



**ePING: HELPING SMEs KEEP TRACK OF PRODUCT REQUIREMENTS  
IN THEIR EXPORT MARKETS**

12 JULY, 14:00-15:00, ROOM S3

Staying abreast of import requirements in foreign markets and addressing potential trade issues at an early stage is vital for businesses. Market requirements evolve swiftly and SMEs can sometimes be left behind, especially those in developing and least-developed countries. To address this challenge, UNDESA, WTO and ITC developed [ePing](#), an online alert system that helps business and government agencies keep track of evolving regulatory requirements in their export markets. The system, which is based on WTO members' SPS and TBT notifications, is globally available and user friendly. Once registered, users receive email alerts regarding products and markets of interest to them and can also use the system to discuss the requirements through fora, and share documents such as summaries and translations. This session will provide an opportunity to find out what this new system offers and what feedback it has received at national and regional levels. It will also identify challenges and opportunities for scaling-up this innovative online tool to promote connectivity between SMEs and their export markets.

**Moderator:** Hoe Lim, Director, Trade and Environment Division, WTO

**What does the new SPS&TBT notification alert system ePing offer to SMEs?**

- Roland Mollerus, Secretary, Secretariat of the Committee of Development Policy, UN Dept. of Economic and Social Affairs (UNDESA)
- Serra Ayrál, Counsellor, Trade and Environment Division, WTO
- Mondher Mimouni, Chief, Trade and Market Intelligence, Division of Market and Development, ITC

**What feedback is ePing receiving from users? What are the benefits? How could it be scaled up?**

- George Opiyo, TBT National Enquiry Point, Uganda Bureau of Standards
- Jose Maciel, DAI Inc., representative responsible for Trade Policy and Regulatory Reform at the East African Trade and Investment Hub
- Ashleigh Light, Office of Trade Negotiations, Department of Foreign Affairs and Trade, Australia

**Q&A, discussion and wrap up**

\* Interested participants can visit the ePing stand in the Delegates Lounge for a hands-on demonstration of the system.