

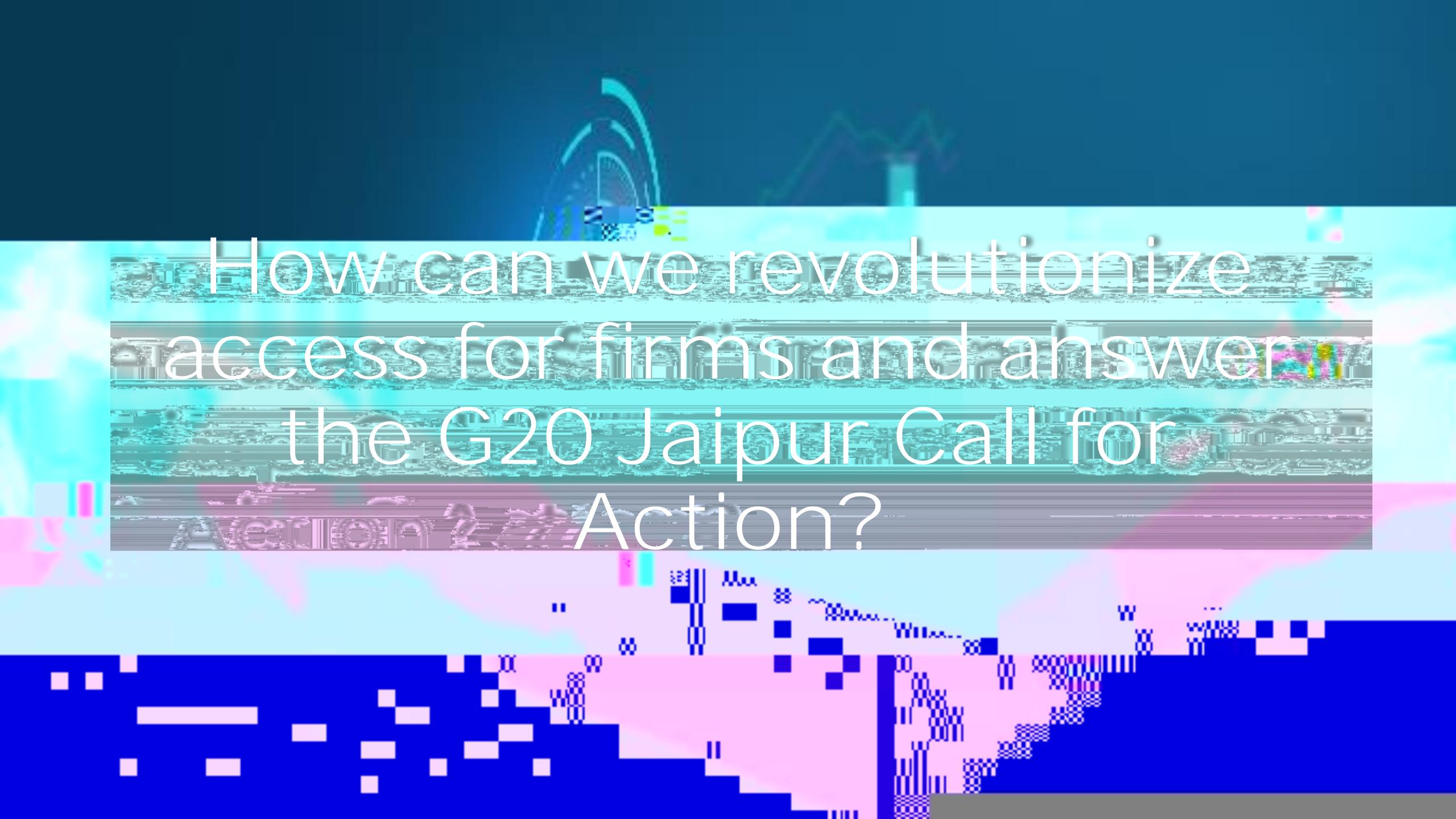


# Global Trade Helpdesk Initiative

## WTO IWG on MSMEs

# Mandarin version is live





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

America's

# 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

Navigational Generative Chatbot

RPA generated Market Summary

AI-powered content translation & tutorials



# Thank you!



[www.GlobalTradeHelpdesk.org](http://www.GlobalTradeHelpdesk.org)

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