

Editorial

Dear reader,



Since the last edition of our Newsletter, we have been working on setting up a new channel to inform you of the activities related to the Export Helpdesk. Therefore, we are pleased today to announce the launch of a new service in our database: a *What's new* section. With this new service, we intend to inform you not only about our Newsletters but also about relevant announcements such as the entry into force of new preferential agreements, that bear an impact not only on trade with the EU in general but also on the information contained in the Export Helpdesk.

Also our July Newsletter coincides with the publication by the European Commission of a brochure entitled "Making Trade work for development" that is of great interest. Indeed this publication highlights a series of case studies where trade-related assistance has been instrumental in making trade boost the development potential in the beneficiary countries. It also underlines the important role of the Export Helpdesk as a trade facilitation tool, aiming at translating theoretical market access into more trade.

Last but not least, from now on, we will reserve in our Newsletters a page for our colleagues in the EC Delegations around the world. For each issue, we plan to present their voice about their experience in promoting the Export Helpdesk on the ground, the initiatives undertaken and the success encountered, so that their positive experience can serve as best practise not only to other EC Delegations, but also to any other stakeholder wishing to raise awareness about our instrument.

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THE EXPORT HELPDESK LAUNCHES A NEW SERVICE: THE "WHAT'S NEW" SECTION

At the occasion of this issue, we are opening a new service in our website: the WHAT'S NEW section, where you can already find our Newsletters. As you will see, we will make this newsletter available in four languages, although there may be a slight time lag between the posting on the website of all the linguistic versions. We count on your understanding on this.

In the future, we intend to include in this WHAT'S NEW section other announcements of interest and importance

for our users. In particular in the coming months, we will include in this section, information about the reform of the General System of Preferences (GSP), as well as about entry into force of future preferential agreements, so as to ensure that economic operators can be informed in time of the upcoming change in the trade regimes.

We hope you will appreciate this new feature and invite you to consult it regularly.



WHAT'S NEW

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Export Helpdesk Newsletter N°1 - September 2007

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**THE EUROPEAN COMMISSION PUBLISHES A BROCHURE ON
"MAKING TRADE WORK FOR DEVELOPMENT"**

With this edition of our newsletter, we are pleased to share with you a recently published brochure by the European Commission on **trade and development**.

The publication outlines 18 case studies, where trade-related assistance has been instrumental in making trade boost the development potential of least developed countries (LDCs), Landlocked states, Small Island and Developing States and other low income countries. Trade-related assistance projects address issues such as Sanitary and Phytosanitary Standards (SPS), quality testing and standards, compliance and regulation, private sector support, trade facilitation, and fair trade.

Case studies include: a horticulture project in **Kenya**, a textile project in **Bangladesh**, support for **Dominican** bakers, lychee trade in Madagascar, **Ukrainian** foodstuffs production, **Egyptian** export capability, **Ugandan** development of its private sector, **Thai** exports' health, safety and environmental standards, organic cotton production in **Paraguay**, border management and trade in former Soviet republics in **Central Asia**, **Fijian** women's entrepreneurship in the natural body products' sector, **Filipino** fish exports, Southern African Development Community (SADC) programme to increase trade in the region and with Europe, quality management standards in **West Africa**, small businesses in **Algeria**,



the AL-Invest project between the EU and **Latin America**, **Vietnam's** WTO accession, and the **Mauritian** fishing industry.

This brochure is being published against the background of the **EU Aid for Trade Strategy** adopted on 15 October 2007, to help developing countries adapt to the rules of the world trading system and use trade to help fight poverty and achieve sustainable development. Already the largest global provider of development assistance, the EU is also the leader in funding initiatives to increase the capacity of developing countries to trade. Aid for Trade aims at boosting local governments' capacity to diversify their country's economy, promoting entrepreneurship and helping improve technical and logistical facilities in ports and laboratories, or directly assisting exporters in meeting EU health and safety standards. Even before launching the Aid for Trade strategy in 2007, between 2001 and 2006 the EU allocated €3.5 billion to trade-related assistance for poorest countries.

The brochure **highlights the importance of the Export Helpdesk as a trade facilitation tool**, aiming at translating theoretical market access into more trade. See pages 12 to 15.

The brochure is available in English, French and Spanish at:

http://ec.europa.eu/trade/icentre/publica_en.htm

THE IMPORTANCE OF EC DELEGATIONS IN OUR EFFORTS TO RAISE AWARENESS ABOUT THE EXPORT HELPDESK IN THIRD COUNTRIES

As you know, the European Commission has more than 120 Delegations or offices around the world, as well as 5 Delegations to international organisations.

http://ec.europa.eu/external_relations/delegations/intro/web.htm

The EC Delegations are particularly important for the Export Helpdesk as indeed the small Export Helpdesk team at Brussels' Headquarters cannot assure alone communication and awareness-raising activities around the world. In the previous issues of our newsletters, we have already highlighted the vital role of our colleagues in the field to promote the Export Helpdesk in the third countries, with the organisation of specific events or the participation in fairs, seminars, conferences, etc. Whenever an event is organised by an EC Delegation in a third country, the web statistics of use of the Export Helpdesk immediately reflect this with an increase in the use of our database.

Staff in EC Delegations cover however many other aspects of EU policies and therefore cannot always undertake activities to promote the Export Helpdesk. In order to better assist them in these initiatives, and hence to identify their strengths but also their constraints in their promotion efforts, our team has conducted recently a **survey of the awareness-raising activities** of the Export Helpdesk undertaken by them. The EH team was pleased to see the number of responses

from Delegations. About 50 responded and regardless of the number of events organised per Delegation, the key message was that whenever presented to the local constituencies, the Export Helpdesk is always welcome with interest and enthusiasm and considered extremely useful. In addition, Delegations provided useful feedback and valuable insight as regards their limitations in promoting the Export Helpdesk (lack of human resources, lack of adequate material, etc.)

The EH team has examined carefully the various suggestions for improvement, in particular for more support from the team in Brussels, in particular at major events in the countries. Though it will never be possible to be everywhere, the EH team will make every effort to work even closer with EC Delegations to provide them the appropriate assistance and promotional material to organize events at regular intervals so as to ensure durable impact.

Now, also in view of giving our colleagues in the Delegations a greater voice and the opportunity to share their experiences in promoting the Export Helpdesk, we are launching a new section in our Newsletter called "**The Voice of the Delegations**". Hopefully this will get our readers not only closer to our Delegations, but it will also promote exchange of best practices.

For the first article, we welcome the contribution from the EC Delegation in Lima...

THE VOICE OF THE DELEGATIONS

From the European Commission's Delegation in Lima (Peru)...

Peruvian President Toledo (2001-2006) based his strategy to improve the Peruvian economy on the development of exports. The result was spectacular. Peruvian exports rose from US\$ 7 billions in 2001 to 27.6 billions in 2007, representing a growth of 294% in 6 years. If the major growth was due to primary goods (minerals, fishmeal and coffee) the increase of “added value” products exports was also significant (US\$ 2.2 billions in 2001 and 6.2 billions in 2006) with 181% of growth in the same period.



It was probably a fact of circumstances that the European Commission launched the Export Helpdesk during that period. Actually, in February 2004, when the Helpdesk was launched, the US market was by far the first destination of Peruvian exports (29% of the total) and the EU the second one (24%). It was therefore a real challenge for the EC Delegation in Peru to promote the EU market. And we therefore decided to use the Helpdesk as a powerful marketing tool.

These elements allowed us to define the strategy to promote the exports to the EU: *How to improve the exports to the EU thanks to the General System of Preferences (GSP)?* This combination proved to be very efficient, as Peru was for 3 consecutive years the first user of the Helpdesk worldwide.

In theory the idea was good but we had to implement it on real basis. The fact was that we only had good feeling but no funds for the promotion, so we had to be creative to achieve our goal.

First, we had to convince the main

Exporters' Associations, Chambers of Commerce, the Trade Ministry and others public and private organizations on how useful the Helpdesk could be for exporters. Once we reached this goal, we just used this instrument as a support. In each Seminar, Fair, Special Event organized by these institutions, we asked them to participate as an exponent. The presentation was always on the same basis: Presentation of the GSP+ and an online presentation of the Export Helpdesk adapted to the specific focus of the event. For example, if the seminar was organized for the agricultural sector,

we made the online presentation with an example of a product of interest. We rapidly became a reference in any seminar related to foreign trade and especially for the European market. Universities also started to ask us to participate in some courses.

The second phase of the promotion was to extend our presence in the provinces. There was a real lack of information in most of the Peruvian cities outside Lima and yet, great expectations from entrepreneurs on how to access the European market. Therefore, we started to participate, with local authorities and chambers of commerce, to seminars related to trade with Europe. The format was the same than the one used in Lima but tailored to the export offer of each place. The promotional material sent to us by Headquarters was very useful for these presentations.

In conclusion, the key point for a sustainable promotion is to capacitate someone in each place so that they can repeat the event whenever necessary. Good luck!

OUR ACTIVITIES TO REACH OUT TO MORE AND NEW USERS

European Seafood Exhibition in Brussels (Belgium)

From 22 to 24 April, the Export Helpdesk (EH) team participated at the annual European Seafood Exposition, which took place in Brussels (Belgium). This exhibition is one of the biggest events for the seafood industry professionals, with buyers and sellers coming from all over Europe and the world.

<http://www.euroseafood.com/08/public/MainHall.aspx?ID=15130>

As for the previous edition of this event, the EH team was present at the stand of the European Commission to promote the Export Helpdesk for Developing Countries, not only with documentation but also with on-line demonstrations. Also on the stand were the other Directorates-General of the European Commission: Maritime Affairs and Fisheries (DG MARE), External Trade (DG TRADE), Health and Consumers (DG

SANCO).

Overall, the presence of the Export Helpdesk proved to be very useful and also very much appreciated. The visitors were impressed by our tool, the scope of information it provides, and the fact that it is of free access. Visitors raised various questions, most dealing with the necessary requirements to export fishery products to the EU, in particular on the procedure and conditions to be fulfilled for an establishment to be approved. The main visitors to the stand were from Gabon, India, Japan Lebanon, Libya, Malaysia, Mauritania, Morocco, Peru, South Africa, Sri Lanka, Switzerland, Thailand, Turkey, EU Member States as well as from other international organisations, such as UNCTAD.

For those of you who missed us, see you at next year's Conference in Brussels from 28 to 30 April 2009!



Meeting with representatives of the private sector of Central America's countries in Brussels (Belgium)

On **16 July 2008**, the Export Helpdesk Team (Catarina de Barros Coelho) made a presentation on the Export helpdesk for developing Countries to a **group of representatives of the private sector of the Central America countries¹**, in the margins of the fourth Round of the EC-Central America negotiations for an Association Agreement, which took place in Brussels (Belgium) from 14 to 18 July. This EH presentation had been organized following the initiative of the Chamber of Commerce of Costa Rica in Belgium.



About 20 participants attended the event, mostly from the private sector, but also including journalists. Most participants did not know the Export Helpdesk before and therefore general presentation of the website was made as well as an on-line presentation to show the features offered by this tool.

The participants received a good overview of the database and of the variety of information this instrument is providing. In the discussion, participants expressed particular interest on requirements relating to plant health control for imports into the EU of plants and plant products (such as fruits and vegetables) as well as organic production.

Following the event, an article on the Export Helpdesk was published in the "El Financiero" newspaper of Costa Rica <http://www.elfinancierocr.com/edactual/economia1623265.html>

¹ Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua, and Panama as observer.

Overall, this was an excellent opportunity to promote the Export Helpdesk to representatives of Central American countries, and it is hoped that similar events will take place also in the region so as to further increase awareness-raising of our instrument.

To contact the EC Delegation in Nicaragua covering the five countries of Central America plus Panama, please visit the following website:

<http://www.delnic.ec.europa.eu/>



March 2008: Our cooperation with the Libyan Export Promotion Centre...

Last March, the Export Helpdesk team (Virginie Cossoul) went to Libya to present the Export Helpdesk to Libyan export operators, Chambers of Commerce, agricultural and industrial federations as well as Libyan Government's officials. This event was organised jointly by the **EC Delegation in Tunis** (<http://www.deltun.ec.europa.eu/>) and the **Libyan Export Promotion Centre (LEPC) in Tripoli** (<http://lepc.org.ly/indexEng.jsp>), which aims at increasing Libyan exports to international markets.



by a discussion session, where participants had the opportunity to ask questions. They revolved mainly about the EU requirements to be complied with, with a particular focus on sanitary issues.

The strong interest expressed by the participants demonstrates the relevance of such an initiative. The efforts undertaken by the Libyan Export Promotion Centre for the success of this event need to be underlined, and showed its wish to strengthen cooperation with the EU and be a focal point for the Libyan private sector. Furthermore, this event was embedded in the context of the process leading to the negotiations for a future EU-Libya Framework-Agreement, and therefore gave a positive signal to the Libyan side, which strongly showed its willingness in being more familiar with EU legislation and procedures. In this respect, this initiative is certainly a first step in a broader and longer-term process.

The Export Helpdesk was introduced as an important instrument to help developing countries to take better advantage of market access opportunities in the European Union. The presentation was followed



May 2008: Participation in the Agro-Industry Conference in Tanzania



In May 2008, the EH Team (Maryse Coutsouradis, programme manager) participated at the Agro-Industry 2008 Conference to represent and promote the Export Helpdesk (EH). The

Agro-Industry 2008 was organized thanks to the funding by the European Commission of the EU-SADC Investment Promotion

Program (ESIPP)² <http://www.esipp.org/>. In order to encourage regional cooperation and South-South, **PRO-INVEST** (EU-ACP partnership program) supported the participation of Eastern African countries <http://www.proinvest.eu.org/page.asp?id=378&langue=EN>. Both ESIPP and PRO-INVEST aim at promoting investment and technology flows in the respective regions, through support to

² SADC Member Countries : Angola, Botswana, RD Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe,

intermediary organisations and professional associations and development of partnerships. The **European Commission's Delegation in Tanzania** was also actively involved in the preparation and success of this Conference.

<http://www.deltza.ec.europa.eu/>

The Conference focused on the agri-food sector by encouraging business partnerships both South-South and North-South between all participants, from intermediary organisations, private sector (exporters, producers etc), promoters, and investors. At the end of the event, over 1400 B2B meetings had taken place. Besides the "business-matching" process, there were thematic workshops, which identified some of the main challenges of the agro-industrial sector in the SADC and Eastern African regions.

The Export Helpdesk enjoyed excellent exposure throughout the event, with two presentations as well as a stand on the

conference premises. About 60 meetings took place with participants, where the EH could be presented in detail, with whenever



possible, on-line presentations. Our tool received excellent feedback from participants who saw it as a **first-stop-shop** to get information on

how to start or develop exports to EU market. Overall, this Conference represented a unique opportunity to increase awareness of the Export Helpdesk, among intermediary business organisations as well as economic operators coming from so many countries in Africa. It also proved the usefulness of close cooperation with ESIPP and ProInvest. Such a positive experience should be replicated with both these as well as with other similar EU partnership programmes.

For more information on the Agro-Industry Conference, visit the website at:

<http://www.agro-ind2008.com/en/default.aspx>



June 2008: Promoting the Export Helpdesk in Egypt

On 4 June 2008, the Export Helpdesk team (Virginie Cossoul) attended the **"Global Trade Matters Third Annual Conference"** on "Doing business with Europe" in Cairo (Egypt), which was organised by the **EC Delegation in Egypt** (<http://www.delegy.ec.europa.eu/>).

This conference aimed at increasing knowledge on the regulatory framework, which governs economic relations between Egypt and Europe. For this purpose, experts from the EU were invited to help shed the light on doing business with Europe and explain the bilateral trade and investment relations between the two trade partners. The event gathered

representatives from the trade, investment and economic sectors, as well as members of the private sector.

A presentation of the Export Helpdesk was made during this event and proved to be very relevant. In addition, with the opportunity of this visit to Cairo, workshops on the Export Helpdesk were organised with the **German-Arab Chamber of Commerce and Industry** (<http://www.ahkmena.com/>) and with the **Club d'Affaires franco-égyptien** (<http://www.cafe-egypt.org/index.php>) with an audience of businessmen and exporters from various sectors (textile, furniture, ceramic, food, cosmetics etc.)

These presentations gave participants a good overview of the database, showing

the variety of information that the tool is providing. These workshops were very successful; interest and interaction of participants were high, confirming the value of organising events with the economic operators.

Although the Export Helpdesk is relatively well-known and used in Egypt, which is the first country in the Euromed zone using

our database, the various presentations revealed that there is always scope for increasing awareness-raising of our instrument and of all its features. After the mission in Libya in March this mission was the opportunity to further increase the visibility of the Export Helpdesk in the Euromed zone, where its use could still be enhanced (5,5% of total users in 2007).



The Export Helpdesk participates in the kickoff meeting of the Enterprise Europe Network in Russia

Mid-July, the EH team participated in Moscow at the kickoff meeting of the recently adopted project "**Gate to Russian Business Innovation Networks**" (Gate2RuBIN). This project was the Russian proposal to participate to the Enterprise Europe Network, launched by the European Commission in January 2008. At the occasion of this kickoff event, a **training was organized on the Export Helpdesk** for the Gate2RuBIN staff and delivered by Maryse Coutsouradis, the Export Helpdesk's programme manager.



Both events were organised by the TACIS (Technical Assistance to CIS countries) project "**Support to Export-Oriented Innovative Small and Medium Sized Enterprises**" <http://ieo-smes.ru/en/>, which is part of the EC-Russia Cooperation Programme. In an earlier stage, this TACIS project raised awareness and knowledge in Russia on the services and benefits of one of the predecessors to the Enterprise

Europe Network, the Euro Info Centre (EIC) Network, which led to the set up of the Russian Euro Info Correspondence Centre (EICC) in Russia. The launch of the new network in January 2008, led to the Gate2RuBIN proposal. To know more about the **Enterprise Europe network**, please visit the following website: http://www.enterprise-europe-network.ec.europa.eu/index_en.htm



The **Enterprise Europe Network Correspondence Centre in Russia** is hosted by the Russian Agency for Small and Medium Business Support, which already hosted its predecessor, the Russian Euro-Info Correspondence Centre (EICC). Besides Russia there are to date three other Correspondence Centers: Armenia, Chile and Switzerland.

The first day of the kick-off meeting was dedicated to the presentation of the context and objective of Gate2RuBIN, a project implemented by a consortium of three network organizations: (a) The Russian Agency for Support of Small and Medium Business, (b) the Union of Innovation Technology Centers of Russia, and (c) the Nonprofit Partnership «Russian Technology Transfer Network». Detailed information about this Gate2RuBIN project can be found at: <http://www.euroinfocenter.ru/eicc-EN/index.php?do=static&page=gate2rubin>

On the following day, the **training dedicated to the Export Helpdesk** was attended by about 20 participants from the Gate2RuBIIN staff, whose host organizations are : chambers of commerce, associations of innovative producers, national and regional administrations, regional agencies for SMEs' support, business incubators, etc...) coming from all over Russia. Two presentations of the Export Helpdesk were made, followed by a **hands-on workshop** with participants connected to computers, to give them the opportunity to have immediate practical use and experience of our tool, while being assisted by the Export Helpdesk's expert. During this workshop, explanations were given as to the information contained in the EH (in particular on conformity assessment procedures for CE marking and

notified bodies, reading and understanding of rules of origin, manufacturing and marketing authorizations for pharmaceutical products, requirements for electronics, IT equipment, medical devices, etc).

Feedback from participants was very positive. They were extremely impressed by the existence of such a useful and comprehensive instrument allowing them to get access to information on exporting into the EU. They valued in particular the practical workshop, which ensured that everybody understood how to use the instrument. More information about this seminar can be found in Russian on the Russian Agency's website <http://www.euroinfocenter.ru/index.php?newsid=42>

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