

經濟部國際貿易局 函

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受文者：台北市進出口商業同業公會

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附件：如文(請至附件下載區下載<https://att.trade.gov.tw/>，識別碼：kzpwC)

主旨：有關本局訂於109年9月16日下午3時30分假台北國際會議中心(TICC)102會議室舉辦「國際貿易資料庫說明會」事，敬邀貴單位及所屬會員廠商報名參與，請查照。

說明：

- 一、為協助我國業者在新冠病毒肺炎疫情影響下，參與國際貿易時更容易取得全球具出口潛力市場資訊，包括關稅、原產地規則及國內法規等，本局與國際貿易中心(International Trade Centre, ITC)合作舉辦全球貿易平台(Global Trade Helpdesk, GTH)資料庫說明會，將以連線方式邀請ITC資深市場分析師向業者說明GTH使用與實務操作方法，該資料庫係ITC、世界貿易組織(WTO)及聯合國貿易發展委員會(UNCTAD)為協助業者合作建置之數位工具，目的在強化微中小企業參與國際貿易之資訊取得。
- 二、本活動ITC講者說明全程以英語進行，現場將提供同步翻譯設備與服務，另由中華民國對外貿易發展協會資深講師及本局同仁介紹全球貿易數據大平台(iTrade)、貿易地圖



(Trade Map)等經貿資料庫，並於本局臉書全程同步直播。

三、檢送旨揭說明會訊息、GTH資料庫簡介及ITC講師介紹（如附件），請協助轉知貴單位工作人員及所屬會員廠商並鼓勵踴躍報名參加（報名網址：<https://www.accupass.com/event/008270920386832407970>，名額有限）。

正本：中華民國全國工業總會、中華民國全國商業總會、中華民國全國中小企業總會、財團法人中華民國對外貿易發展協會、中華民國進出口商業同業公會全國聯合會、台灣省進出口商業同業公會聯合會、台北市進出口商業同業公會、新北市進出口商業同業公會、台灣服務業聯盟協會

副本：本局局長室、貿易發展組



局長 江文若



GTH國際貿易資料庫說明會

COVID-19疫情影響下探索全球商機

今年因疫情影響，為協助業者在後疫情時代提升識別並比較出口商機等相關市場分析技巧之能力，經濟部國際貿易局特別舉辦此說明會，邀請國際貿易中心(ITC)專家連線講解說明，並備有同步口譯，誠摯邀請您撥冗參加！

9/16(三)

15:50-17:20

台北國際會議中心
(TICC)

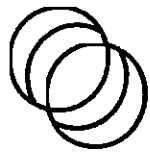
102會議室

時間	說明會內容
15:30-15:55	報到
15:55-16:00	貴賓致詞
16:00-17:00	全球貿易平台(GTH)資料庫說明
17:00-17:10	貿易地圖Trade Map資料庫說明
17:10-17:20	全球貿易大數據平台iTrade資料庫說明
17:20-	活動結束



Global
Trade Helpdesk





Global
Trade Helpdesk

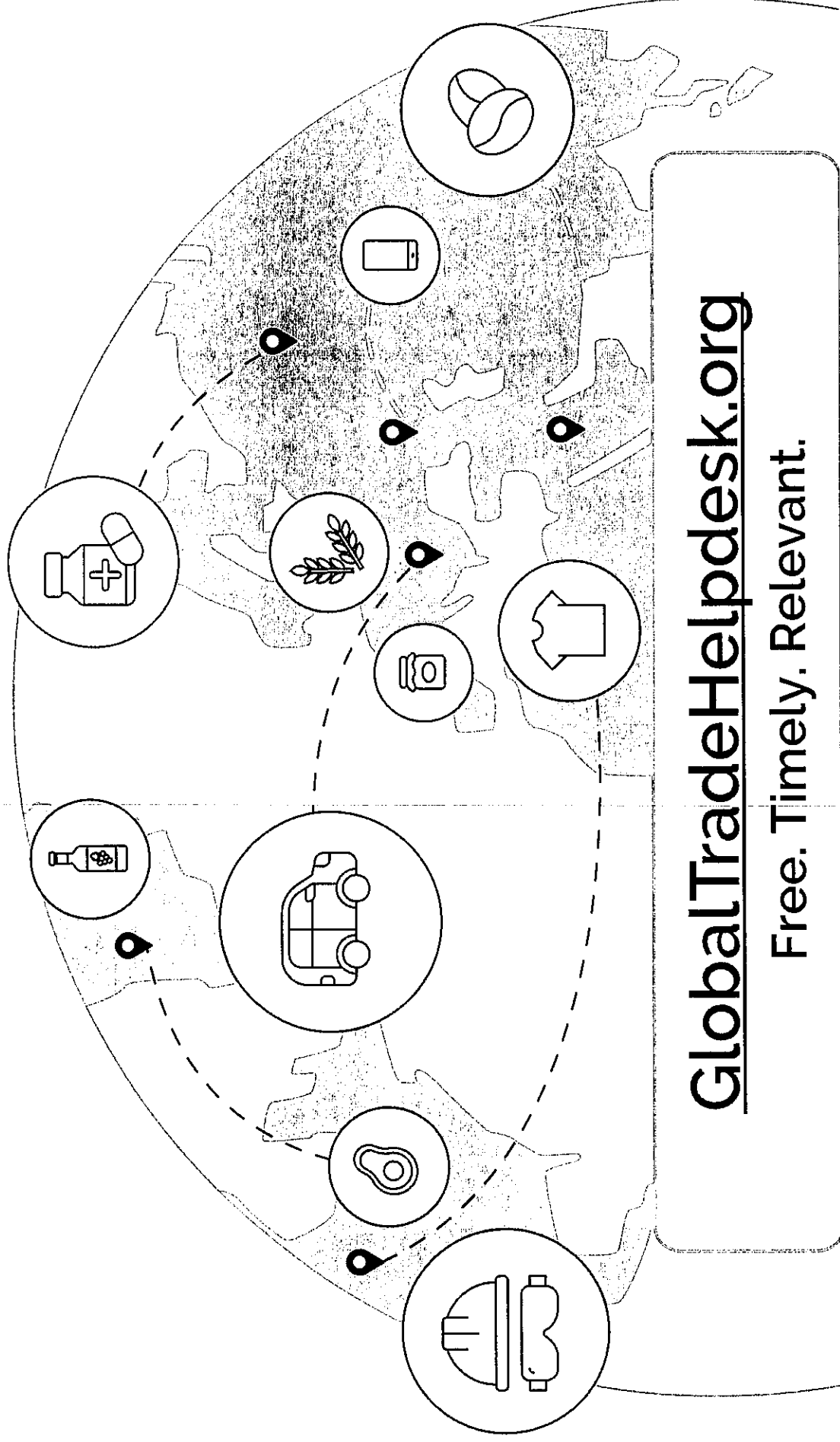


WORLD TRADE
ORGANIZATION



UNITED NATIONS
UNCTAD

Trade Intelligence for all



GlobalTradeHelpdesk.org

Free. Timely. Relevant.

The Challenge

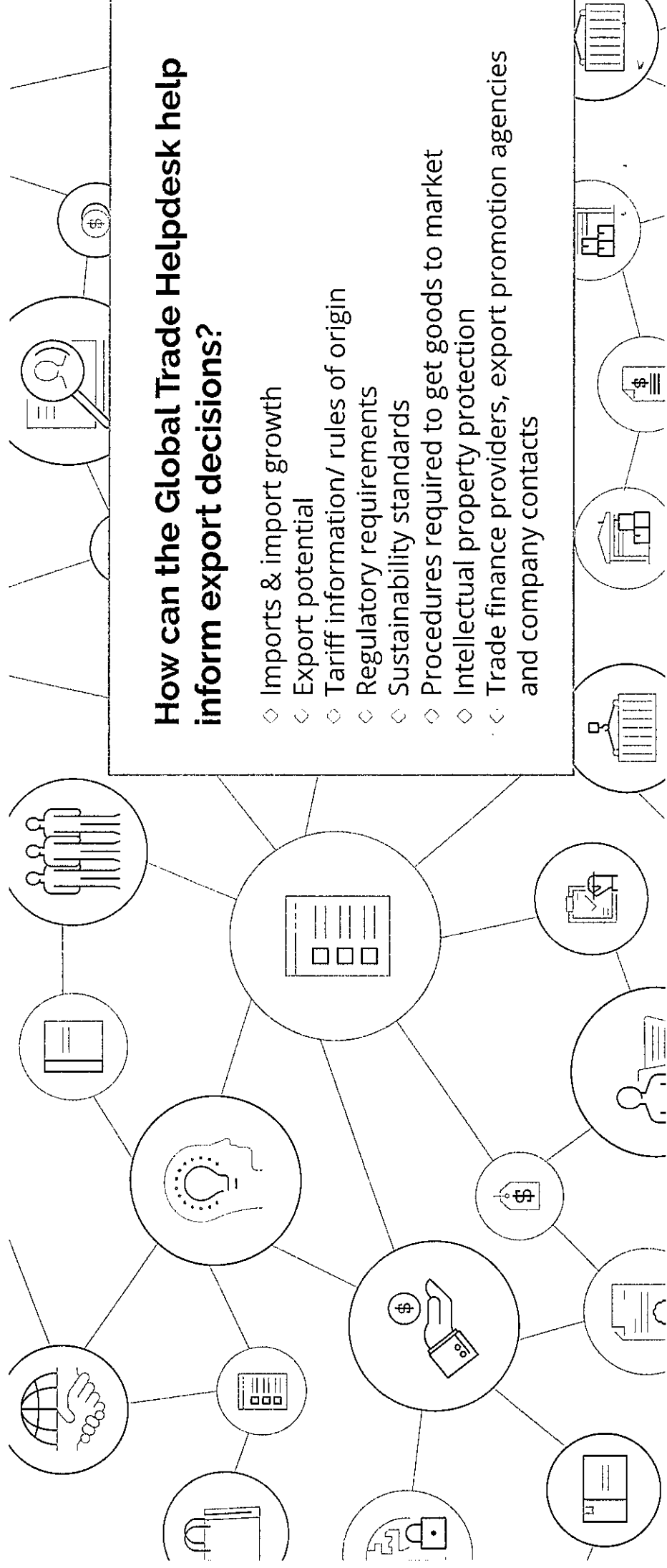
Access to timely and relevant trade intelligence is crucial for micro, small and medium sized enterprises (MSMEs) which make up the majority of global firms. Nevertheless, these firms often lack the resources to access and make use of this information, limiting their access to international markets and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

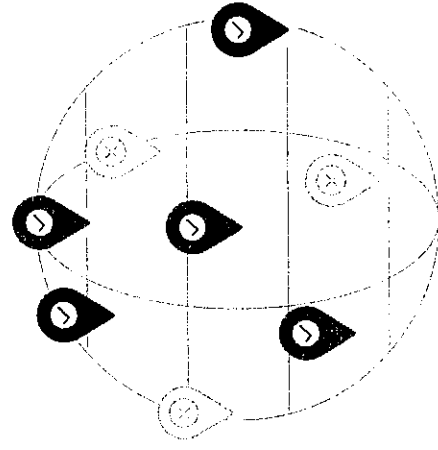
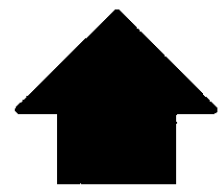
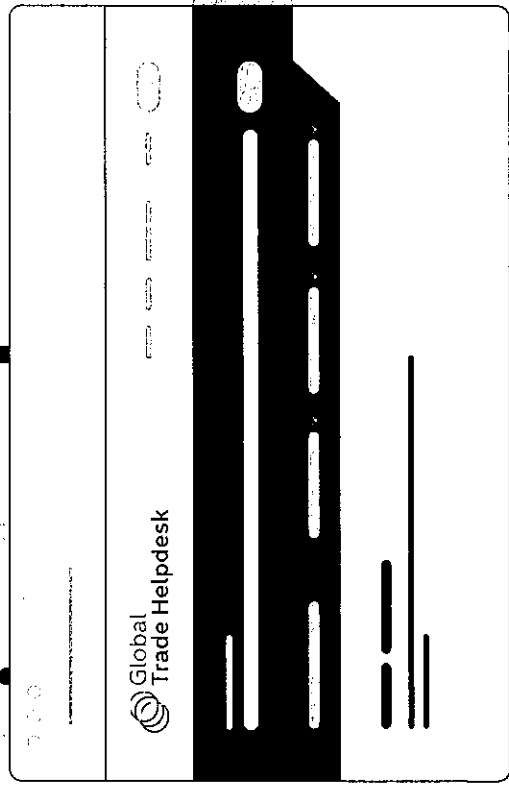
How can the Global Trade Helpdesk help inform export decisions?

- ◇ 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

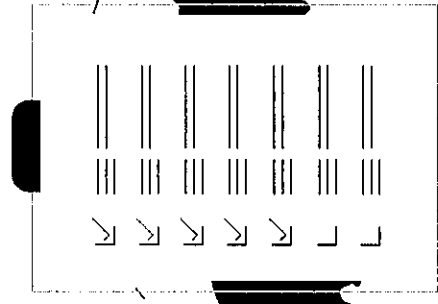


The portal

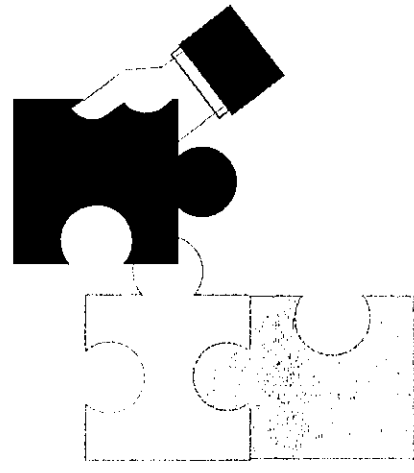
The Global Trade Helpdesk simplifies market research for companies by integrating trade and business information into one user-friendly, online tool. It provides accessible and comprehensive information for exploring trade opportunities and making informed business decisions.



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

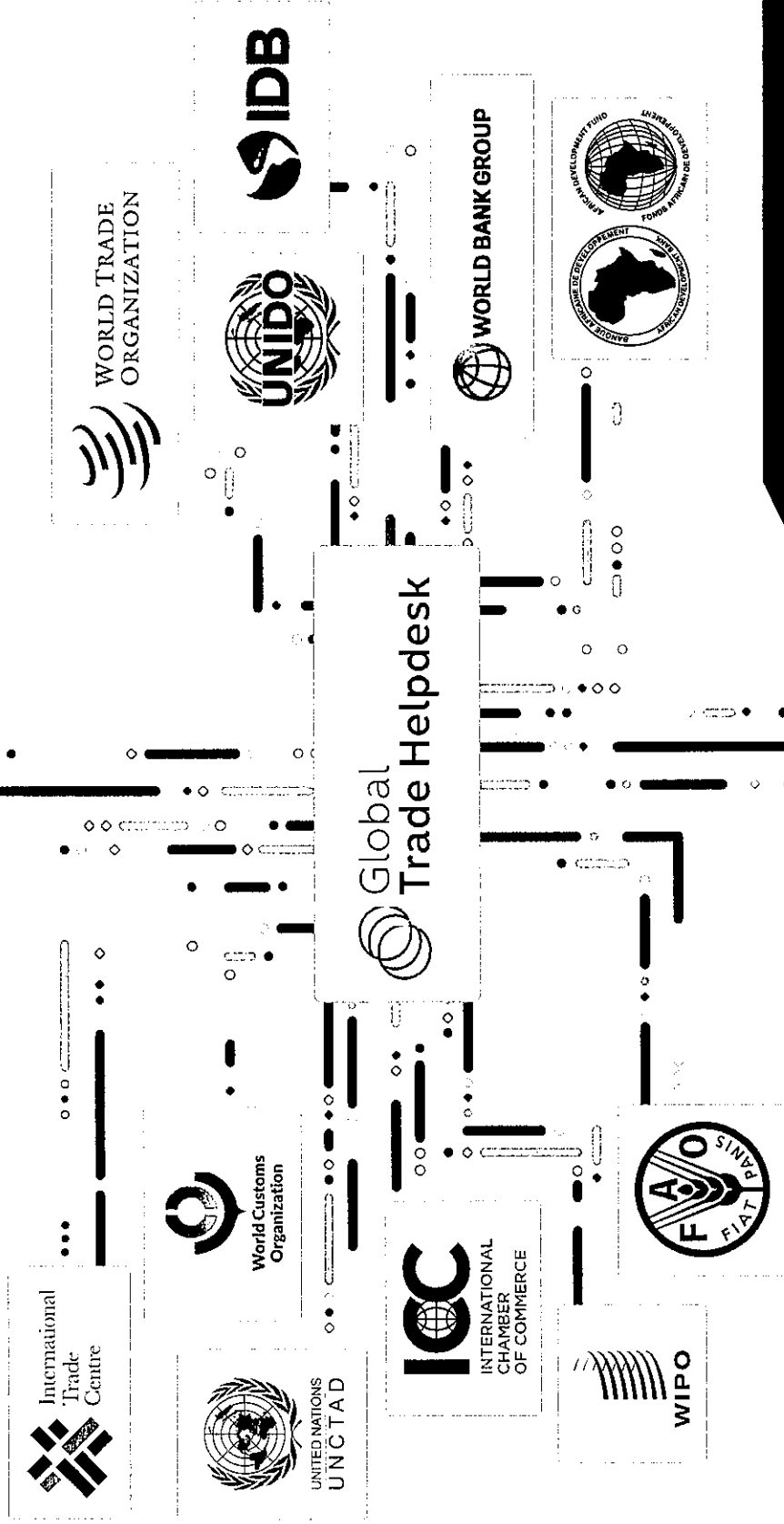
The Global Trade Helpdesk Initiative is a multi-agency response to bridge information gaps in global trade in support of inclusive global growth.

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

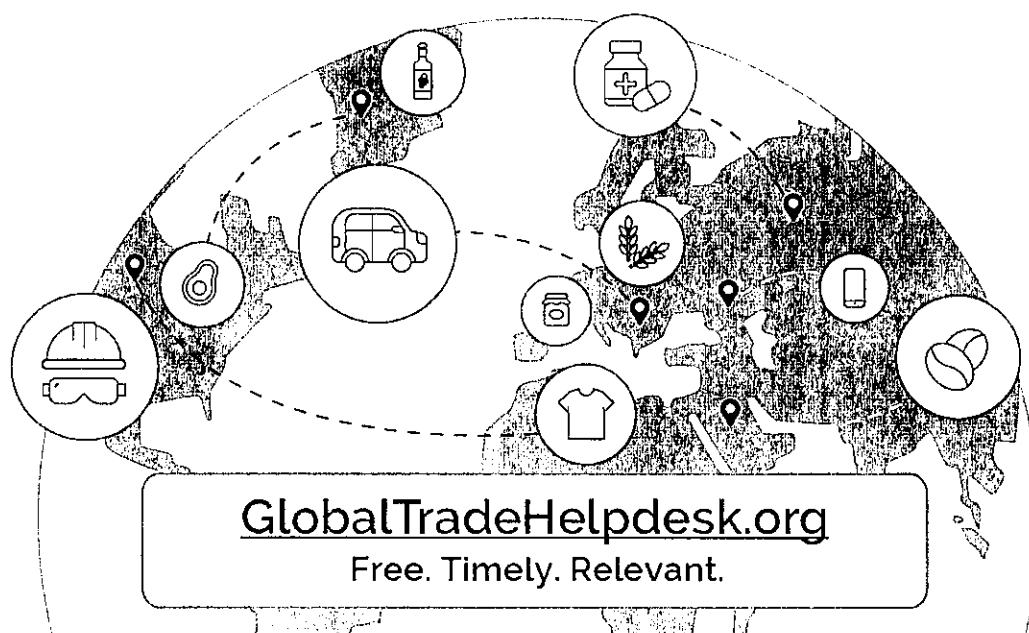
info@globaltradehelpdesk.org



Webinar: Exploring export opportunities with Global Trade Helpdesk



Trade Intelligence for all



Date: September 16

Time: 16:00

Venue: via Webex

This one-hour webinar provides hands-on examples of how to use this digital platform to simplify market research by bringing together key trade information from across 11 different organizations in a single search. Firms and professionals can access statistics to evaluate market size and attractiveness, market access conditions, explore trade procedures, and find the partners to put their export plans into action.

Global Trade Helpdesk introductory video: <https://youtu.be/krIFkcVLIVY>

Webinar speakers:

Mathieu Loridan, Senior Market Analyst, International Trade Centre



Mathieu Loridan is Senior Market Analyst at the International Trade Centre (ITC). French national, he holds a Master of Sciences in Economics from the University of Geneva (Switzerland). He has extensive knowledge about international trade and broad experience in trade and development-related technical assistance. Mr. Loridan designs and implements projects to enhance SME access to market information in developing countries. He is currently in charge of the development and promotion of trade intelligence solutions, using innovative databases, analytical methods and technologies, including the multi-agency Global Trade Helpdesk Initiative.

Anna Jankowska, Market Analyst, International Trade Centre



Ms. Anna Jankowska is a Market Analyst at the Trade and Market Intelligence Division of ITC. Anna holds a Master's degree in Global Finance, Trade and Economic Integration from the University of Denver in the US. Before joining ITC, she worked as Trade Policy Analyst at Trade and Agriculture Directorate of the OECD, an Economist at the OECD Development Centre, and a Project Lead at the World Economic Forum. She has co-authored a number of studies related to trade and development (regional integration in Latin America, global value chains, analyzing services trade restrictiveness, escaping the middle-income trap through export-led growth, logistics, trade competitiveness, etc.).