The corona pandemic is causing unprecedented challenges to businesses and exporters around the globe. BSOs need support firms to adapt their trade strategies to take advantage of emerging opportunities and mitigate their market risks.

Using Global Trade Helpdesk, BSOs and firms have access to consolidated information about changes in trade policy in response to the pandemic.

In a single search, users can:

§ Access information about market size and growth, export potential, applied tariffs including any preferential tariffs, as well as mandatory regulations applied in the target market
§ Explore private standards to help them reach niche markets such as Fairtrade and organic segments

This one-hour webinar hosted by the International Trade Centre (ITC) gives participants skills in market analysis to identify and compare export opportunities in the face of COVID economic lockdowns and market disruptions.