



International  
Trade  
Centre



EU4Business

# The EaP Trade Helpdesk

Mathieu Loridan, Trade and Market Intelligence Section, ITC

Eastern Partnership Trade Panel, 22 Septembre 2020



# → Facilitate increased trade between the EU and EaP countries and among the EaP countries by:



## Enhancing transparency

- Regional online information portal
- Collection of data (market information, trade procedures and services data for one priority sector per country)



## Establishing technical network

- Network of technical focal points in relevant national institutions to respond to users' enquiries & obstacles
- Support data collection (trade procedures, services, etc.)



## Documenting business experience

- Business survey on non-tariff measures (regulatory, procedural) that act as obstacles to trade in goods and services
- Recommendations to overcome obstacles



## Building capacity and promoting

- Building capacity of relevant institutions and private sector on the use of the Helpdesk
- Communication campaign on the Helpdesk

2019

2020

2021

2022

2023

2024

# Project status



## Network

- ✓ Identification of and engagement with national focal points
- ✓ Assessment of data availability in all countries (services data in Georgia)
- ✓ Ongoing development of method for data collection (incl. services and trade procedures)



## Survey

- ✓ Business registries collected for 5 countries (all except Belarus)
- ✓ Sampling by sector and country
- ✓ Identification of survey providers



## Capacity

- ✓ Capacity building and communication programme to start after portal development

# EaP Trade Helpdesk website



## Enhancing transparency

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# EaP Trade Helpdesk website will help businesses understand:



What are the ***tariffs and market access requirements*** that apply to a product and country?



What are the necessary ***export procedures*** that need to be fulfilled?



What are the ***trade flows, export potential and market trends*** for the 6 partner countries?



Which ***companies*** import the products being sold?



What is the support mechanism to help me solve a ***trade barrier*** I face?

# Advantages of the EaP Trade Helpdesk website

## ❖ **Accurate and trusted information**

- Sustained by the established databases of ITC: Market Access Map, Trade Map, Export Potential Map and ePing
- Direct validation from national authorities
- Link EU Trade Helpdesk (and its successor Access2Markets) with translation into Russian

## ❖ **Fully adapted to the 6 partners:** First level of web site and training materials in national language, English and Russian.

## ❖ **Free for all users** of the 6 countries

## ❖ **Practical information** such as company contacts, institutional contact information and step-by-step guide for EaP exporters

# EaP Trade Helpdesk Content

Market shares, export potential, top importers, top growing markets, value chain information, etc.

Enquiry systems, list and statistics of reported obstacles, contact of the network, FAQs, Glossary, HS search, etc.



Tariffs, taxes, NTMs, regulatory changes, Rules of Origin, voluntary standards, Step-by-step procedures, buyers, financial institutions, TPOs



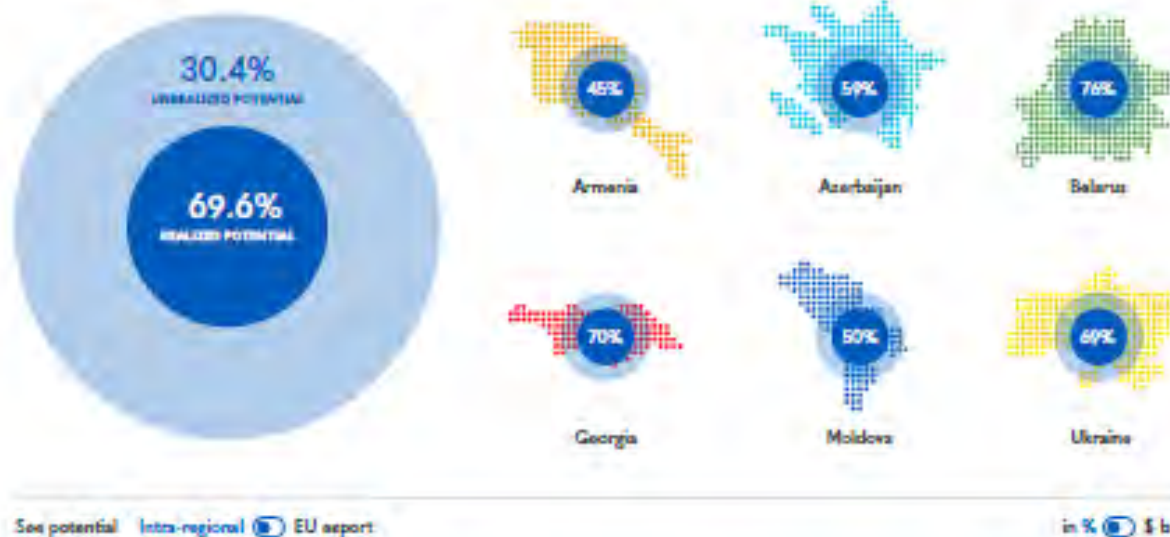
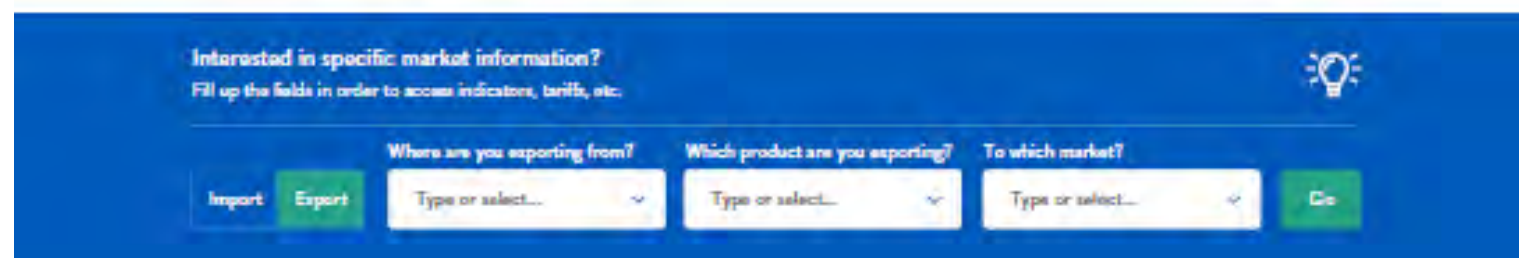
# EaP Trade Helpdesk

## Mock-Up



### The Eastern Area: a region with potential

The region has a \$4.3 bn intra-regional trade potential and \$33.9 bn export potential to the EU. Leverage our tool for establishing successful trade partnerships.

The form is titled "Interested in specific market information?" and includes a subtext "Fill up the fields in order to access indicators, tariffs, etc.". It features a search bar with a lightbulb icon. Below the search bar, there are four input fields: "Where are you exporting from?", "Which product are you exporting?", and "To which market?". Each field has a dropdown menu. There are also "Import" and "Export" buttons, and a "Go" button at the bottom right.





Trade Helpdesk

Eastern Partnership

Identify opportunities →

Figures, facts and information on the region

Market information →

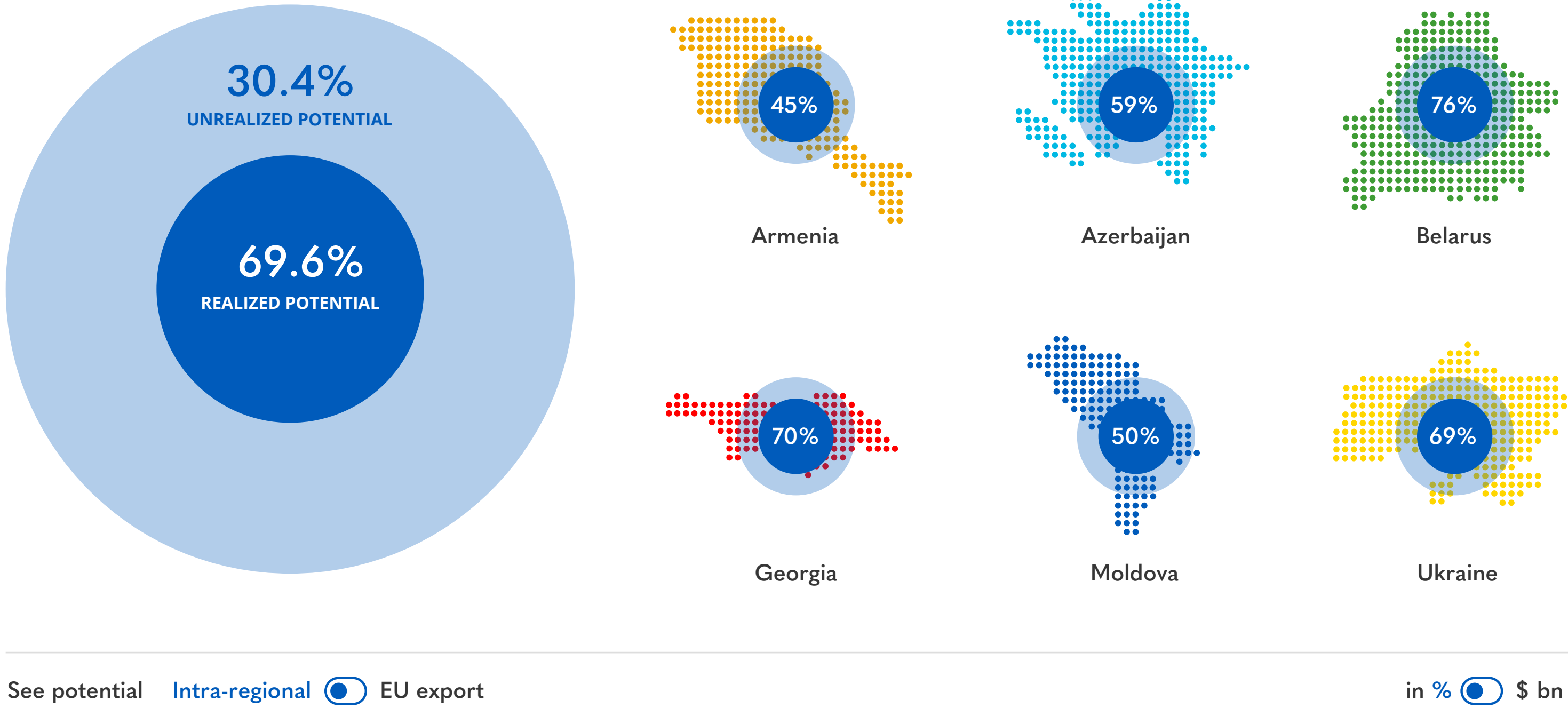
Figures, facts and information on our markets

Help Center →

Report a problem, ask a question, or learn in our knowledge base.

The Eastern Partnership: a region with potential

The region has a **\$4.3 bn** intra-regional trade potential and **\$33.9 bn** export potential to the EU. Leverage our tool for establishing successful trade patnerships.



Interested in specific market information?

Fill up the fields in order to access indicators, tariffs, etc.



Import

Export

Where are you exporting from?

Type or select... ▾

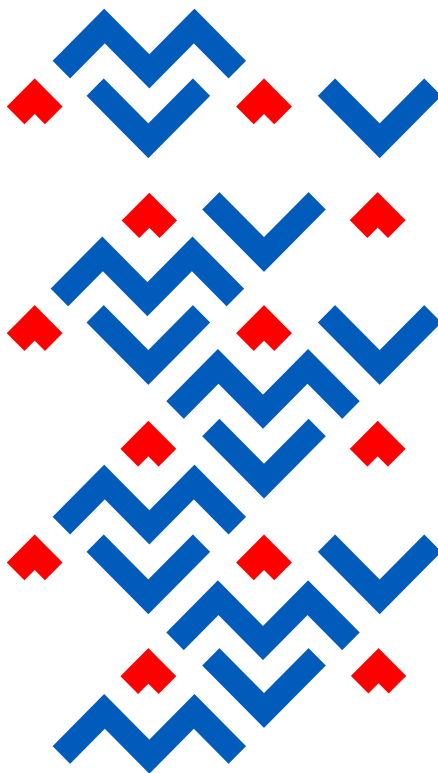
Which product are you exporting?

Type or select... ▾

To which market?

Type or select... ▾

Go



Explore regional opportunities and inform yourself about market access information with the EaP Trade Helpdesk

We provide a single entry point for all the information on market access, trade procedures and country-specific partners contacts in Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine as well as the countries of the European Union. Exporters, importers, investors and trade support institutions can use it to search business opportunities and market requirements for products.

Read more about us

Leverage our Help Center

Ask your question to our local team of experts and support organization, report obstacles and find useful resources to trade.

Ask a question

Report an obstacle

Learn in our Help Center

Testimonials

Meet successful local business owners and read about their trade experiences in EaP and how Trade Helpdesk helped them.



Jane Doe, plant exporter  
Tbilisi, Georgia

See how the Trade Helpdesk helped them



Latest news

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consectetur adipiscing elit.

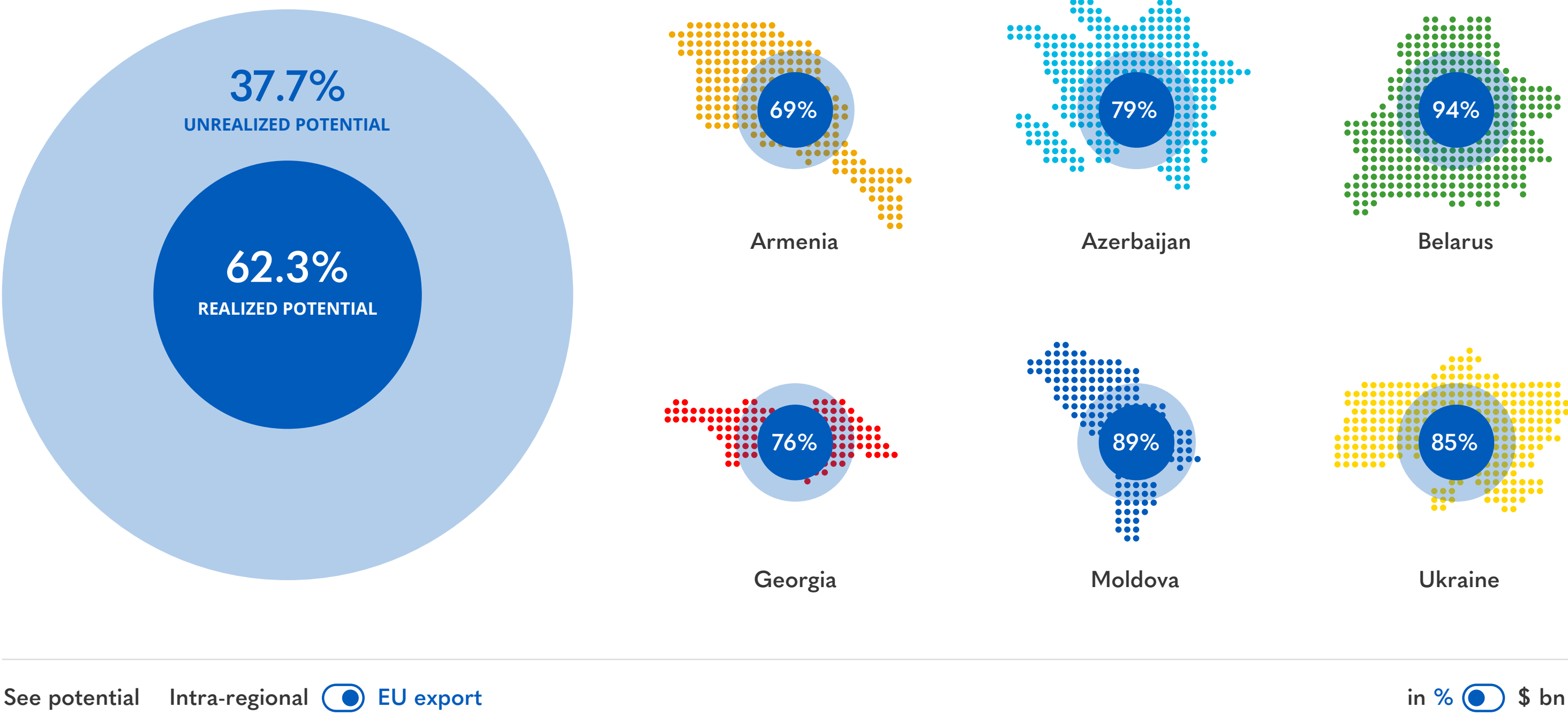
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consectetur adipiscing elit.





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Fill up the fields in order to access indicators, tariffs, etc.

Where are you exporting from?

Which product are you exporting?

To which market?

Import

Export

Type or select...

Type or select...

Type or select...

Go

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Read more about us

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See how the Trade Helpdesk helped them

Latest news

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Trade Helpdesk  
Eastern Partnership

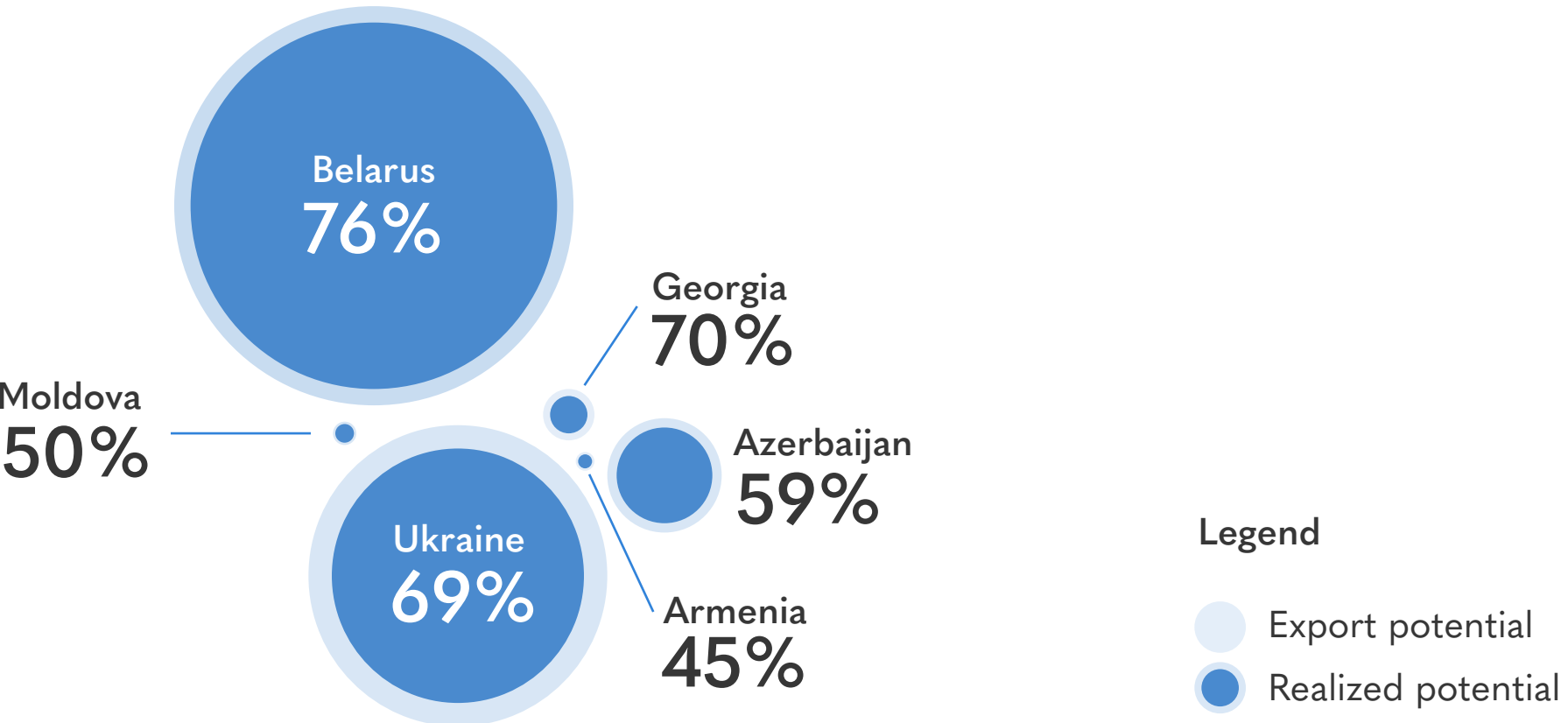


You are identifying opportunities for Eastern Partnership region

Edit or refine selection

Export potential

Some text to explain in a few lines what is happening on this chart and the importance of this data.



to EaP markets EU

in % \$ bn

Regional indicators

How is the EaP doing globally

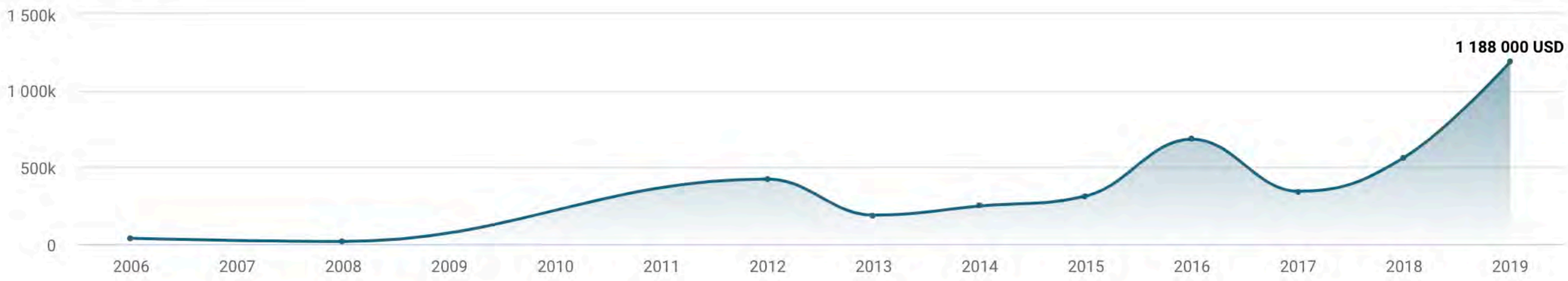
Total imports	0.5%
Import rank	13

Market perspective for the region

How is the EaP doing globally

Import share	13%
Export potential	46%
Import growth	17% ↑

Import Value



Interested in specific market information?

Fill up the fields in order to access indicators, tariffs, etc.



Where are you exporting from?Which product are you exporting?To which market?

ImportExport

Type or select...

Type or select...

Type or select...

Go

Other tools

Find out more regional and local indicators

Find out more about potential in other regions

Trade Map

Export Potential Map





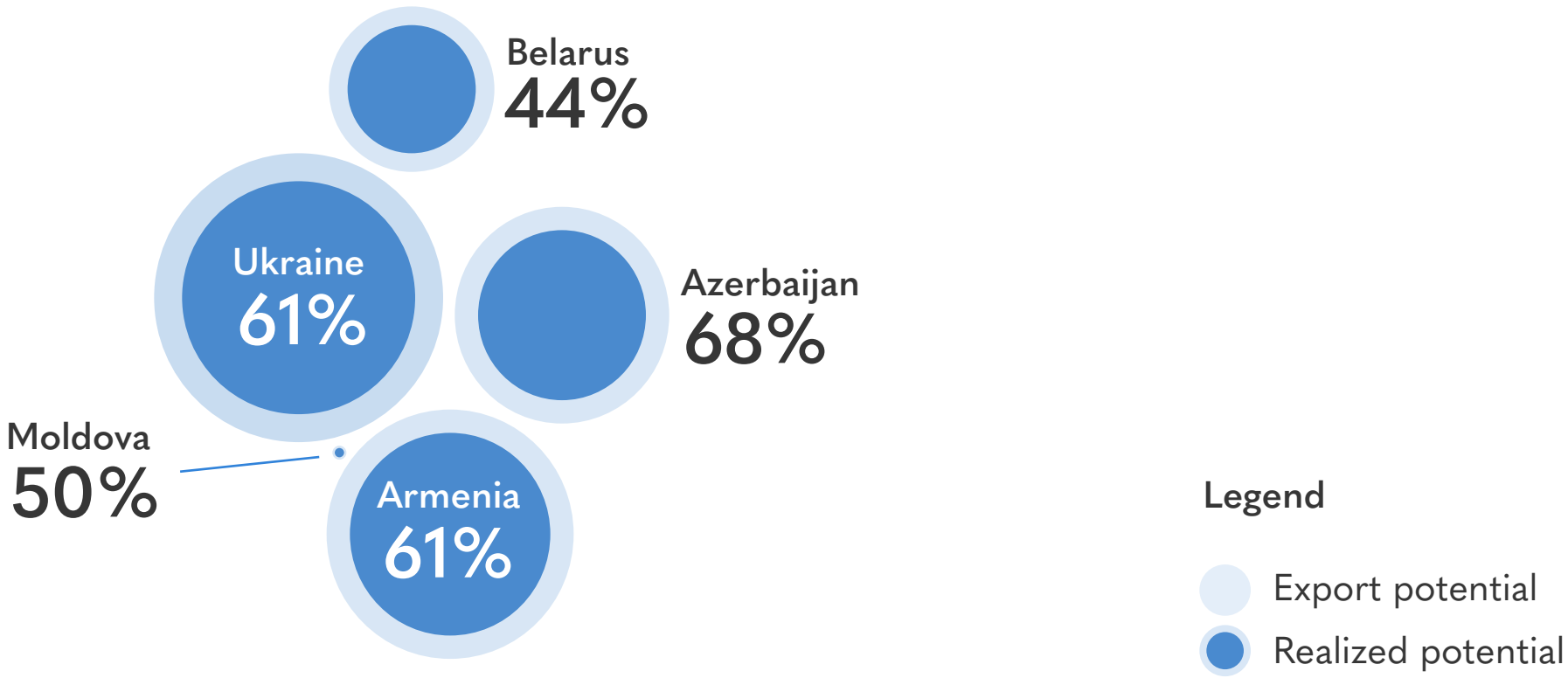
Trade Helpdesk  
Eastern Partnership

You are identifying opportunities for  
Georgia

Edit or refine selection

Best market for Georgia

Some text to explain in a few lines what is happening on this chart and the importance of this data.

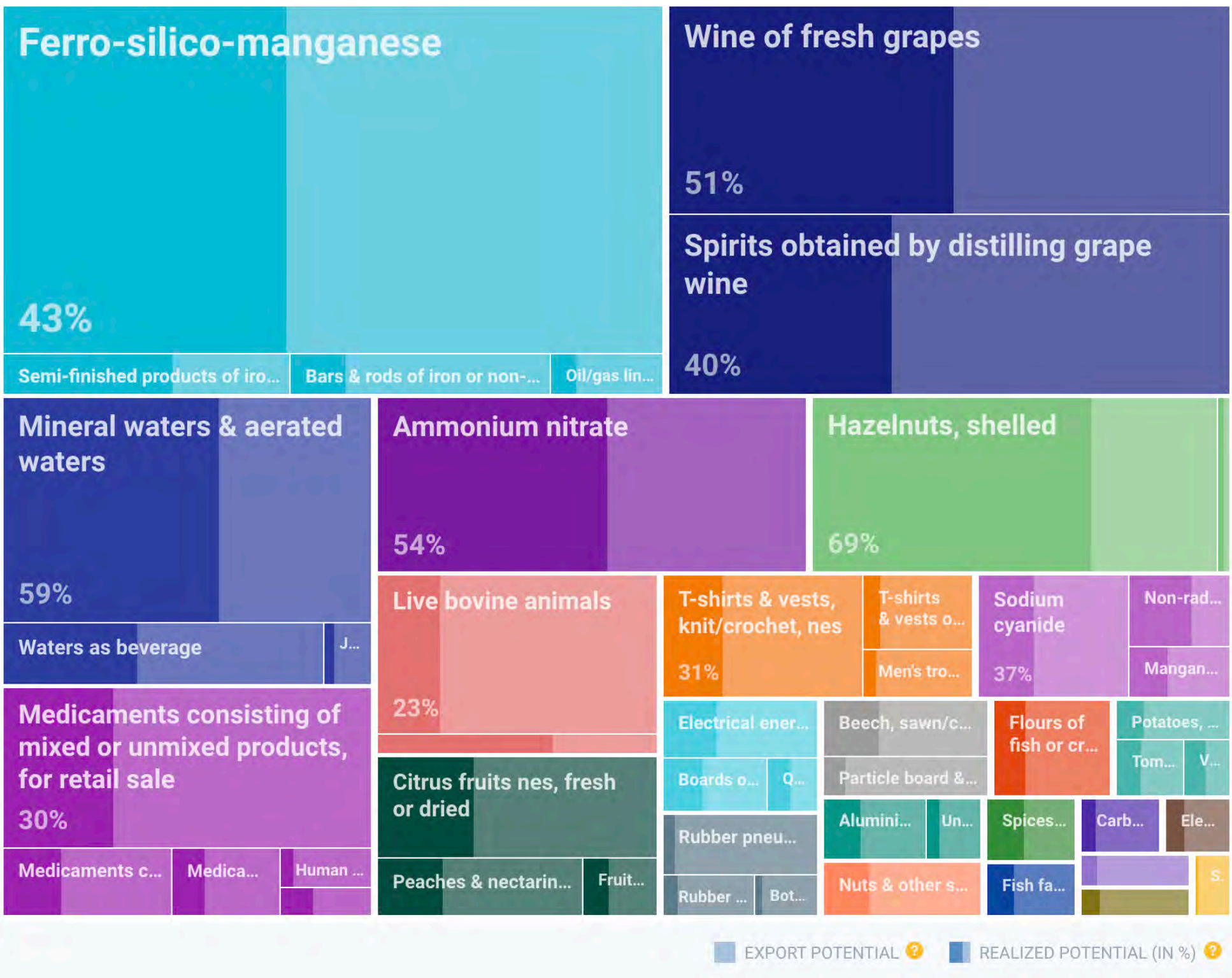


to EaP markets EU

in % \$ bn

Best product for Georgia

Some text to explain in a few lines what is happening on this chart and the importance of this data.



Indicators for Georgia

How is the Georgia doing globally

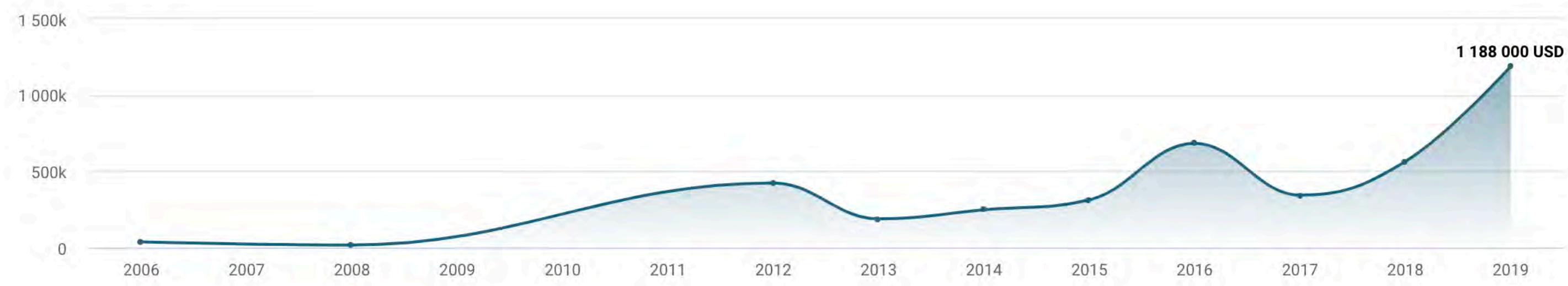
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ImportExport

Where are you exporting from?  
Type or select...  
▼

Which product are you exporting?  
Type or select...  
▼

To which market?  
Type or select...  
▼

Go

Other tools

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Find out more about potential in other regions

Trade Map

Export Potential Map





# Trade Helpdesk Eastern Partnership



## Interested in specific market information?

Fill up the fields in order to access indicators, tariffs, etc.



ImportExport

Where are you exporting from?

Type or select...

Which product are you exporting?

Type or select...

To which market?

Type or select...

Go

## Not sure how to fill the fields?

Visit our country fact sheets to explore opportunities and identify the best product or market for your business

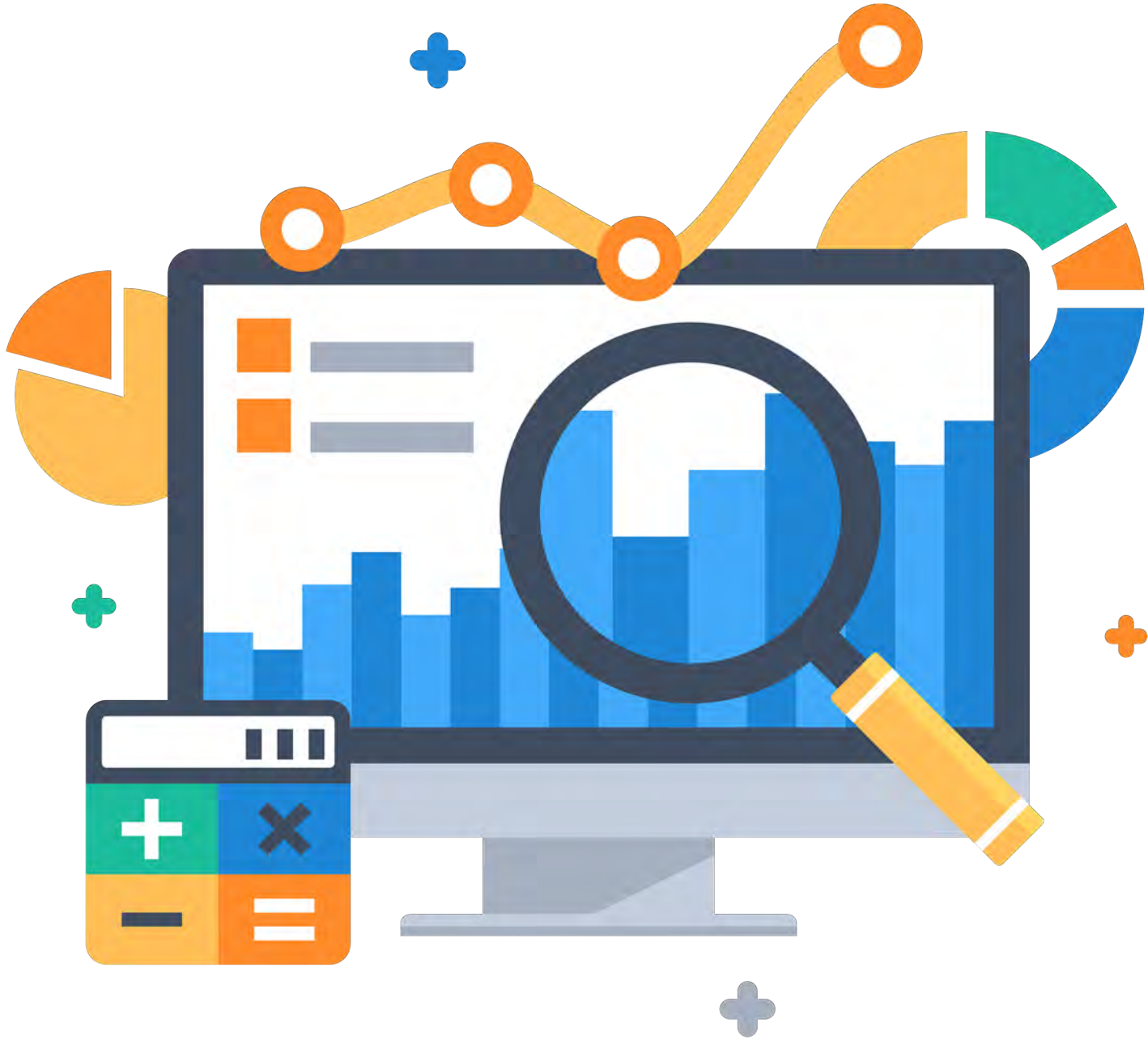
- [Armenia](#)[Georgia](#)[Azerbaijan](#)[Moldova](#)[Belarus](#)[Ukraine](#)

Use our HS finder to find the correct product code

HS Finder

Find lessons, FAQ, glossaries in our Help Center

Help Center





You are exploring

Georgia's export of 080231 Other nuts, fresh or dried, whether or n... to Moldova, Republic of

Edit

- Tariffs & Taxes
- Regulatory Requirements
- Sustainability Standards
- Trade Procedures
- Business Partners

## Customs tariffs & taxes

Customs duties levied by importing countries on foreign goods crossing its border

MFN duties (applied) ⓘ	10%
Preferential tariff for CIS countries (excl Ukraine) ⓘ	0%

### Trade agreement details

Name

Regional group, CIS

Member states

Azerbaijan; Armenia; Belarus; Georgia;  
Kazakhstan; Kyrgyzstan; Moldova, Republic of;  
Russian Federation; Tajikistan; Turkmenistan;  
Ukraine; Uzbekistan

Data collected by [ITC](#) (2019)

Find out more on Market Access Map

## Preferential tariffs

To qualify for a preferential tariff, the product must meet the criteria specified in the rule of origin and obtain the proper certificate of origin.

### Rules of origin ⓘ





CTH

The good obtained should be classified under a HS tariff heading other than that covering each of the non-originating products used

Glossary

[CTH \(Change in heading\)](#)

### Documents

-  [Certificate of origin](#)
-  [Chapter on rules of origin](#)
-  [Product-specific rules of origin](#)
-  [WTO notification](#)

## Taxes and other fees

An introduction text if necessary.

Single administrative fee	5%
Tax installment	1%
Tax for Chamber of commerce and industry expenses	1%
Import licences	1%

### How is the EaP region doing?

Little intro text about what the user will find by clicking here

 Go to Regional opportunities







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## Regulatory requirements

These are the mandatory requirements for your product to enter the selected market.

Product requirements (8)

Market Conditions (3)

Pre-shipment & inspection (0)

Latest WTO notifications (3)

Regulations applied by the exporting country putting in place minimum quality standards, prohibiting or limiting the export of certain products to protect domestic supply, as well as controlling the prices and distribution channels for certain products.

Data collected by [ITC](#) (2019)

Microbiological criteria of the final product

1

Restricted use of certain substances in foods and feeds and their contact materials

3

Restriction or prohibition on the use of certain substances contained in food and feed. It includes the restrictions on substances contained in the food containers that might migrate to food.

Regulations

+ "Technical regulation of Customs Union ""On foodstuff safety"" confirmed by Decision of December 9, 2011 No. 880 (CU TR 021/2011)"

+ "Technical regulation of Customs Union ""On safety of particular types of special foodstuff including dietic clinical and dietic protecti..."

+ "Technical regulation of Customs Union on ""Safety requirements for food additives, flavoring agents and processing accessories"" (C...

Tolerance limits for residues of or contamination by certain (non-microbiological) substances


2

Systems approach

1

Food and feed processing

1




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These are the mandatory requirements for your product to enter the selected market.

Product requirements (8)

Market Conditions (3)

Pre-shipment & inspection (0)

Latest WTO notifications (3)

Notification of changes in regulations submitted by government officials to the World Trade Organization.

Data provided by [WTO](#)

DATE	REQUIREMENTS	OBJECTIVES
> 05/17/2019	Sanitary and Phytosanitary	Food safety / Animal health / Plant protection / Protect humans from a...
<div>Description</div> <p>This Government Decision establishes new conditions for carrying out sanitary-veterinary, phytosanitary, food safety and plant protection and fertilizers products' controls at Border Inspection Posts, as well as bringing them in line with the relevant European Union requirements. It also contributes to the simplification and streamlining of procedures for checking the goods to be inspected at the State border of the Republic of Moldova by the inspectors from the National Food Safety Agency, as well as veterinary, phytosanitary and food safety regulations.</p>		<div>Details</div> <div>Details at <a href="#">EpingAlert.org</a> →</div>
∨ 08/04/2006	Technical	
∨ 07/31/2006	Sanitary and Phytosanitary	





You are exploring  
Georgia's export of 080231 Other nuts, fresh or dried, whether or n... to Moldova, Republic of [Edit](#)

- Tariffs & Taxes
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## Sustainability Standards

Private standards for environmental protection, worker and labour rights, economic development, quality and food safety, as well as business ethics.

Data collected by [ITC Sustainability Map](#) (2019)



### BRC Global Standard for Food Safety issue 7

The Standard is a voluntary, stakeholder developed standard to allow manufacturers to demonstrate that they are operating to high standards of food safety and quality management. The ... [Read more](#)



### Business Social Compliance Initiative Code of Conduct - BSCI

The Business Social Compliance Initiative (BSCI) is a business-driven initiative for companies committed to improving working conditions in their international supply chains. BSCI unites hundreds of ... [Read more](#)



### EU Organic Farming

In 2007 the European Council of Agricultural Ministers agreed on a new Council Regulation (Council Regulation (EC) No. 834/2007) setting out the principles, aims and overarching rules of organic ... [Read more](#)



### EcoVadis

EcoVadis operates the first collaborative platform providing sustainability ratings and performance improvement tools for global supply chains. EcoVadis delivers simple and reliable supplier sustainability scorecards covering 150 purchasing categories, 110 countries and 21 CSR indicators. EcoVadis has become a trusted partner for procurement organizations in more than 120 leading multinationals including Verizon, Nestlé, Johnson & Johnson, Heineken, Coca-Cola Enterprises, Nokia, L’Oréal, Salesforce, ING Bank, Air France-KLM and GSK.

[Find out more on Standards Map](#)



### Food Safety System Certification 22000

FSSC 22000 contains a complete certification scheme for Food Safety Systems and is fully based on the international, independent standards: ISO 22000, ISO 22003 with sector specific technical specifications ... [Read more](#)





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## Trade procedures

1. Obtain food hygiene licence
2. Obtain packhouse inspection report

2.1. Request for packhouse inspection

2.2. Packhouse inspection
3. Obtain farm inspection report
4. Obtain export licence
5. Register as an exporter
6. Register with KESWS
7. Obtain registration letter
8. Obtain EU certificate of origin
9. Obtain export clearance
10. Obtain phytosanitary certificate
11. Obtain export health certificate
12. Clearance of consignment
13. Obtain food hygiene licence

## 2. Obtain packhouse inspection report

Steps Required	Documents Required	Entities Involved	Estimated Time	Estimated Cost
2	2	1	1-3 days	-

### 2.1. Request for packhouse inspection

5 - 10 minutes • Wait for next step: 1 - 2 days

#### Where to go?

ENTITY IN CHARGE  
**AFA Horticultural Crops Directorate (HCD)**  
Mazao Road, P.O. Box 00100-42601  
Phone: +254 202 088 469, +254 202 131 560  
Email: directorhcd@agricultureauthority.go.ke, info@agricultureauthority.go.ke  
Website: http://www.agricultureauthority.go.ke/

UNIT IN CHARGE  
**Regulations & Compliance Department (HCD)**  
Tue 09:00 - 13:00, 13:30 - 17:30  
Thu 09:00 - 13:00, 13:30 - 17:30

PERSON IN CHARGE  
**Gladys Mwai**  
HCD Officer  
Phone: +254 202 012 422/231  
Email: hodtechnical@gmail.com, hcdtechnical@yahoo.com

#### What documents do I need to bring?

1. Request for inspection

#### What do I get as expected result?

- Appointment

#### What's next?

Click the button below to get to the next step.

2.2. PACKHOUSE INSPECTION →





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## Business Partners

Identify the players in the market and the business support infrastructure

Trade promotion organisations	1	
Enterprise Georgia		
Address	18 Uznadze str.	
Phone	995 322 96 00 210	
Website	<a href="http://www.enterprisegeorgia.gov.ge/">http://www.enterprisegeorgia.gov.ge/</a>	
Email	<a href="mailto:info@enterprise.gov.ge">info@enterprise.gov.ge</a>	
Trade finance providers	3	
Business directory	14	





Trade Helpdesk

Eastern Partnership



- Help Center
- Ask a question
- Report an obstacle
- FAQ
- Glossary
- HS Finder

Looking for help?

Ask your question here....

Most popular help articles

- [How to find the HS code for my product?](#)
- [What are Sustainability Standards?](#)
- [Who collects data about my country?](#)
- [How can I report an error in the data?](#)

Browse all

Latest obstacle reports

- [Ukraine to Georgia | Preferential agreeme...](#)
- [Azerbaijan to Armenia | Trade procedures](#)
- [Moldova to Georgia | Trade statistics](#)
- [Georgia to Moldova | Other](#)

Browse all

Reporting obstacles

What is this and how do I use it, why is it important

Report an obstacle now

Check out our e-learning material

Link(s) to e-learning portal, courses, etc.

Contact our local team of experts

Here we explain ways on how to get in touch (email, phone, chat) + availability / office hours (when can i expect a reply?)







Trade Helpdesk

Eastern Partnership

[Help Center](#)[Ask a question](#)[Report an obstacle](#)[FAQ](#)[Glossary](#)[HS Finder](#)

Search for an existing report

Type anything...

Report a new obstacle

Code	Submission date	Type	Destination market	Exporting from	Subject	HS product	Responsible	Last action taken	Last update	Status
<input type="text"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>			<input type="text"/>
209	05/07/2017	Goods and products	Egypt	Belgium	Preferential agreements (GSP, FTA, ...)	All products	National Focal Point: Egypt	A specialized agency has responded to a request for information	07/08/2017	Answered
210	06/07/2017	Goods and products	Cyprus	Egypt	Trade procedures	All products	International Trade Centre	Updated	07/07/2017	Answered
212	10/07/2017	Goods and products	Egypt	Israel	Animal and plant health (SPS)	070200	International Trade Centre	Updated	13/07/2017	Answered
213	16/07/2017	Goods and products	Algeria	Egypt	Trade procedures	390760	International Trade Centre	Updated	18/07/2017	Answered
214	19/07/2017	Goods and products	Greece	Egypt	Trade statistics	200570	International Trade Centre	Updated	19/07/2017	Answered
215	03/08/2017	Goods and products	All countries	Egypt	Other	070190	International Trade Centre	Updated	06/08/2017	Answered
217	21/09/2017	Goods and products	Spain	All countries	Import tariffs and taxes	760711	International Trade Centre	Updated	22/09/2017	Answered
218	16/10/2017	Goods and products	Lebanon	All countries	Import tariffs and taxes	150910	International Trade Centre	Updated	26/10/2017	Answered
219	26/10/2017	Goods and products	Germany	All countries	Other	200899	International Trade Centre	Updated	26/10/2017	Answered
220	21/11/2017	Goods and products	Tunisia	All countries	Food safety	040900	International Trade Centre	Updated	01/12/2017	Answered

Show  of 34 entries

Previous

1

2

3

4

Next





← Back to reports list

Report a new obstacle

Please, fill in the form below referring to only one obstacle and one product at a time (if the obstacle affects more than one product, please identify only the main product affected).

1. Context of the obstacle
2. Type of obstacle
3. Affected product
4. Additional information

You faced an obstacle when \*

- ☐ Importing
- ☐ Exporting

Towards (from) which country? \*

Please select

Describe the context of the obstacle ⓘ \*

Describe the trade obstacle context

When did you face the obstacle? \*

Have you faced this obstacle before? \*

- ☐ Yes, this is a recurring problem.
- ☐ No, this is the first time this happens.

Where did the obstacle occur? \*

- ☐ Your country (Demo)
- ☐ In the origin/destination country
- ☐ Other country (Transit country)

Specify the exact location in which you faced the obstacle \*

Please select

Please specify \*

Name of the specific location

\* required fields

Offline

Report an obstacle offline (PDF)

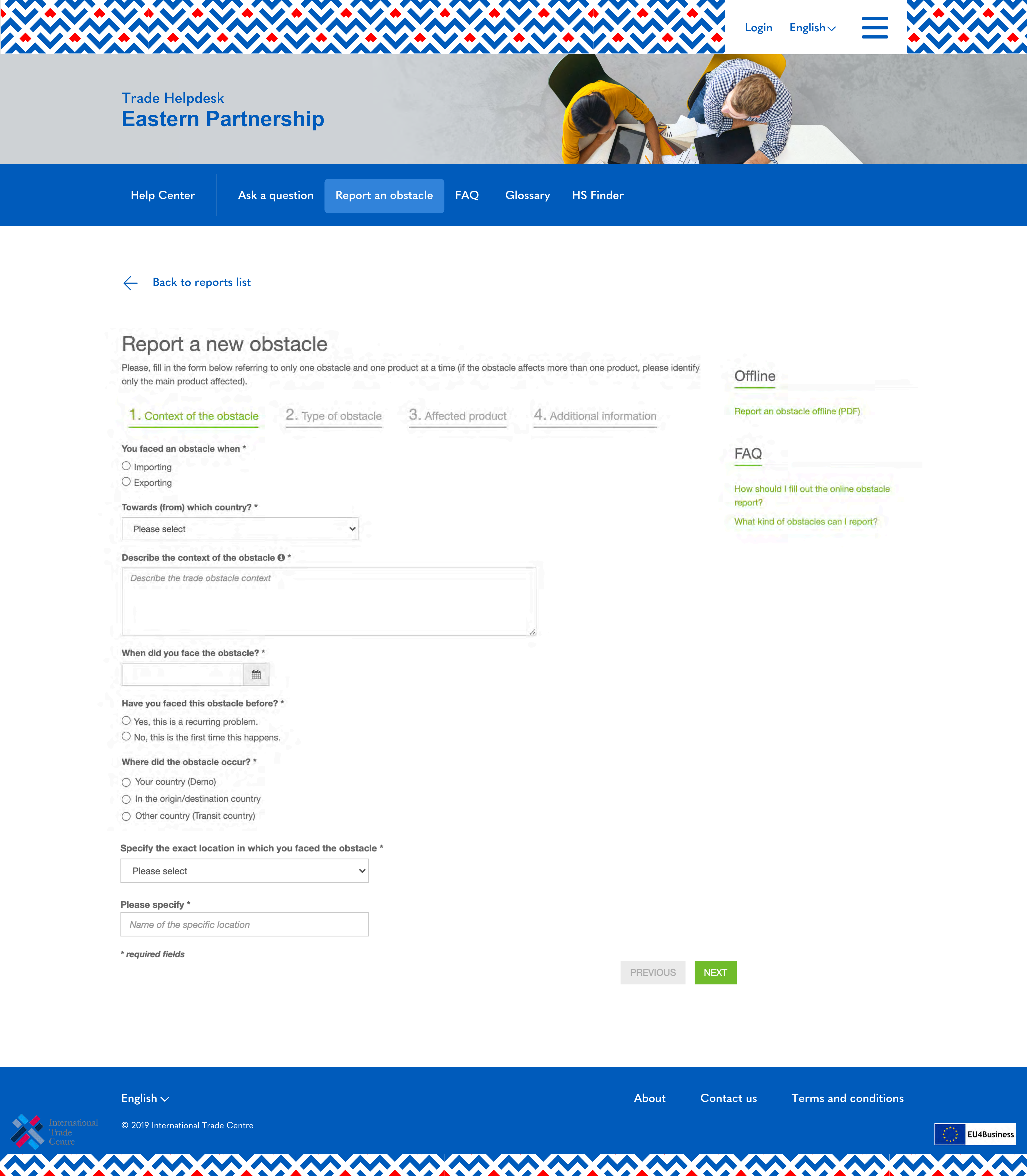
FAQ

How should I fill out the online obstacle report?

What kind of obstacles can I report?

PREVIOUS

NEXT







Have you looked if your question has already been answered to?

find product code

Relevant suggestions

- [How to find the HS code for my product?](#)
- [Why is my HS code different on the Trade Helpdesk?](#)
- [What is a HS code?](#)
- [Why are product codes important?](#)

Submit a new enquiry

Enquiry related to \*

Goods and products

Destination market \*

All countries

Exporting from \*

All countries

Subject \*

Please select

HS product \*

Please note that providing the Hs6 code of your product will help improve the quality of our answer

All products

No product

Specific product

In which language would you prefer to receive the answer? \*

Please select

Attachments

ATTACH FILES

Description \*

Please describe your enquiry here

\* Required fields

When answered, your enquiry will be displayed in the list of answered enquiries

VALIDATE





Help Center

Ask a question


Report an obstacle

FAQ

Glossary

HS Finder

Searching for something in particular?

 Type a word here...

Glossary

Explore Markets

- ✓

1. What makes GTH different from other tools provided by international organizations?
- ✓

2. What should be taken into consideration when using foreign trade statistics as a basis for strategic market research?
- ✓

3. What does import share indicate?
- ✓

4. What does it mean for my country to have untapped export potential? How can I explore these opportunities?

Market Conditions

- ✓

5. What are customs tariffs?
- ✓

6. What are trade remedies?
- ✓

7. What are non-tariff measures (NTMs)?
- ✓

8. What is a tariff rate quota (TRQ)?
- ✓

9. What is an MFN (Most Favoured Nation) tariff?
- ✓

10. Why do I get multiple applied tariff rates for the same product?
- ✓

11. What are the Rules of origin (RoO)?
- ✓

12. How can an exporter obtain a certificate of origin?






Trade Helpdesk

Eastern Partnership

[Help Center](#)[Ask a question](#)[Report an obstacle](#)[FAQ](#)[Glossary](#)[HS Finder](#)













Searching for something in particular?





Type a word here...

Glossary

A

 <b>Ad Valorem Tariff</b>
 <b>Ad valorem equivalent (AVE)</b>
 <b>Additional taxes and charges</b>
 <b>Administrative pricing</b>
 <b>Advance import deposit</b>
 <b>Advance payment of customs duties</b>
 <b>Advance payment requirements</b>
 <b>Anti-competitive measures</b>
 <b>Anti-dumping measure</b>
 <b>Anti-dumping duties</b>
 <b>Applied tariffs</b>
 <b>Automatic import licensing</b>

B

 <b>Bilateral agreement</b>
 <b>Bilateral quotas</b>





Trade Helpdesk  
Eastern Partnership

Help Center

Ask a question


Report an obstacle

FAQ

Glossary

HS Finder

HS Product Finder

 Type the name of the product you’re looking for...

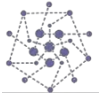
Browse the product library

- 01Live animals
- 01 01Live horses, asses, mules and hinnies
- 01 02Live bovine animals
- 01 02 21Live bovine animals : Cattle : Purebred breeding animals
- 01 02 29Live bovine animals : Cattle : Other
- 01 02 31Live bovine animals : Buffalo : Purebred breeding animals
- 01 02 39Live bovine animals : Buffalo : Other
- 01 02 90Live bovine animals : Other
- 01 03Live swine
- 01 04Live sheep and goats
- 01 05Live poultry, that is to say, fowls of the species Gallus domesticus, ducks, geese, turkeys and guinea fowls
- 01 06Other live animals
- 02Meat and edible meat offal
- 03Fish and crustaceans, molluscs and other aquatic invertebrates
- 04Dairy produce; birds’ eggs; natural honey; edible products of animal origin, not elsewhere specified or included
- 05Products of animal origin, not elsewhere specified or included
- 06Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage
- 07Edible vegetables and certain roots and tubers
- 08Edible fruit and nuts; peel of citrus fruits or melons

# EaP Trade Helpdesk → Next steps

- Finalise the mock-up in coordination with EU and EaP authorities
- Develop a beta version with Market Information (end 2020)
- Test the beta version with network of focal points (first half 2021)
- Refine the platform and integrate Regional opportunities and Help Centre
- Launch the final version of the website (mid-2021)
- Ongoing data collection in collaboration with network of focal points

# Project next steps



## Network

- Set up and coordinate the network of national focal points
- Testing and training of the network on enquiry system and data collection/update (incl. services and trade procedures – from 2021)



## Survey

- Launch and implement national business survey (2021-2022)
- Process and analyze survey findings
- Regional and national stakeholder meetings (from 2022)



## Capacity

- Develop a customized training curriculum for each country (2021)
- Conduct a series of 3-5 training in each country (from 2022)
- Develop and launch a communication campaign in each country (from 2022)



# THANK YOU!



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