EPING STEP-BY-STEP MANUAL BANGLADESH¹

This ePing step-by-step manual consists of three parts. In the first part, the ePing SPS&TBT notification alert system is introduced. The second part is a practical guide explaining how you can register on ePing to receive ePing alerts and how you can search and discuss SPS&TBT notifications. The final part discusses the role of enquiry points in the ePing project and the implementation of ePing in Bangladesh in general. Parts one and two are relevant for all (potential) users from the public and private sector. The third part is particularly relevant for enquiry points and trade officials involved in SPS and/or TBT matters.



¹ Please note that all examples provided in this document are fictitious, except for the TBT notification example.

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. INTRODUCING FPING

In this part, the ePing SPS&TBT notification alert system is introduced briefly. First, the rationale behind the ePing tool is discussed: which challenges does ePing address? Second, we explain how ePing tackles these challenges. Third, a summary of the major benefits is provided. Finally, a brief overview of the parties involved is given.

1. WHY EPING?

Two important challenges can affect international trade opportunities; how to stay informed about changing product requirements in export markets and how to address potential trade problems related to new product requirements in a timely manner. ePing helps address these challenges.

1.1 PRODUCT REQUIREMENTS



ePing deals with product requirements in export markets. For example, the Korean government might decide that animal hides sold on the South Korean market cannot be treated with chemical "Q" because it is a carcinogenic when used in large quantities. The Indian government might issue a regulation stating that petroleum products sold on the Indian market must be labelled indicating hazardous properties.



Domestic products but also **imported products** need to comply with these requirements. This means that if you are exporting hides or leather products to South Korea, you can no longer use chemical "Q". If you are exporting petroleum products to India, you will need to follow the labelling requirements.

1.2 THE CHALLENGES



First, for people working in international trade, be it as producer, exporter or trade official, it is **difficult to stay informed about product requirements in export markets**. It is, however, vital for the private sector to stay up to date, **to adjust** production or certification processes. For example, if South Korea changes its requirements for hides and leather products prohibiting the use of pesticide "Q", it is key that Bangladeshi hide and leather product exporters are aware of the new requirements so their products conform to these. But how does a Bangladeshi farmer or exporter know about the changed product requirements in its export market?

For trade officials and sector associations it is equally important to stay informed. They can follow up on regulatory changes and inform stakeholders when a change might affect export opportunities. Moreover, the proposed regulations can serve as an inspiration for updating national legislation.



Second, if the new regulation could invoke a trade problem, it is particularly challenging to coordinate with other stakeholders to address this potential trade issue. Addressing potential issues is necessary to avoid trade disruption which can be detrimental for business. If Bangladeshi producers, exporters or the government believe that the new South Korean regulation on hides and leather products is too stringent because if used in small quantities chemical "Q" has no effect on human health, how can they discuss and possibly address this issue?

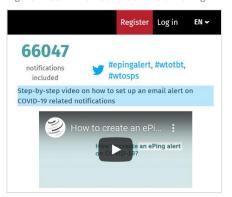
Another current example are measures adopted in response to the COVID-19 health crisis, as many of them

have been notified under the WTO's SPS and TBT Agreements.

These measures fall into four broad categories: streamlining certification procedures; ensuring that medical goods are safe; making food available by relaxing technical regulations; and addressing COVID-19 risks from international trade in live animals. You can consult the WTO's information note titled "Standards, regulations and COVID-19 – What actions taken by WTO Members" for more details.



Figure 1: COVID-19 notification alert in ePing



You can set up an e-mail alert on COVID-19 related SPS and TBT notifications on ePing. Please take a look at this step-by-step video on the ePing website www.epingalert.org on how to set up such an alert.

1.3 WORKING ON A SOLUTION: WORLD TRADE ORGANIZATION TRANSPARENCY PROVISIONS The transparency provisions of the World Trade Organization (WTO) help to tackle these challenges.

1. Tracking

1. The tracking challenge: To help you stay up-to-date, WTO transparency provisions stipulate that WTO members, including 164 countries/territories and all major trading powers, must notify the WTO when they are planning on changing product requirements. They must do so before the measure enters into force, unless it concerns an emergency (e.g. a ban on Canadian cattle due to mad cow disease in Canada). WTO members notify the WTO through an SPS or TBT notification; a two-page summary of the proposed regulation (see also box 'SPS and TBT notifications'). These notifications are stored in two online databases. Coming back to the example, South Korea would thus submit a notification on the proposed regulation on hides and

SPS and TBT notifications are two-page summaries of the proposed regulation including information on products covered by the new regulation, a brief description of the content of the regulation and the date of entry into force. Whether a notification is an SPS or TBT notification depends on the objective of the measure. If it is to protect human, animal or plant health or life from certain risks, specified in the SPS agreement, it concerns an SPS regulation. All other regulations on requirements **TBT** product are regulations.



leather products to the WTO. These timely notifications allow producers to adapt to the new measure.

The coordinating challenge: In addition, a commenting procedure is set up, providing other WTO members an opportunity to comment on the notified measure. The notifying member must take these comments into account when drafting the final version of the measure. WTO members can also raise the issue at the multilateral level, during SPS or TBT Committee meetings. During these meetings, WTO members can raise so-called Specific Trade Concerns (STC) about notified regulations on product requirements, but also about regulations that have not been notified. If the South Korean regulation could cause a trade problem for Bangladeshi farmers or exporters, the Bangladeshi government can formulate a comment on the notified regulation or decide to raise the issue at the SPS or TBT Committee.

1.4 SOME PITFALLS REMAIN

However, while anyone can access the WTO's online databases and browse submitted notifications, this does not imply that private sector stakeholders, government officials and other interested parties in Bangladesh are informed. If the United States (US) updated its label requirements for textile products, the US government would inform the WTO about this through a TBT notification. However, that does not automatically imply that the Bangladeshi textile industry is informed about the new measure, nor that they can easily discuss it and coordinate with other stakeholders and the government.

The question thus is: **how can you stay informed** about notifications relevant for you/your country/territory? And how will you be **able to ask the government to formulate a comment about** potential trade problems? How will **the government know** whether or not it is necessary to formulate a comment on the notified measure?

These questions are particularly relevant given the high number of notifications that are submitted each year (see graph below). While a notification gives you a quick overview of the proposed regulation, making it easy to check whether it is relevant for you, there is an enormous pool of notifications to check each year, having exceeded 5,000 in 2019 and amounted to 4,000 during the first three quarters of 2020. These notifications, issued by different governments around the world, deal with a wide variety of products such as cosmetics, foodstuffs, electronic devices, cars, chemicals, ICT, fruits and vegetables, or toys and animals.

2. WHAT IS EPING?

ePing is an online platform that helps you stay informed about relevant notifications, and also facilitates discussions on notified measures among national (and international) stakeholders. ePing thus helps address the two challenges raised: it assists in tracking relevant notifications and it provides a platform to coordinate among national stakeholders.

2.1 EPING: AN ONLINE SPS/TBT NOTIFICATION ALERT SYSTEM

Figure 2: Number of SPS and TBT notifications circulated by the WTO per year

ePing is an online SPS&TBT notification alert system. You can register on ePing to receive email alerts on notifications matching your interests in terms of markets and products. You can, for example, indicate when registering that you are interested in notifications from Japan and Germany dealing with crustaceans.



ePing also provides a communication platform to support discussions among the public and private sector. These discussions are managed and monitored by the national TBT or SPS enquiry points (see also box 'SPS and TBT enquiry points', page 9). On this platform, you can raise issues and discuss with other stakeholders how to adjust to the new measure or whether a comment should be made to address a potential trade issue that might arise when the notified measure enters into force. Here you can, for example, discuss whether a Japanese regulation on crustaceans creates an unnecessary barrier to trade and whether the government should share a comment with Japan, raise the issue in the SPS or TBT Committees or take any other appropriate action.

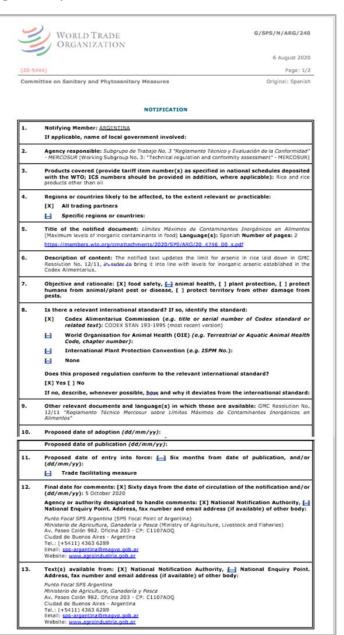
2.2 A SAMPLE OF A TBT NOTIFICATION

Below you can find an example of an SPS notification. As you can see, it is a brief document (about two pages). In this document, important information about the new regulation is provided. Below we explain some key items included.

1. Tracking

- The notifying member; the WTO
 member that is planning on
 revising its product requirements.
 Here it is Argentina.
- The products covered; a list of products that will be affected by the new regulation. This notification deals with rice.
- The description of content; a brief summary of the new regulation.
 This measure sets limits for the presence of arsenic in rice.
- 7. Objective and rationale; the reason(s) for issuing the regulation. In this case, it is for food safety purposes. The maximum residue limit for arsenic in rice aims thus to guarantee that the rice is safe for the consumers.
- 12. Final date for comments; deadline for submitting comments to the notifying member. This is important when you want to raise an issue concerning the measure. This should be done before the deadline mentioned here.
- 13. Text available from; a link to the

Figure 3: Example of an SPS notification

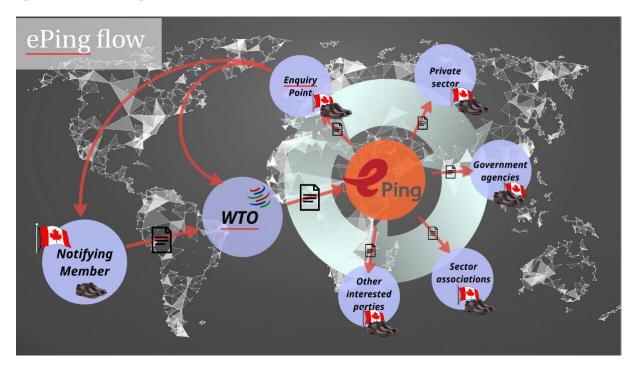


full text of the notified measure is provided if available. If not, the contact details of the agency that can provide the full text are displayed.

2.3 THE EPING INFORMATION FLOW

How does ePing work? Les us have a look at the information flow of a notification.

Figure 4: Illustration of ePing flow



- The process starts with a WTO member planning on changing its regulation. Conforming to the WTO's
 transparency provisions, the WTO member submits a notification to the WTO. For example, if Canada
 would decide to change its regulation concerning footwear, prohibiting the use of leather as the
 production of leather shoes might involve animal suffering, the country would send a TBT notification
 to the WTO briefly summarizing the new regulation.
- 2. The notification arrives at the WTO. **The WTO** will review the notification and add it to one of its online databases: the <u>TBT Information Management system</u> (TBT IMS) or the <u>SPS Information Management System</u> (SPS IMS). Once the notification is added to the database, it is automatically sent to ePing.
- 3. The ePing alert system checks which users are interested in the notification, in terms of notifying member(s) and products covered. Coming back to the example, ePing will check who is interested in notifications dealing with footwear submitted by Canada and share the notification with these ePing users through a daily or weekly alert (depending on the users' preferences). ePing also stores the notification in the ePing database which is accessible on the ePing website.

- 4. Through the ePing communication platform, communication among the different national and international stakeholders on the notification is facilitated. The platform also provides updated contact details of SPS and TBT enquiry points, who users can contact when they have questions about the notification, or would like to receive more information (see also box 'SPS and TBT enquiry points'). Users can contact the enquiry point of their country/territory or the enquiry point of the notifying country/territory. If Bangladeshi footwear producers or exporters believe that this measure is too stringent and are of the opinion that labelling might suffice, it can discuss this with other stakeholders and the government.
- The enquiry point will monitor the discussion on the notification and it or the designated agency will, if deemed necessary, raise an

SPS and TBT enquiry points

Each WTO member has established an SPS and/or TBT enquiry point. This is an agency connecting all national stakeholders in relation to transparency matters. For example, they handle incoming comments on notified regulations and provide information and documents upon request. It is thus not surprising that this agency also plays a key role in the ePing project. More precisely, they manage national users and national features, and particularly important for the private sector, enguiry points moderate the national discussion fora. They are always alerted by email when a contribution to a forum is made and are thus able to follow up or to respond. Also beyond ePing, this is an important agency when dealing with product requirements in export markets. Contact details of all SPS/TBT enquiry points can be found the ePing website and are also listed below.

issue on the notification either bilaterally, discussing it with the notifying member possibly through an official comment or multilaterally, at the WTO during an SPS or TBT Committee meeting. The enquiry point or designated government agency can share a comment with Canada, or raise the issue at the TBT Committee when Special Trade Concerns are being discussed.

Bangladeshi SPS and TBT enquiry point contact details:

Name/Agency: Mr. Nesar Ahmed, Director, WTO Cell, Ministry of Commerce, Government of the People's

Republic of Bangladesh

Address: Bangladesh Secretariat, Dhaka

Phone: +880-2-9549195; +880-1758638749

Email: ahmed.nesar@gmail.com

Fax: +880-2-9545741



Name/Agency: Bangladesh WTO-TBT National Enquiry Point

Address: Maan Bhaban, 116/A Tejgaon Industrial Area, Dhaka

Phone: +88-02 8870278

TBT

Email: bsti std@bangla.net; bsti ad@bangla.net

Fax: +(88) 02 913 15 81

Website: http://bsti.gov.bd/wto.html

3. MAIN BENEFITS



ePing helps you to keep track of product requirements in foreign markets. This is most useful for businesses, traders, exporters and government officials dealing with traderelated issues. However, also other government agencies might be interested in this service, as it gives insights on upcoming revisions of product requirements which might be relevant for your country/territory as well.



ePing avoids an information overflow. Indeed, you will only be alerted about those notifications that are relevant for you, not all 5,000 notifications per year. ePing covers both SPS and TBT notifications, so you do not need to access or subscribe to two systems.



A **communication platform** is included in the ePing tool, facilitating dialogue among public and private sector stakeholders.



Notifications can also be **enriched** with additional information, as you can add documents to the notifications and information can be shared via fora attached to each of the notifications.



For enquiry points, ePing entails several **efficiency gains**, as it is no longer necessary to manually disseminate notifications to interested parties in the country/territory. Instead they can subscribe to ePing. In addition, ePing can also facilitate consultations with other private and public sector stakeholders and through this helps addressing possible trade issues in a timely manner.



ePing also contributes to **better compliance with transparency obligations** as it raises awareness on the importance of notifying upcoming regulatory revisions.



ePing is a **free of charge, publicly available system**, bringing together the expertise of three international organizations and avoiding duplication of effort, as governments no longer need to invest in developing a national system.

4. WHO IS INVOLVED?

4.1 THE PROJECT MANAGERS

Three parties are involved in the ePing project: the United Nations Department of Social and Economic Affairs (UN/DESA), the World Trade Organization (WTO) and the International Trade Centre (ITC).

Through the ePing project, the three parties work closely together to contribute to **sustainable development goal 8**: good jobs and economic growth, and in particular to increasing Aid for Trade flows and formalizing growth of small and medium-sized enterprises (SMEs). The ePing project also contributes to **goal 17**: partnerships for the goals and in particular to promoting the multilateral trading system and increase export of developing countries/territories.

4.2 EPING USERS

ePing is supported by many more than the international partners. Users play a key role by registering and engaging in discussions, enriching the ePing website. The number of users has risen steadily since the launch of the system in November 2016. At the **end of September 2020, over 11,000 users** had registered on ePing. Looking at who these 11,000 users are, we see that about 50% are from the **public** and **about 40**% from the **private sector**, the rest coming from other entities such as international/regional organizations or NGOs.

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In this section, we discuss how you can use ePing to stay up to date on product requirements in markets of interest to you, and how to discuss notifications with other stakeholders to avoid potential trade problems invoked by a new regulation. For detailed technical instructions on how to navigate the ePing website, please consult the user manual which you can find on the ePing site (menu option: reference material).

1. CHALLENGE 1: STAYING INFORMED ABOUT PRODUCT REQUIREMENTS IN FOREIGN MARKETS

Tackling the first challenge, we explain how to register on ePing to receive alerts on relevant notifications and how to search notifications on the ePing website.

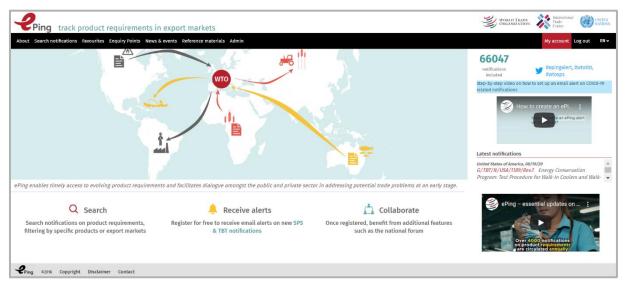
1.1 ACCESS EPING AND REGISTER

How can you access ePing and register? Go to www.epingalert.org to access the ePing website (see also video tutorial 1. How to register on ePing). To navigate the ePing website properly, it is important that your browser is up-to-date. The browser is the programme used to access internet such as Firefox, Safari, Explorer and Chrome. Note, however, that ePing is not touchscreen compatible. While registering on a smartphone is possible, to use all features, you need a keyboard and wide enough screen (10 inches or more).



To receive email alerts and access other functions on the ePing platform, registration is necessary. To register, go the website, www.epingalert.org, and select your preferred language. The website is available in English, French and Spanish. Click on 'register' and fill out the pop-up form.

Figure 5: Screen shot of the ePing website



The registration form is quite straightforward. We will, however, briefly discuss it as it is vital that it is filled out accurately. In this form, you define products and markets of interest. There are three parts: personal information,

filter preferences and email alert preferences. (there will be changes to the registration form so I will update the screen shot).

PERSONAL INFORMATION

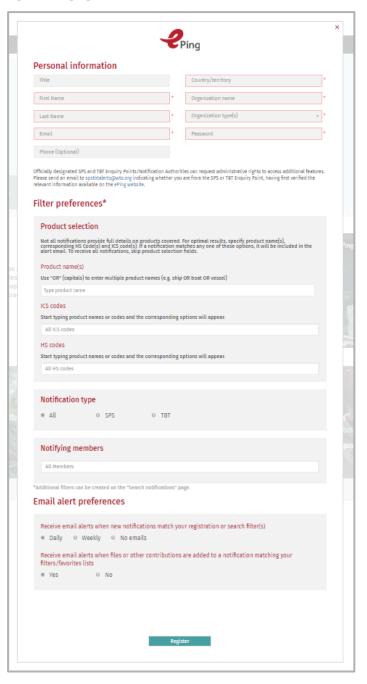
In the first part, you provide personal information; your name, email, country/territory, etc. For what concerns

country/territory, it is important that you select the country/territory you are working or living in, not your nationality or place of birth which might be different. For most of you that will be Bangladesh. Note that you also have to choose a password that can be used to log in later on.

FILTER PREFERENCES

In the second part, the filter preferences, you can indicate in which products and markets you are interested. You will receive notifications matching both the selected products and markets. For example, if you indicate to be interested in notifications dealing with textile products and in export markets Germany, the European Union (EU) and the US, you will receive notifications on textile products submitted by Germany, the EU and the US. You will not receive notifications on other products submitted by Germany, the EU or the US, or notifications on textile products submitted by other WTO members. If one or more of the export markets you are interested in are a member of the EU it is important to indicate that you are also interested in notifications submitted by the EU as measures notified by the EU apply to all EU member states. If you want to

Figure 6: ePing registration form



receive all notifications (about 5,000 a year), leave all boxes under the heading 'filter preferences' blank. This does not mean that you will receive 5,000 emails; rather, you will receive a daily or weekly email listing all notifications of the previous day or week.

First, you can identify your products of interest. If you want to identify products, you get the best filter results if you fill out all three boxes: "product names", "ICS codes" and "HS codes". For what concerns product names, you can enter multiple designations; synonyms but also other types of products. For example, if you are interested in textile products you can type 'textile OR knit OR t-shirts OR garment'. If you do not know the ICS or HS code of your product, just start typing the name of the product category and the corresponding code(s) will pop up. If the code does not appear, try a synonym or wider category. You will see that when typing textile in the ICS codes and HS codes boxes, a lot of options pop up. Scroll through the results and select <u>all</u> relevant codes.

It is also possible to only receive SPS or TBT notifications, by selecting either SPS or TBT under the heading 'notification type'.

The last filter criterion is 'notifying member', here you can select all markets you are interested in. If you, for example, want to stay informed about upcoming changes in product requirements in Germany, the EU and the US, you select these countries/regions. To select a country/territory, start typing the name of the country/territory and the name will pop up. Click on it to select the country/territory.

EMAIL ALERT PREFERENCES

In the last part of the registration form, you can indicate how often you would like to receive an ePing email alert; weekly, daily or not at all. You can also indicate that you want to receive an email when additional information is added to a notification that matches your filter preferences defined in the registration form.

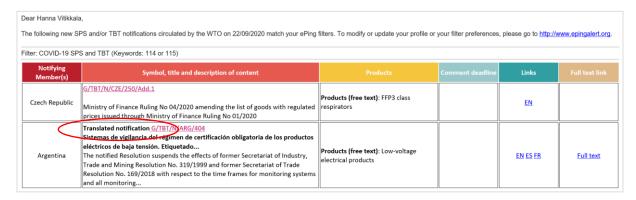
To submit the form and register, click on 'register' at the bottom of the page. You can revise the form later on via 'my account', displayed on the homepage when logged in.

1.2 EMAIL ALERTS

Below an example of an email alert is displayed. The alert email includes a table with all new notifications matching your filter preferences. In the table, the following information is included: notifying member, symbol, title and description of content, products, comment deadline, links and, importantly, possibly a link to the full text of the notified measure. This link is added if it is provided by the notifying member.

Sometimes, a notification will be tagged 'translated notification'. These are notifications that have been shared before in their original language and are now shared again in your preferred language. Notifications can be submitted in three languages: English, French and Spanish. As soon as the notification is processed by the WTO it is included in the ePing alert in order not to waste any time because the commenting period is rather short. Because the original notification is not always in your preferred language, a translation can be included in an email alert later on. It takes about a week to translate a notification.

Figure 7: Example of an ePing e-mail alert

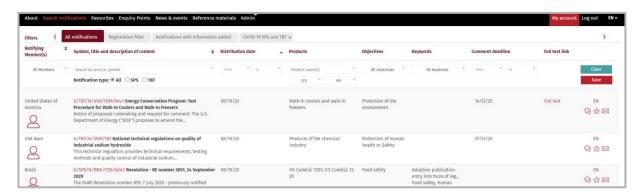


1.3 SEARCH NOTIFICATIONS

In addition to receiving ePing alerts, you can also use ePing to search recent notifications (see also video tutorials 2. How to search notifications and 3. How to create a favourites list). Related to the search function, the following actions are possible: you can search SPS and TBT notifications, save your search filters, export search results, download the actual notification, read quick summaries of the notification, access related notifications and see where information has been added to a notification. You can also save favourite notifications.



Figure 8: Screenshot of the ePing search notifications page



- the search notification page: you can access the search notification page and browse all notifications by clicking on 'search notifications' in the main menu.
 - You can use several search criteria such as notifying member, symbol, description of content and products.
 - o The search results appear immediately in the displayed table.
 - Browse the results by clicking on the navigation buttons at the bottom of the page.
 - o It is necessary to click the clear button to undertake a new search.

For example, if you want to review all notifications from the Japan and China dealing with animal hides, you can select 'Japan' and 'China' in the notifying member box. In the products box, you type hides and select all corresponding HS and ICS codes. The corresponding notifications will appear in the list under the search criteria.

- Save a search filter: you can save a search filter by clicking on the save button. A new tab will appear above the search table. Give the query a name, e.g. 'Japan, China hides', and click on enter.
 - Next time visiting the ePing site it will be possible to consult this filter by clicking on the tab 'Japan, China hides'. Notifications matching the filter, also new ones, will be displayed.
 - The two other tabs already visible are 'all notifications' displaying all notifications in the ePing data base and 'registration filter' displaying the notifications that match your registration filter.
 - New notifications matching your saved filters will be included in your ePing email alerts in a separate table.
- **Export results:** search results can be exported by clicking on the button 'Export to Excel' at the bottom right corner of the page. Click on export and open the excel file.
- **Download word format**: the actual notification can be downloaded by clicking on EN, FR or ES in the table.
 - The letters refer to the language of the notification
 - o If a letter combination is missing, the notification has not yet been translated.
- **Read quick summary and access related notifications**: you can access a notification summary by clicking on the symbol displayed in red in the column 'symbol, title and description of content'.
 - It is easy to access the link to the full text of the notified measure which is, if available, displayed at the bottom of the summary page.
 - You can also consult related notifications via the notification summary. Sometimes addenda or corrigenda are submitted, adding to or correcting previous notifications. These notifications are called addenda or corrigenda. An addendum provides additional information, for example, a country/territory can decide to prolong the commenting period and submit a notification an addendum to the original notification to inform other members about the prolonged commenting period. Corrigenda are submitted to correct minor administrative or clerical errors in the original notification or the notified measure.
- Notifications with information added: notifications where information has been added are grouped under a designated tab with this same title. Here, you can easily find where admin users have complemented the notification with useful information such as an official comment submitted by their government.
- Save favourites: you can save notifications in a 'favourites' list, by clicking on the star icon on the right side of the screen and filling out the pop-up screen that appears.
 - It is possible to get a reminder by selecting a date under the heading 'send me a reminder' in the pop-up. This is however not mandatory.
 - Selecting or creating a favourite category is necessary to add a notification. You can create a
 new one by typing the name under the heading 'favourite category'. To select an existing
 category, just start typing the name and the corresponding category will pop up.



Below a number of quiz questions are listed related to the notification search function. The answers can be found in the annex of this document.

- 1. Which country submitted a notification dealing with the labelling of textiles, distributed by the WTO on 28 July 2020?
- 2. How many notifications have been issued by Bangladesh?
- 3. What was the Bangladeshi notification distributed on 20 February 2020 about?
- 4. What was the proposed date of entry into force of the Bangladeshi notification distributed on 21 February 2019?
- 5. How many SPS notifications with main objective 'food safety' were circulated between 1 and 30 September 2020?

2. CHALLENGE 2: COORDINATING WITH OTHER STAKEHOLDERS TO TACKLE POTENTIAL TRADE ISSUES.

A number of functionalities facilitate connecting with other stakeholders to get information or discuss notifications. You can share notifications (see also video tutorial 4. How to share a notification), discuss notifications (see also video tutorial 5. How to access the discussion fora) and share files and find contact details to get in touch with enquiry points (see also video tutorial 6. How to contact an enquiry point).



2.1 CONNECTING WITH STAKEHOLDERS

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Share notifications: you can easily share notifications with other stakeholders by clicking on the envelope in the notification row on the search notification page. A pop-up window will open, asking for email addresses and a guiding message. A subject can be added, but it is optional. To share the notification, click on 'send email'. The receiver will get an email including a link to the notification stored in the ePing database.



- **Discuss notifications**: users can discuss notifications, share questions and insights with other stakeholders including the TBT and SPS enquiry points.
 - Each notification provides a space for discussion at national and international level. To access that space, click on the text balloons in the notification row.
 - The window that opens when clicking on the balloon contains two tabs; one for the enquiry point discussion forum (international forum), and one for the national discussion forum.
 - The enquiry point discussion fora (international fora) are reserved for enquiry points. Every
 user can read the fora, but only registered enquiry points can add messages. When registered,
 an enquiry point is alerted when a comment is made to a notification issued by its government.
 - The national discussion fora are reserved for national ePing users. All national users, but only they, can add messages to these fora. The enquiry point of the country/territory is always alerted when someone adds a message to a national discussion forum. This way, the enquiry

point can monitor the discussion and address questions asked. Important: the fora have to be activated by national enquiry points, for SPS and TBT separately. By default, these national fora are inactive.

- When you have indicated in the registration form that you would like to receive an e-mail alert when additional information is added to a notification matching your filters, you will receive an email when there is activity on a forum linked to such a notification.
- **Contact enquiry points:** contact details of all enquiry points can be found on the ePing website. These are stored in a table you can access by clicking on 'enquiry points' in the main menu.
 - You can find contact details of the SPS enquiry points, the TBT enquiry points and the SPS notification authorities.
 - When logged in, the enquiry point of your country/territory will be listed first.
 - You can export each list to excel by clicking on the button 'Export to Excel'.

2.2 QUIZ (II)

Below a number of quiz questions are listed, related to the enquiry point search function. The answers can be found in the Annex of this document.

1. How many TBT enquiry points does Rwanda have?

Most countries/territories have one TBT enquiry point and one SPS enquiry point, and some have one enquiry point for both SPS and TBT, but as you can see in the example here, a country/territory can have multiple TBT and/or SPS enquiry points.

- 2. Can you find the contact details the TBT/SPS enquiry points of Bangladesh on ePing? What is the SPS enquiry point's e-mail address?
- 3. Mexico's notification G/TBT/N/MEX/178/Add.9 was circulated on 14 October 2019. What information have enquiry points or other admin users added to this notification?

3. USER GUIDE AND REFERENCE MATERIAL

If you want to know more about ePing and the services it provides, more information is available on the 'reference material' page of the ePing website.

You can access the reference material page by clicking on 'reference material' in the main menu. It includes an online version of the user guide, but you can also download a word version, by clicking on EN for the English version and JA for the Japanese version. If you have questions that are not covered in the user guide, you can contact the WTO by clicking on 'contact us' and filling out the contact form.

It is also possible to download an ePing flyer for promotional purposes, for example, if you would like to inform colleagues, associations, etc. about ePing. The flyer is available in seven languages.

Finally, several useful links are provided as well, such as the links to the <u>SPS</u> and <u>TBT</u> databases, where you can browse all SPS and TBT notifications, and a link to the United Nations LDC portal for more information on international support measures for least developed countries.

III. A KEY ROLF FOR SPS AND TBT ENOUIRY POINTS

This part is targeted at SPS and TBT enquiry points, as enquiry points can play a crucial role in the implementation of ePing at national level. We discuss the ePing admin tool as well as what needs to be done beyond strictly managing the tool to maximize the benefits ePing has to offer. In what follows, we elaborate on the role of the enquiry point. Subsequently, the admin tool included in the ePing system is explained. Finally, we look into the question on how to promote ePing in Bangladesh.

The enquiry points play a **key role in the implementation of ePing** at the national level because they are in many instances the connecting agencies between all stakeholders involved in SPS and TBT transparency matters: WTO members, the private sector, trade officials, standards officials, regulators and other domestic and international stakeholders.

Enquiry Points are or at least can be the **national ePing administrators.** ePing entails **efficiency gains** for enquiry points, especially in relation to information sharing and reaching out to the public and private sector. Because industry but also government agencies can **subscribe to ePing** to receive relevant notifications, enquiry points no longer have to manually select and share incoming notifications. In addition, ePing helps **reaching out to national stakeholders** including the private sector to discuss notified regulations and to decide whether it is necessary to formulate a comment on a notified regulation or take any other action. Moreover, ePing gives the enquiry point **insights into the priorities of its industry** in terms of markets and products.

To ensure that ePing is used by private sector stakeholders and becomes a communication hub, implementation and administration at the national level by the enquiry points, in cooperation with other government agencies, is necessary. Public and private sector stakeholders should be informed about ePing and the services it renders, and the online system should also be actively managed and plugged into existing outreach and coordination structures.

Each government, however, has its **unique institutional setup**, and enquiry points do not work in isolation. On the contrary, they cater to many different stakeholders. Therefore, ePing implementation should be **tailored to the institutional set-up** of the country/territory. It is, for example, crucial that the enquiry point works in close collaboration with the agency that formulates comments on notified measures. It is also possible that a framework to consult with national public and private sector stakeholders is already in place. If this is the case, ePing can be plugged into this existing

structure. In sum, it is important to discuss at the national level how ePing

can be implemented and generate efficiency gains.

1. THE EPING ADMIN TOOL

ePing contains an admin tool for enquiry points to help administer the ePing system at national level. Via this tool it is possible to manage national users and applications. To access the admin tool, SPS and TBT enquiry point officials can send an email to 'eping@wto.org'. Once verified that it is indeed the SPS or TBT enquiry point that

Request admin rights! is requesting admin rights, the rights will be granted and an email confirming this will be sent to the requesting party.

For what concerns the management of users, registered enquiry points can access a list of all national users. In this list, contact details of all users are displayed, but also the markets and products selected by users when registering on ePing. Enquiry points will thus know in which products and markets private (and public) sector stakeholders are interested. This is valuable information for an enquiry point. The enquiry point also manages the national discussion forum. This function is disabled by default. The SPS enquiry point can activate the national fora tied to SPS notifications and the TBT enquiry point the fora for TBT notifications. Once these applications are activated, the enquiry points will monitor both. In addition, there are also a number of extra features available for registered enquiry points and other users with admin rights. Below we discuss the admin tool and these additional features in more detail.

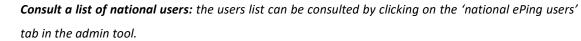
1.1 MANAGE EPING USERS

For what concerns managing ePing users, there are four main actions you can undertake: consult and search a list of national users including their filter preferences, disable login of national users, add external contacts and send groups of users and external contacts bulk messages (see also video tutorial 7. How to access the national users list).

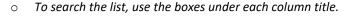




Access the enquiry point admin tool: You can access the enquiry point admin tool by clicking on 'admin' in the main menu.









You can select users and send messages to (groups of) users. To select one or more users, click on the checkbox on the left side of their name. To select all users, click on the checkbox next to the column heading 'title'. A message can be sent to all users selected by clicking on the button 'send email'. A pop-up window will open in which you can type a message and subject. This function might be useful if you, for example, want to inform users that the enquiry point has activated the national discussion fora or invite users to a training on ePing or another (for that group) relevant topic.

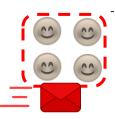


- o If you scroll to the right, you can view users' product and markets preferences as indicated in the registration form. This can help you to group users (see later) and it is also useful to know in which products and markets national users are interested.
- o On this right side, you can also disable users' login. However, this is an extreme measure that most likely will not be used.



Add external contacts: it is possible to add external contacts, not registered on ePing. By doing so, they will not be registered on ePing, but contact details will be stored in the admin tool and you can add them to groups to send bulk messages.

Adding external contacts can be done in the tab 'external contacts'.



Group contacts and send bulk messages: in the admin tool, you can group national ePing users and external contacts to send bulk messages. For example, you can group all users from a particular industry, using the search options in the national users list and also add those stakeholders that are not yet registered ePing. This group

Sending (bulk) text messages

Besides using email, ePing also provides a text message service allowing enquiry points to send bulk texts to phones of ePing users and external contacts.

To activate this service, a set of messages can be bought at clickatell.com. Login details will be provided by this company which can be added to ePing in the admin tool, in the tab 'national settings' under the title 'SMS settings'. To send a text message to one or more ePing users or external contacts, select contacts in the tab 'National ePing users', 'External users' or 'My groups' and click on 'send SMS'. A pop-up will appear in which you can type the message.

Enquiry points can also grant 'group management rights' to sector associations. These rights allow sector associations to add contacts to ePing and share bulk email or text messages with these contacts. Providing group management rights can be done under the tab 'National ePing users'. These rights, however, do not provide access to the national ePing users list or the external contacts added by enquiry points.

can be used to send bulk messages to if you want input from them to formulate an official comment on a notified regulation, or if you want to share information of particular importance to them:

To manage the groups, go to the tab 'my groups'. You can create a group, add members (both ePing users and external contacts), delete members, delete groups and send bulk messages to groups by selecting a group in the group dropdown list (on the right side of the page), clicking on the checkbox next to the 'first name' column and then clicking on 'send email'.

1.2 NATIONAL FORA TIED TO SPS AND TBT NOTIFICATIONS

Enquiry points can also activate and manage the national discussion for a tied to notifications (see also video tutorial 8. How to activate national features – need new video?). This is done separately for SPS and TBT. It is thus possible that the fora tied to TBT notifications are active, while those tied to SPS notifications are not. If activated, enquiry points monitor the national features. For the fora, this means that they will be alerted whenever a contribution is made to a national forum and that they can delete contributions deemed inappropriate.



Activate national features: You can access the page on which you can activate and deactivate national features by clicking on the tab 'national settings' in the admin menu.

- National features are by default inactive. You can activate the SPS and/or TBT fora and SPS and/or TBT file sharing.
- o You can also see how many contributions have been made both for SPS and for TBT.
- **Monitor fora**: an email alert will inform enquiry points about activity on a forum, including a link to the particular forum. Enquiry points can contribute to the fora and delete messages.

1.3 INTERNATIONAL FORA TIED TO SPS AND TBT NOTIFICATIONS

In addition to the national fora to discuss matters of interest with domestic stakeholders, ePing also contains an international forum which allows users with admin rights to add information to a notification or indicate that an official comment on the notified measure or reply to a comment has been submitted by their government. They can also upload the actual comment or reply. This information is visible for all ePing users. Government officials with admin rights will be alerted when information is added to a notification issued by their government. The international fora, however, cannot be used for official communications and do not create any obligations under the SPS or TBT Agreements. Please see figures 9 and 10 below for two practical examples, on exchanges between Trinidad and Tobago and Peru, as well as information on Switzerland's comments on a notification submitted by Kuwait.

Please note that the person icon on the left-hand side of the notification information bar turns red when the enquiry point of the country has administrator rights on ePing. The same happens to the speech bubble on the right-hand side of the bar when additional information is added to a notification (see below).



Figure 9: Example of information added to a notification (translations)

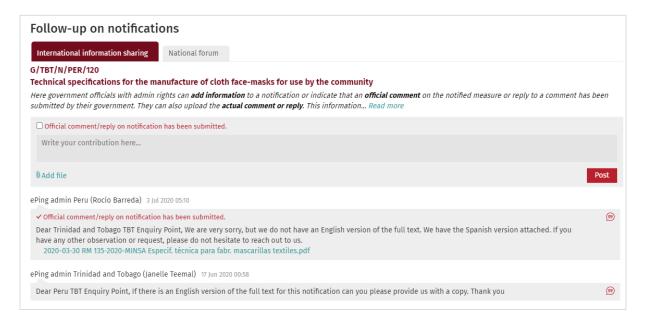
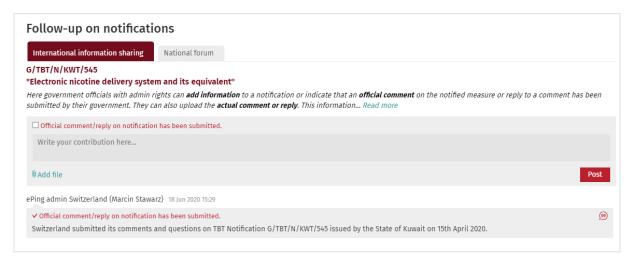


Figure 10: Example of information added to a TBT notification (official comments)

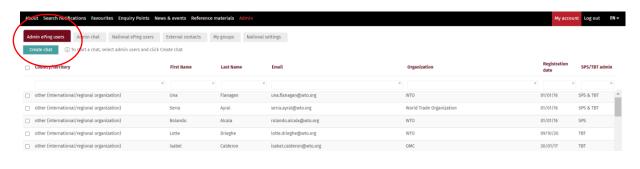


1.4 CHAT BETWEEN USERS WITH ADMINISTRATOR RIGHTS

ePing also includes a feature that allows users with admin rights to liaise with their peers in a regional and international setting. These so-called 'admin chats' are private and only those admin users invited to a chat can participate in them, creating a confidential environment where participants can discuss pertinent matters openly. The admin chat allows users to seek information and clarifications on product regulations, or other SPS or TBT matters more widely. Facilitating regional or thematic cooperation, the admin chats can create vibrant communities of ePing admins, resulting in information sharing and peer learning across country borders.

To start an admin chat, please go to the ePing admin tool, select tab 'admin ePing users' which shows you a list of all users with administrator rights, select the users you want to contact and click on 'Create chat'.

Figure 9: ePing admin chat



1.5 BEYOND THE TOOL

Besides accessing the enquiry point admin tool to manage users and features, receiving enquiry point admin rights also allows you to contribute to the enquiry point discussion for and to easily share notifications with ePing users or predefined groups of ePing users.

- **Access the enquiry point forum**: it is possible to add a contribution to an international enquiry point forum.
 - These fora are active by default (cannot be deactivated).
 - o If a contribution is made to a forum tied to a notification issued by your government, the registered enquiry points will receive an email.
- Share notifications with (groups) of ePing users: you can share notifications easily with ePing users or predefined groups of users by clicking on the sharing icon on the search notifications page and start typing the name of the ePing user or name of the group. The name of users and/or the group name will pop up and you can select these to share the notification.

2. IMPLEMENTING EPING IN BANGLADESH

To maximize the gains ePing has to offer, the system should be widely used in the country, and be included in the government's coordination structures related to export promotion and international trade. We give some suggestions below on how to promote the system at national level and how to plug the ePing system into national trade coordination mechanisms.

2.1 IMPLEMENTING EPING: PROMOTION AND TRAINING

To achieve a high ePing coverage in Bangladesh, ePing can be promoted and ePing users trained. While **training sessions** are often targeted at a small group of people, promotion activities can reach many potential users. Training activities can, in first instance, be targeted at key stakeholders, who in their turn can become ePing ambassadors and



spread the word among their contacts, clients or members. At government level, these key stakeholders are agencies involved in foreign trade, export promotion and standardization. At private sector level, sector

associations as well as chambers of commerce can serve as ePing ambassadors. A training does not have to be an elaborate event, for example, the basics can be explained to colleagues during a brown bag lunch meeting. During export promotion conferences and activities, a side event on ePing can be organized or a 15-minute brief introduction included. Materials on ePing such as PowerPoint presentations, the ePing manual, etc. can be stored on a shared online drive that can be accessed by ePing ambassadors. Keeping the network of ambassadors informed about upcoming events and trainings will widen the potential reach but also supports the shared purpose of disseminating ePing in the country.

Promotion activities can have a wide outreach, without having to invest a lot of time and means. A fairly easy action is to download the ePing flyer from the website and share it with contacts via email. It is also possible to make some hard copies which can be shared at the office, with customers, etc. If your organization has a website, you can add a



link to ePing on that website. Another way to promote ePing is to share notifications with stakeholders via the ePing website. In these sharing-messages, a link to ePing is included. Short messages on organized trainings and events can be shared via social media, or printed press.

2.2 DISCUSSION: NATIONAL EPING IMPLEMENTATION

Besides having a wide national coverage, ePing also needs to be plugged in the national coordination structures on export promotion and international trade. ePing facilitates coordination among national (and international) stakeholders to identify possible trade problems that might arise due to notified regulations. WTO members can alert notifying members about these issues by submitting a comment to the notifying member, or by raising the issue at the WTO SPS or TBT Committee meetings. This implies that the agencies responsible for submitting a comment or raising trade concerns at the WTO Committee are informed. A connection between these agencies and ePing is thus crucial.

As mentioned earlier, however, each government has its own institutional setup. How ePing will be implemented will be different in each country/territory. In many countries/territories, coordination mechanisms on international trade cooperation already exist, in which case it should be discussed how ePing can be included in these structures to ensure that information flows to the relevant agencies. If such a mechanism does not yet exist, ePing can be the trigger to start



developing a coordination mechanism to address trade and export challenges and draw on WTO transparency provisions to prevent trade distortions due to new regulation in export markets.

In both cases, a good way to start is by bringing together all relevant agencies and initiate the discussion on how ePing can be implemented in the country/territory. The list of questions below can help. As the enquiry point is the national ePing administrator, they can serve as project owners, informing agencies, setting up the meeting (or add ePing as an agenda point during a coordination meeting), etc.

List of guiding questions to initiate discussion on ePing implementation:

- 1. How is your government organized to comply with and use the **WTO transparency rights and** obligations and rights?
 - a. Are there gaps in the institutional setup?
 - b. Is there a coordination mechanism in place? How do you reach out to private sector stakeholder?
 - c. Is there an agency in place to formulate comments on notified SPS or TBT regulations?
 - d. What needs to happen to address the gaps? Who can help?

2. How could ePing help?

- a. Can ePing help fill information/coordination gaps? How?
- b. Can ePing facilitate sharing info, reaching out to private sector...
- 3. Who should be involved to implement ePing at national level?
 - a. Which agency is responsible for submitting comments, preparing a Specific Trade Concern?
 Which agencies are in close contact with the private sector?

4. Next steps?

- b. What is urgent/crucial?
- c. Promote ePing? Activate forum? Set up working group?

The **action plan** below is a simple matrix that can help identify key actions, responsible agencies as well as a project owner who can follow up on planned activities, etc.

Action plan

	Now		Next mon	Next month		Next semester	
	What?	Who?	What?	Who?	What?	Who?	
Promotion actions							
Training activities							
Coordination activities							
Project owner(s):							

ANNEX 1: ANSWERS TO QUIZ QUESTIONS

Quiz 1

1. Which country submitted a notification dealing with the labelling of textiles, distributed by the WTO on 28 July 2020?

[Answer: United States]

2. How many notifications have been issued by Bangladesh?

[Answer: 4]

3. What was the Bangladeshi notification distributed on 20 February 2020 about?

[Answer: Hazardous Waste (E-waste) Management Rules concerning certain electrical and electronic products]

4. What was the proposed date for entry into force of the Bangladeshi notification distributed on 21 February 2019?

[Answer: 17 March 2017 – note the late notification of the regulation]

5. How many SPS notifications with main objective 'food safety' were circulated between 1 and 30 September 2020?

[Answer: 112]

Quiz 2

1. How many TBT enquiry points does Rwanda have?

[Answer: 5] (On 10 October 2020)

2. Can you find the contact details the TBT/SPS enquiry points of Bangladesh on ePing? What is the SPS enquiry point's e-mail address?

[Answer: Yes, Mr Nesar Ahmed, e-mail ahmed.nesar@gmail.com]

3. Mexico's notification G/TBT/N/MEX/178/Add.9 was circulated on 14 October 2019. What information have enquiry points or other admin users added to this notification?

[Answer: Switzerland has added its official comments on the notification]