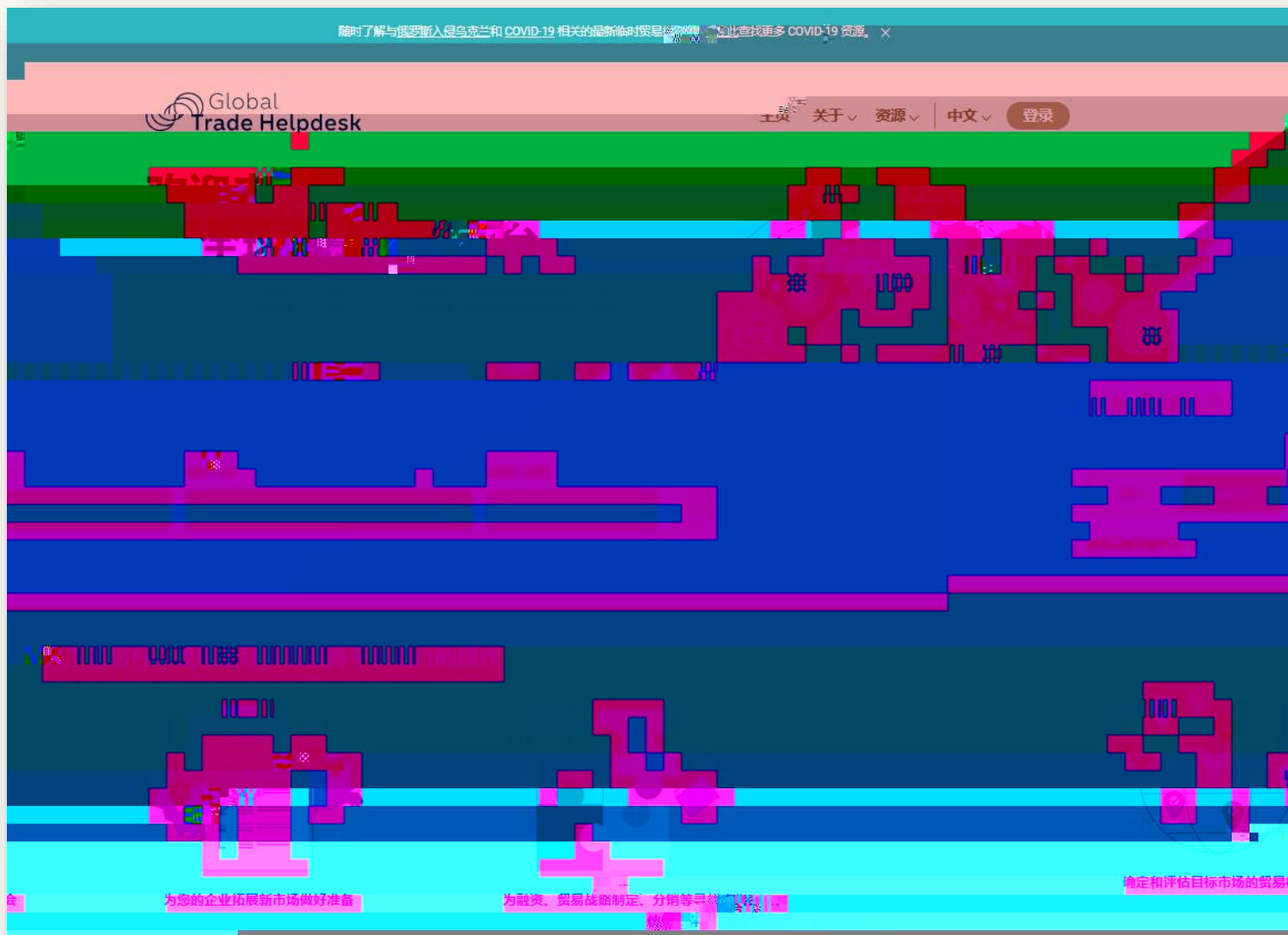


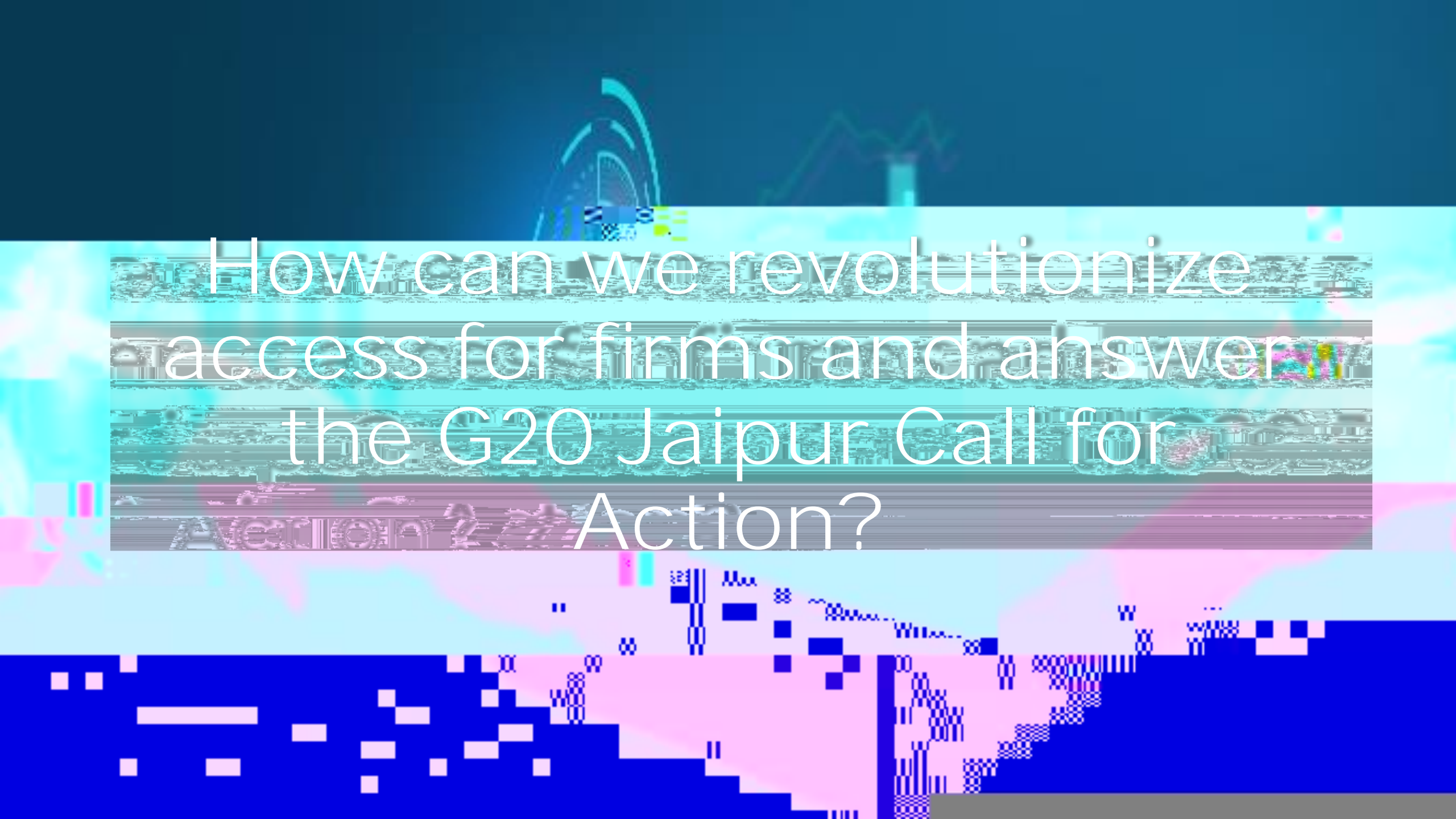


Global Trade Helpdesk Initiative

WTO IWG on MSMEs

Mandarin version is live





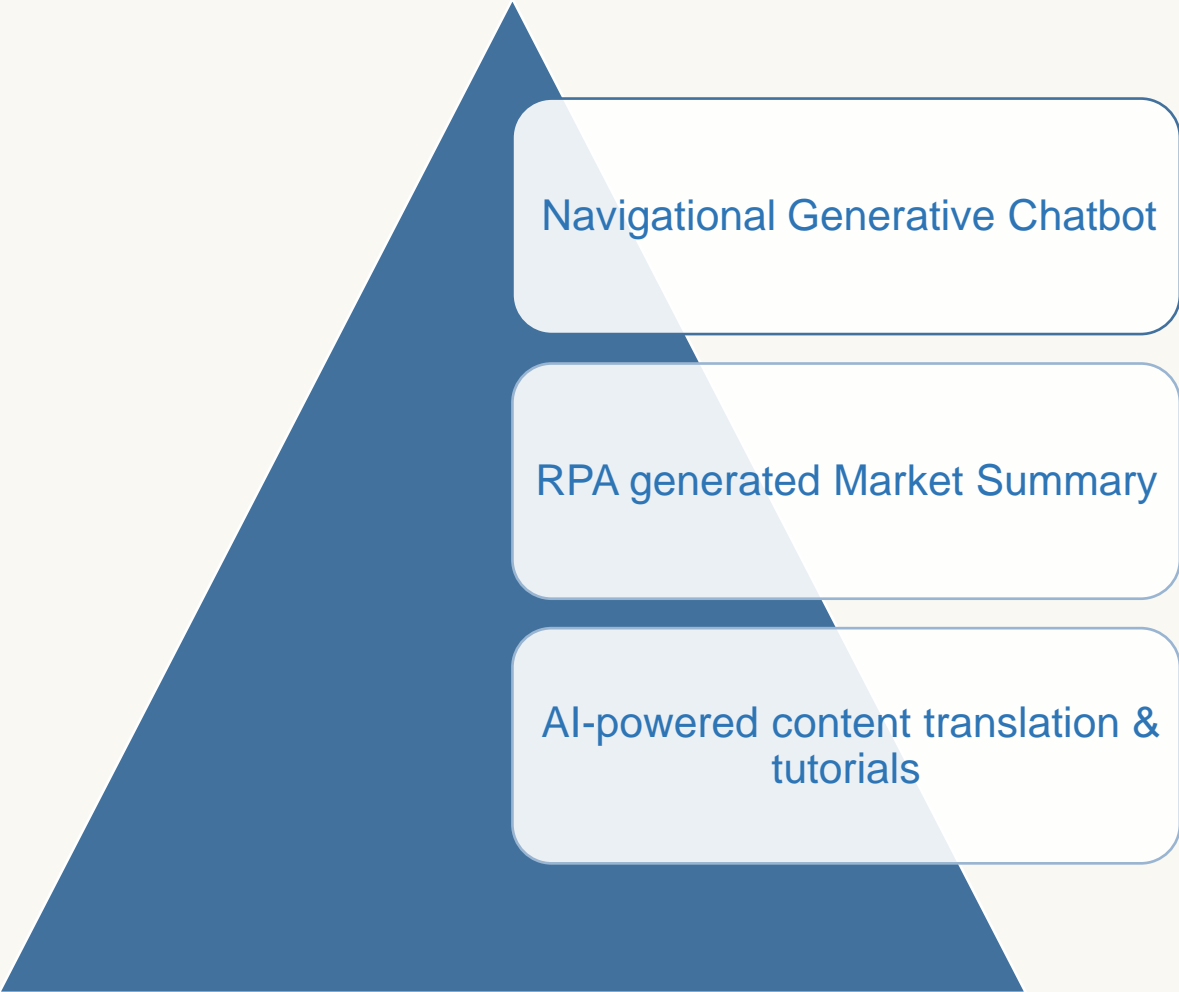
How can we revolutionize
access for firms and answer
the G20 Jaipur Call for
Action?

Leveraging technology to benefit a broad base of MSMEs

Generative AI chatbot, augmented search/ contextualization

Sharing contextualized knowledge on and offline

General accessibility/ improving onboarding





Thank you!

www.GlobalTradeHelpdesk.org

Reach out to us:

Ania Jankowska - ajankowska@intracen.org

Mathieu Loridan - loridan@intracen.org