

# ePing in VIET NAM

Making information on product requirements (SPS / TBT) in export markets more accessible for Vietnamese traders



29.04.2021 - ZOOM

## LAUNCH OF EPING IN VIET NAM

Sanitary and phytosanitary (SPS) measures and technical barriers to trade (TBT) are amongst the biggest challenges for small and medium-sized enterprises in Viet Nam when it comes to accessing foreign markets. This has been well documented in the ITC business survey on Non-tariff measures (NTMs), which interviewed over 1,700 exporters and importers in Viet Nam in 2019. Notifications of members of the World Trade Organisation (WTO) on changes in their regulations are a useful source of information that can help close the information gap that companies are struggling with.

To help Vietnamese businesses stay informed about regulatory changes in target markets, Vietrade, ITC and the WTO have formed an unprecedented partnership with the SPS and TBT enquiry points in Viet Nam, the Foreign Trade University (FTU) and private sector associations, joining forces to make the notification alert system ePing ([www.epingalert.org](http://www.epingalert.org)) accessible in Vietnamese, and to provide, for notifications concerning products and markets of high priority, Vietnamese translations as well as an explanation of the notification content in simple language. It will be the first time that ePing will be available in a language that is not an official WTO language, bringing the information closer to local businesses and fostering public-private dialogue.

The high-level event on 29 April 2021 marks the official launch of the Vietnamese version of ePing. It also serves to formalise the innovative collaboration between ITC and the Foreign Trade University related to the translations of the notifications. A panel will discuss the challenges of Vietnamese businesses with technical measures, highlight the importance of transparency in trade regulations and the benefits of the partnership between a wide range of stakeholders to help reducing trade cost and increasing Viet Nam's trade competitiveness.

08h30 GVA	13h30 VN	<b>Registration of participants</b>
09h00 GVA	14h00 VN	<b>Opening Ceremony</b> Mr. Do Thang Hai, Deputy Minister, Ministry of Trade and Industry Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre Mr. Aik Hoe Lim, Director, Trade and Environment Division, World Trade Organization
09h25 GVA	14h25 VN	<b>Official launch of ePing in Vietnamese: ribbon-cutting ceremony</b> Mr. Do Thang Hai, Deputy Minister, Ministry of Trade and Industry Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre Mr. Aik Hoe Lim, Director, Trade and Environment Division, World Trade Organization Mr. Vu Ba Phu, Director General, Vietnam Trade Promotion Agency Mr. Tran Văn Vinh, Director General, Directorate for Standards and Quality, Mr. Le Thanh Hoa, Deputy Director General, Director of SPS Office, Ministry of Agriculture and Rural Development Dr. Dao Ngọc Tien, Vice-President, Foreign Trade University Ms Nguyễn Thị Minh Thúy, Director of INTEC, Vietrade
09h35 GVA	14h35 VN	<b>Signing ceremony of ITC-FTU Memorandum of Understanding</b> Dr. Dao Ngọc Tien, Vice-President, Foreign Trade University Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre

09h45 GVA	14h45 VN	<p><b>Introduction to ePing</b></p> <p>Ms. Lotte Drieghe, Project Officer, World Trade Organization</p>
09h55 GVA	14h55 VN	<p><b>Presentation of ePing Vietnamese version by Enquiry Points</b></p> <p>Mr. Le Thanh Hoa, Deputy Director General, Director of SPS Office, Ministry of Agriculture and Rural Development</p> <p>Ms. Ton Nu Thuc Uyen, TBT Acting Director, TBT Vietnam Office / Directorate for Standards and Quality</p>
10h10 GVA	15h10 VN	<p><b>Projection of the video with national stakeholders and enterprises showcasing the benefits of ePing</b></p>
10h15 GVA	15h15 VN	<p><b>Presentation of the ePing notification translation project for Viet Nam</b></p> <p>Dr. Nguyen Thu Hang, Lecturer of International Trade, Foreign Trade University</p> <p>Ms. Luu Thi Van Thuy, Student, Foreign Trade University</p> <p>Mr. Vianney Lesaffre, Market Analyst, International Trade Centre</p>
10h25 GVA	15h25 VN	<p><b>Panel discussion</b></p> <p>Ms. Nguyễn Thị Minh Thuý, Director, Information Technology Application Center, Vietnam Trade Promotion Agency (Moderator).</p> <p>Mr. Le Thanh Hoa, Deputy Director General, Director of SPS Office, Ministry of Agriculture and Rural Development</p> <p>Dr. Dao Ngọc Tien, Vice-President, Foreign Trade University</p> <p>Ms. Nguyen Thi Thu Trang, Director of WTO Center, Vietnam Chamber of Commerce and Industry</p> <p>Ms. Lotte Drieghe, Project Officer, World Trade Organization</p> <p>Ms. Ursula Hermelink, Head, Non-tariff measures programme, International Trade Centre</p>
10h50 GVA	15h50 VN	<p><b>Concluding remarks and end of the ceremony</b></p>

**Registration link**      <https://intracen.zoom.us/meeting/register/tJ0sfu2vrjwuE9CzJyIHA4YNJLcLjLYrWHY>

**Follow the discussions on social media with: #ePingVN**

### Links

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

[www.ntmsurvey.org/epingvietnam](http://www.ntmsurvey.org/epingvietnam)

With the Financial Support of the Government of Denmark



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