



Assistance provided by ITC to National Enquiry Points

by

S.K. Gujadhur

Senior Adviser on Standards and Quality Management, ITC

e-mail: gujadhur@intracen.org

and

B. Jocteur-Monrozier

Senior Trade Information Adviser, ITC

email: monrozier@intracen.org

**Fifth Special Meeting on Procedures for Information Exchange
7-8 November 2007, WTO, Geneva**



About ITC

The International Trade Centre (ITC) is the joint technical cooperation agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO) for business aspects of trade development





ITC's strategic objectives

- **Enterprises** Strengthen the international competitiveness of enterprises
- **Trade support institutions** Develop the capacity of trade service providers to support businesses
- **Policymakers** Support policymakers in integrating the business sector into the global economy

PUBLICATION

Export Quality Management

*An answer book for small and medium-sized exporters
2001*

⇒ Provides SMEs with answers in simple language to their most frequently asked questions, inter alia, on standards, technical regulations and conformity assessment



PARTNER NETWORK APPROACH

- * National Adaptation of Export Quality Management - An answer book for small and medium-sized exporters**
- * Partners having published national versions in:**

Brazil

Colombia

Malaysia

Cuba

Argentina

China

South Africa

Vietnam

Ecuador

Bangladesh

United Arab Emirates

Tajikistan, Kyrgyzstan, Kazakhstan, Uzbekistan



Export Quality Bulletin (1)

Information Retrieval on Standards, Technical Regulations and Conformity Assessment (EQB 72)

⇒ *Provides information on how exporters can obtain information on current and future technical requirements in export markets*



Export Quality Bulletin (2)

Manual of Model Procedures and Guidance Notes for the Implementation of the WTO Agreement on TBT (EQM 82)

- ⇒ *Responding to Enquiries*
- ⇒ *Responding to notifications made by other WTO Members*
- ⇒ *Submitting Notifications to the WTO Secretariat*
- ⇒ *Establishment and operation of a National Consultative Committee to coordinate and oversee implementation of the TBT Agreement*
- ⇒ *Communication and promotion*



TRAINING MATERIALS

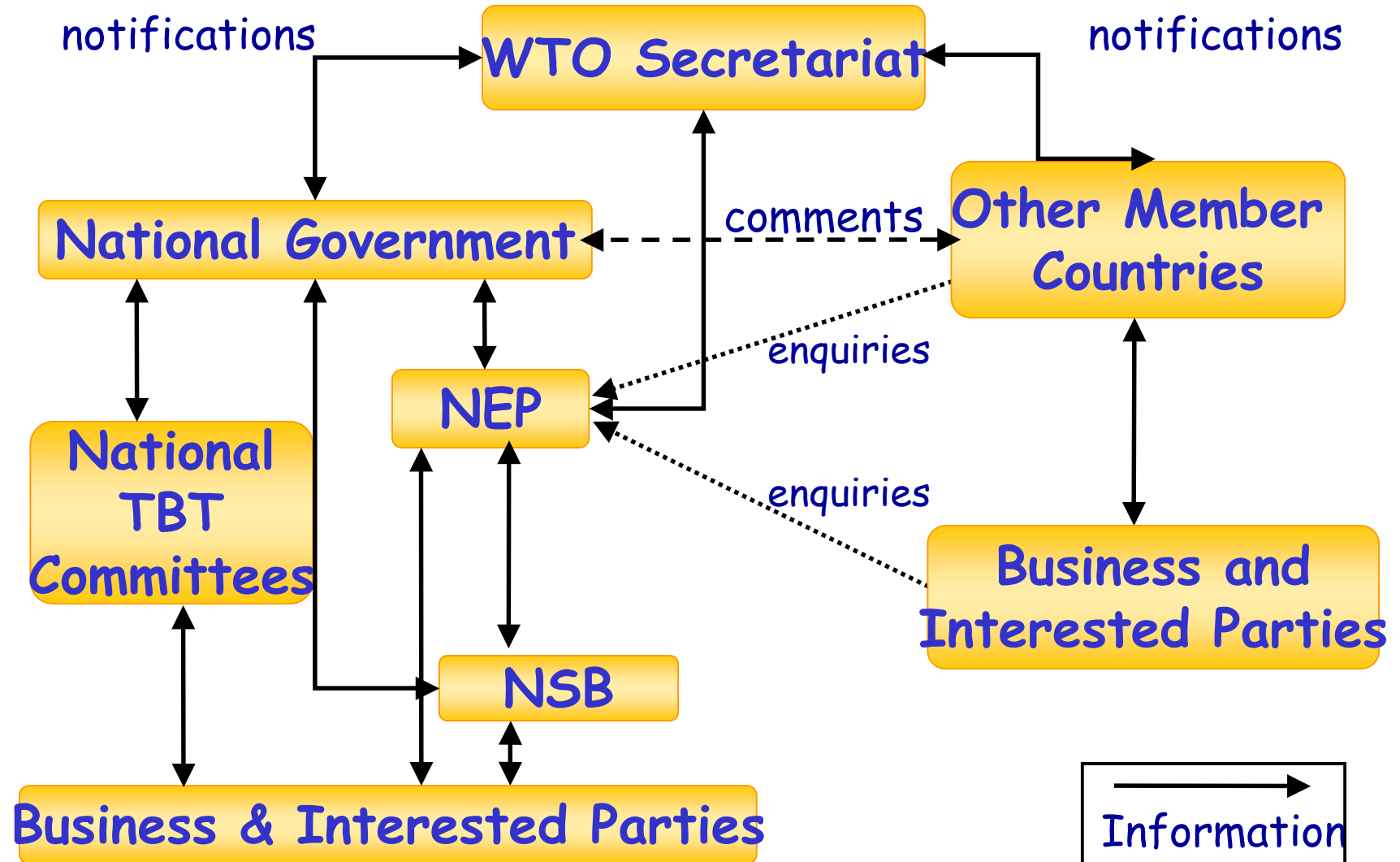
✿ **Improving and Maintaining Market Access through Standards and Conformity Assessment**
Used in Conjunction with the ITC publication on Export Quality Management mentioned previously

✿ **The TBT Agreement – A Business Perspective**
⇒ **The next slide is taken from this pack and is on “Information Flow”**





Information flow





RECENT EXAMPLES OF TECHNICAL ASSISTANCE BY ITC

1/ Bangladesh: Quality Support Programme

Main purpose:

- ⇒ Enhance the awareness and capacity of the private sector to cope with international quality standards and TBT/SPS issues**



RECENT EXAMPLES OF TECHNICAL ASSISTANCE BY ITC

- **Activities:**

- ⇒ Customization of Export Quality Management book by Dhaka Chamber of Commerce and Industry
- ⇒ Workshops on “Improving and Maintaining Market Access through Standards and Conformity Assessment”
- ⇒ Train-the-trainer workshop on “The WTO Agreement on TBT: A Business Perspective”
- ⇒ Enhance the capacity of organizations in the private sector, working in collaboration with the TBT enquiry point, to obtain and disseminate information about current and future standards, technical regulations and conformity assessment procedures
- ⇒ Study tour for personnel from the TBT enquiry point and from a private sector organization



RECENT EXAMPLES OF TECHNICAL ASSISTANCE BY ITC

2/ Pakistan: Setting up the National Enquiry Point at PSQCA in Karachi

Main purpose:

- ⇒ Shaping the information services to be offered by the Enquiry Point**
- ⇒ Coaching and training the staff in the use of international sources and in the daily operation of the Enquiry Point**

RECENT EXAMPLES OF TECHNICAL ASSISTANCE

3/ JITAP countries (in Africa)

Joint WTO / ITC / UNCTAD missions to strengthen the information services of Reference Centres and Enquiry Points

Main purpose:

- ⇒ Training into the use of information resources of the 3 agencies
- ⇒ Shaping the information services to be offered by RCs and NEPs
- ⇒ Coaching and training the staff in the daily operation of the Enquiry Point



CONCLUSIONS: COMMON NEEDS OF NEPs IN DEVELOPING COUNTRIES

- **QUALITY:** need to shift from “technical barriers” to “quality” aspects. Understand and learn more about export quality
- **SOURCES:** Become familiar with major international sources of technical and trade information
- **SERVICES:** Reach the end-users through relevant information services



**WORKING TOGETHER TO ADDRESS THE
NEEDS OF NEPs IN DEVELOPING COUNTRIES
AND IN ECONOMIES IN TRANSITION**

*Learning by doing
(rather than training)*

***“COACHING PROGRAMME
ON INFORMATION MANAGEMENT
FOR THE STAFF OF
NATIONAL ENQUIRY POINTS”***

Next page: 2-pager
included in the “PRESENTATIONS” document



ITC'S PROPOSED COACHING PROGRAMME



COACHING PROGRAMME ON INFORMATION MANAGEMENT FOR THE STAFF OF NATIONAL ENQUIRY POINTS ON TBTs

Providing effective information services on technical barriers to trade

Background and description of the programme

The transparency provisions of the Agreement on Technical Barriers to Trade (TBT) include the obligation for all WTO member countries to establish National Enquiry Point (NEP) in order to respond to enquiries and respond to notifications made by other WTO members. They are also encouraged to participate in the process of submitting notifications to the WTO Secretariat, along with the National Notification Authority. The "Manual of Model Procedures and Guidance Notes for the Implementation of the WTO Agreement on TBT", recently published by ITC, provides detailed guidance on how to comply with TBT transparency provisions.

NEPs are more than a place where enquiries on WTO notifications can be made. Despite their small size and limited staff resources, they are expected to provide information on technical regulations, standards, conformity assessment procedures, as well as trade and business information around these areas. They need to be particularly well organized in order to meet the challenges of covering a large range of information categories, master international sources and modern information tools, and proactively disseminate focused information. The proposed programme is a six-week "training by doing" process where ITC specialists coach NEP staff on best practices in trade information management. The programme is designed to trigger immediate changes in the processes, working tools, services and visible outputs of the NEPs.

Coaching Area	Expected outcome
Needs analysis and follow-up	Limitations and needs of the National Enquiry Point identified Typical information queries identified / typical answers drafted (FAQs)
Operation of the NEP	Daily work routine recommended and tools created, such as checklists, forms (e.g. enquiry forms), bookmark of favourited links Cyberspace and library cards well organized Work processes reviewed, streamlined and improved
Dissemination	Dissemination materials analyzed, selected, and launched Prototypes of bulletins launched, contents of web pages designed
Networking	Networks relevant to the NEP and their respective benefits - identified Concrete networking objectives, tasks, and outputs clearly spelled out Best practices in information management shared with others
Monitoring	Operational Plan designed and periodically updated Performance data identified and periodically measured
Sustainability	Enhanced capacity of NEP to cope with the information demand Income generating activities explored and recommended NEP felt more "indispensable" by host organization and end-users

Who is it for?

The coaching programme is intended for the staff of NEPs in charge of delivering information services to their clients, in developing countries and in economies in transition.

Where is it used?

The recommended coaching approach has been tested in various countries where capacity building programmes were implemented jointly with the WTO. After extensive coaching experience in Pakistan a manual called "Operation Guide for National Enquiry Point on Technical Barriers to Trade" has been prepared in order to address the needs of NEPs.

For more information

Trade Information Section, International Trade Centre, Palazzina WTO, Geneva 10, Switzerland
itc@itccentre.org and itc@itccentre.org Tel.: +41 22 590 01 11 Fax: +41 22 590 05 05

EXAMPLES OF TOPICS FOR THE COACHING SESSIONS

to increase available coaching options available from ITC

"Coaching is all about helping others to identify and define their specific goals, and then organize themselves to attain these goals. ..."

(See: http://www.000.org/usa.com/business_nutrition/consult/coaching_main.htm)

SET-UP

- What is the role of the NEP? (original/extended role)
- What are the target users of the NEP?
- How to identify the specific information needs of priority target users?
- What is the ideal set-up for the business information unit?
- Which staff qualifications/ training are needed to deliver efficient information services?

HANDLING NOTIFICATIONS

- Where to find information on the TBT Agreement?
- How to be aware of / & disseminate TBT notifications issued by other countries?
- How to prepare and submit TBT notifications to the WTO?

DATA COLLECTION

- How to keep updated about the latest news in areas covered by the NEP?
- What are the best international sources on technical standards and regulations?
- What are the best international sources for trade and market information?
- What are the priority products / services to be monitored by the NEP?
- How to search efficiently on the Internet? (mastering search tools and specialized portals)
- How to develop as structured list of favourite links (bookmark management)?
- How to design and develop simple databases? (clients; experts; products...)
- How to identify relevant publications, and develop a Web catalog of publications? Etc.

INFORMATION SERVICES DELIVERY

- Which essential information services should be offered by the NEP?
- How to prepare, finalize and publish answers to Frequently Asked Questions (FAQ)?
- How to organize the enquiry-reply activity of the NEP? How to design an enquiry form?
- How to organize and manage a cyberspace for utilities within the NEP?
- Which information dissemination options are best for the NEP?
- How to quickly assemble a periodical electronic information bulletin?
- What should be the content of the web pages of the NEP?

NETWORKING, PROMOTION AND SUSTAINABILITY

- Which networks are relevant to the NEP and concrete output can be expected?
- How to promote the services of the NEP?
- What can make the NEP successful and sustainable over time?
- How to generate income? Which information and related services can be charged?
- How to monitor and measure the progress and impact of the NEP?

SELECTED ITC MATERIALS AVAILABLE TO NEPs

- List of coaching options for NEPs (ITC/TE)
- Operational Plan Template for Reference Centres and NEPs (ITC/TE)
- Operation Guide for Pakistan's National Enquiry Point on TBTs (ITC/TE)
- The TBT Agreement: a business perspective (Information Pack, by ITC/BAS)
- Manual of Model Procedures and Guidance Notes for the Implementation of the WTO Agreement on Technical Barriers to Trade (ITC/BAS)
- Information Manual on Standards, Technical Regulations, and Conformity (ITC/BAS)



ITC COACHING PROGRAMME

Examples of coaching sessions

- Identifying the target users of the NEP
- Preparing / submitting TBT notifications to the WTO
- Disseminating TBT notifications issued by other countries
- Finding the latest news in areas covered by the NEP
- Identifying the best international sources on technical standards
- Identifying the best sources on technical regulations
- Developing a structured list of favourite links (bookmarks)
- Developing simple databases (experts; institutions; projects...)
- Creating a web catalogue of publications
- Organizing and managing a cyberspace for visitors
- Preparing answers to Frequently Asked Questions (FAQ)



ITC COACHING PROGRAMME

Examples of sessions

- Organizing the enquiry -reply / designing an enquiry form
- Quickly assembling a periodical information bulletin
- Designing the contents of the NEP's webpages
- Using networks to achieve concrete outputs
- Using Web 2.0 applications for sharing information
- Devising a scheme for promoting the services of the NEP
- Identifying what can make the NEP sustainable over time
- Generating revenue for the NEP
- Monitoring and measuring the progress & impact of the NEP
- Etc.



ITC COACHING PROGRAMME

• Coaching Areas	• Expected outcome
• Needs analysis and follow-up	• Limitations and needs of the National Enquiry Point identified
• Operation of the NEP	• Typical information queries identified / typical answers drafted (FAQs)
• Dissemination	• Daily work routines recommended and tools created, such as checklists, forms (e.g. enquiry forms), bookmark of favourite links
• Networking	• Cyberspace and library corner well organized
• Monitoring	• Work processes reviewed, streamlined and improved
• Sustainability	• Dissemination modalities analyzed, selected, and launched
	• Prototypes of bulletins launched; contents of web pages designed
	• Networks relevant to the NEP- and their respective benefits - identified
	• Concrete networking objectives, tasks, and outputs clearly spelt out
	• Best practices in information management shared with others
	• Operational Plan designed and periodically updated
	• Performance criteria identified and periodically measured
	• Enhanced capacity of NEP to cope with the information demand
	• Income generating activities explored and recommended
	• NEP felt more "indispensable" by host organization and end-users



Thank you
for your attention

<http://www.intracen.org>

<http://www.intracen.org/eqm>

<http://www.intracen.org/tis>
