFirst

UMKM

TES

OCBC

HIPMI

LadangGroup

Vissko

Simply Wellness

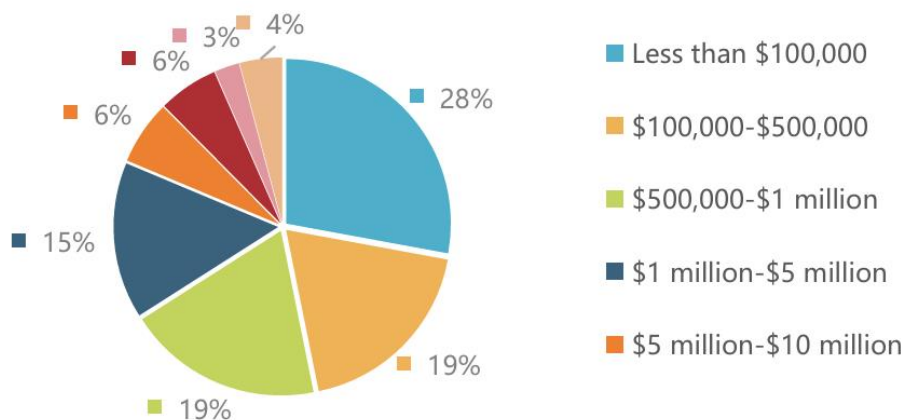
PAYSO

F-Commerce

YIYO

El John

Annual Purchasing Volume of Buyers



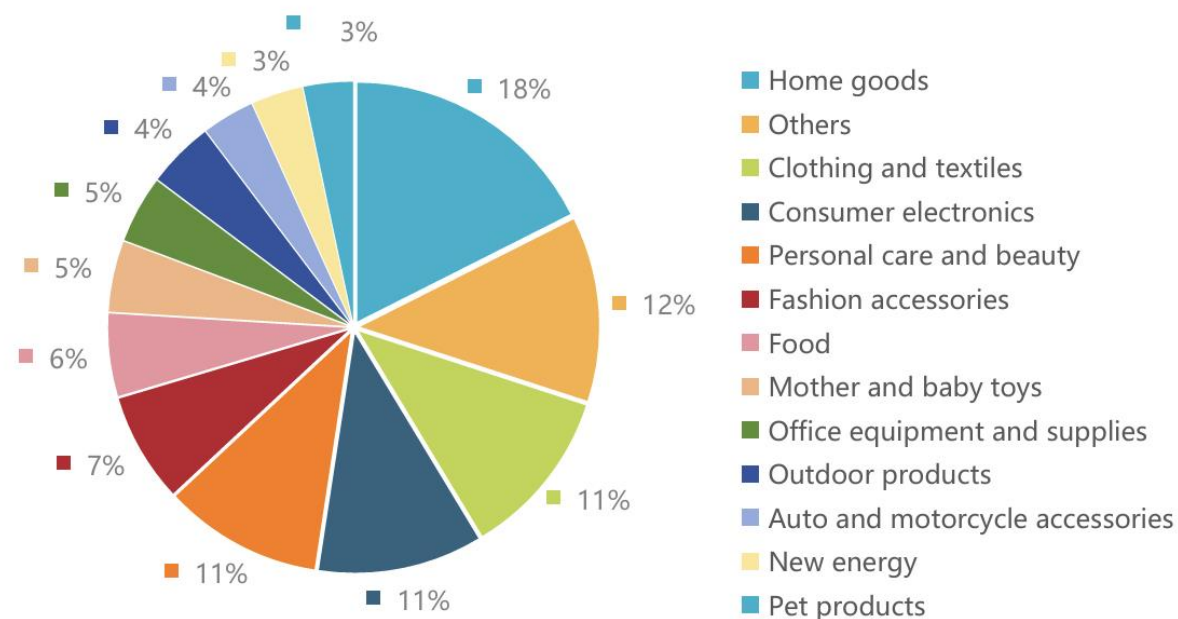
Categories of Exhibitors



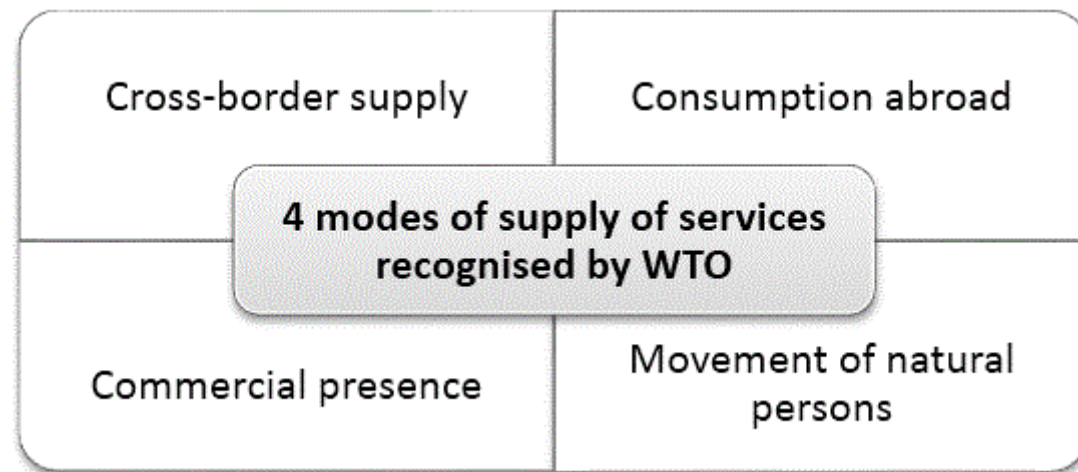
Intended Types of Service Providers of Visitors



Intended Products of Visitors



The most popular exhibition areas were **consumer electronics, household products, textiles, luggage and cosmetics.**



Promote cross-border mobility of skilled personnel from MSMEs in China and the ASEAN region through the **China-ASEAN Technical Cooperation Program (CATCP)**, which facilitates training and recognition of qualifications in 24 technical fields.



Promotion Program for **Brand Building** and International Market Development of MSMEs Based on University-business Collaboration



- 491 Universities from China provided brand planning services to 2573 MSMEs in 2024.
- Participants are from 43 countries in 2024.



Promotion Program for Brand Building and **International Market Development** of MSMEs Based on University-business Collaboration



602 RCEP International Market Development Planning Programs in 2024

389 International Trade Show Exhibitor's Planning Programs (181 universities provided exhibitor planning to 389 MSMEs) in 2024

296 TBT commenting Programs in 2024



On September 14, 2024, ISO President Dr. CHO Sung Hwan attended the 8th China Forum on Standardization of Trade in Services by video. In his keynote speech, he twice pledged “Trade Development and Standards Cooperation.”

Synergy of trade development and standards cooperation drives mutual growth.

This underscores the huge importance of synergy between trade development and standards cooperation.



le Développement du Commerce
et la Coopération en matière de Normes

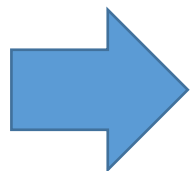


Vision of DCCCN Initiative

Better standards for better trade

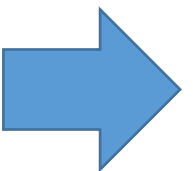
Better trade for a better world

trade



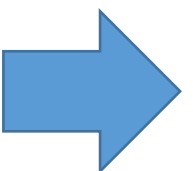
trade in goods
trade in services
digital trade

development



sustainable
inclusive
innovative

standards



International standards
technical regulations
VSS

cooperation



1. Synergy between trade development and standards cooperation
2. Collaboration between Business Support Organizations (BSOs) with National Standards Bodies (NSBs), Standards Development Organizations (SDOs)
3. Harmonization of international standards, technical regulations and voluntary sustainability standards



Standards

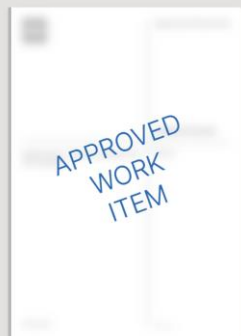
Sectors

About ISO

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Taking part

Store



ISO/AWI TR 20194

Digital trade – General principles and key initiatives

Under development

A working group has prepared a draft.



ISEAL signed a Memorandum of Understanding (MoU) with the China Council for the Promotion of International Trade Commercial Sub-Council (CCPIT-CSC), on 14 September 2024.

Through the MoU, ISEAL and CCPIT-CSC aim to enhance trade development and voluntary sustainability standards cooperation in China. The MOU includes translation and promotion of the ISEAL Code of Good Practice for Sustainability Systems (ISEAL Code) into Chinese. The Chinese version of the ISEAL

ISEAL supports China's voluntary...

ISEAL will contribute expert resources to CCPIT-CSC's goal of using, developing and promoting voluntary sustainability standards in trade. This includes providing training materials and expertise to guide Chinese sustainability standards users and developers.

We will also contribute to CCPIT-CSC's research on sustainability standards.

The MoU was signed at the 8th China Forum on Standardization of Trade in Services (Forum), which was held in Beijing.

At the Forum, The Trade Development and Standards Cooperation Initiative was launched, which includes an emphasis on strengthening the coordination of international standards, technical regulations and voluntary sustainability standards.





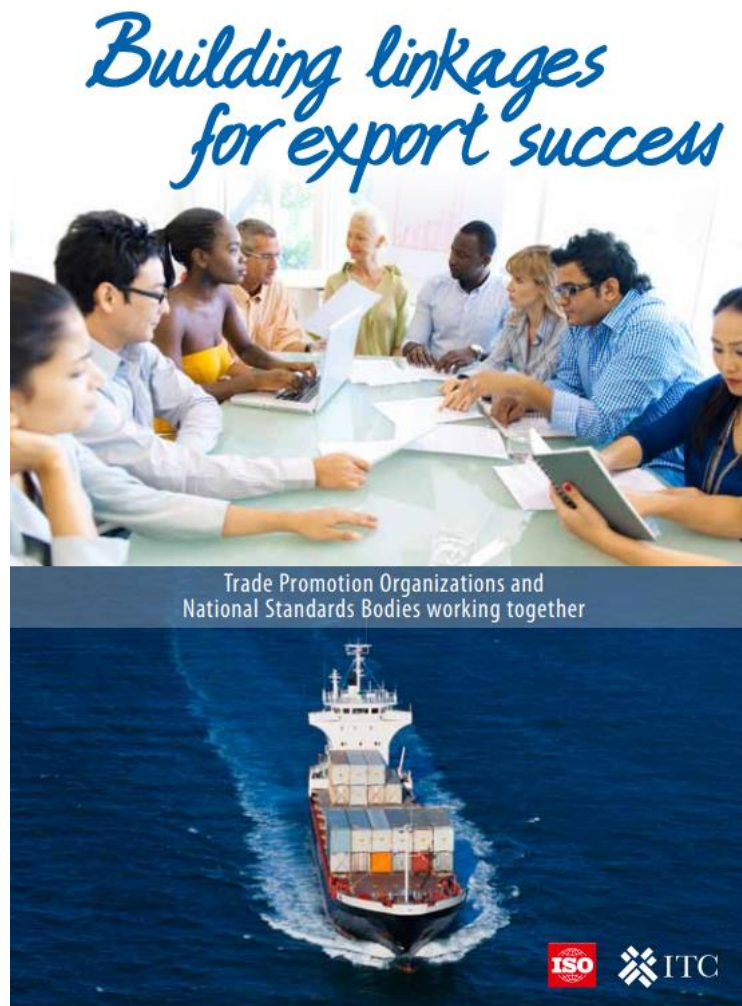
**BRICS Economic and Trade Forum on “Trade Development and Standards Cooperation”
(October 28, 2024)**

CCPIT-CSC and ISEAL jointly released the Chinese version of ISEAL Code of Good Practice for Sustainability Systems.

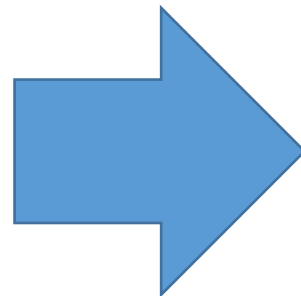




International Conference on Trade Development and Standards Cooperation (November 27, 2024)

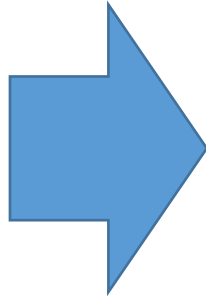


Year 2010



To submit proposal on “**Guidance on synergy between Business Support Organizations (BSOs) and National Standards Bodies (NSBs)**” to ISO in Q1 of year 2025.

7-Services for MSMEs based on DCCN Initiative



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Better standards for better trade

Better trade for a better world

~~WORDS~~ ACTION



**le Développement du Commerce
et la Coopération en matière de Normalisation**



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Jack XIN YAO