

# Enhancing Online National Trade Portals/Repositories

UNESCAP-ARTNeT-ITD Online Course on Trade Facilitation for Sustainable Development

## Module 8 – Possible Evolutions of NTRs

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# Module Objective

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To discuss **possible evolutions** or **additional services** that an NTR can be expanded into (to deliver higher value and impacts to the trade community)

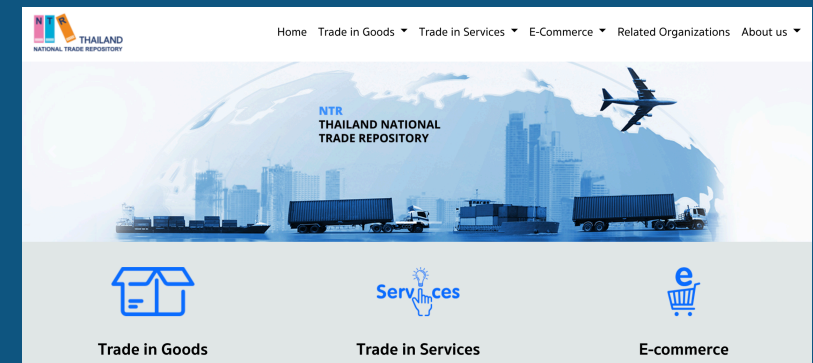
- ▶ Regulatory Information about Trade in Services and e-Commerce
- ▶ Possible Roles in a Pandemic Situation
- ▶ Additional Information to be provided
- ▶ Regional Collaboration
- ▶ Digital Marketing Tools for NTP/Rs
- ▶ Data Privacy Laws and Compliance
- ▶ Applications of Artificial Intelligence for NTR, e.g. intelligent search, chatbots, patterns recognition

# Regulation Information related to Trade in Services and e-Commerce

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- ▶ An NTR normally publishes **regulatory information** related to trade in goods, but also for **trade in services, e.g.**
  - ▶ regulatory measures applying to each type of services
  - ▶ step-by-step procedures to comply with these regulatory requirements
- ▶ **Information** about **e-commerce laws and regulations** can also be added in an NTP/R

A Case Example: thailandntr.com



## **Possible Roles** of National Trade Repositories **in a global pandemic**, e.g. the COVID-19, situation.

Policymakers could utilize the portal(s) and digital technologies to confront the COVID-19 pandemic and address a wide range of pandemic-related issues, e.g.

- ▶ providing reliable information and guidance related to global and national COVID-19 developments
- ▶ creating new apps and services to provide specific information about procedures and documentary requirements for better facilitating imports and exports of medical equipment, PPE\* and related goods in the fight against COVID-19

\*PPE = Personal Protection Equipment

# Additional information provided by an NTR

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Although the main purpose of an NTR is to publish trade related regulatory information, however it can also be extended to provide any other information deemed useful to the business audience, e.g.

- ▶ **News or Announcements** related to trade
- ▶ **Trade Statistics**: these may be derived from national or international sources, and may be available via APIs or may be generated via the Single Window where available
- ▶ **Addresses and contact details** of various agencies' offices and border stations
- ▶ **Links to other** related national and international organizations' websites
- ▶ **Information about immigration**

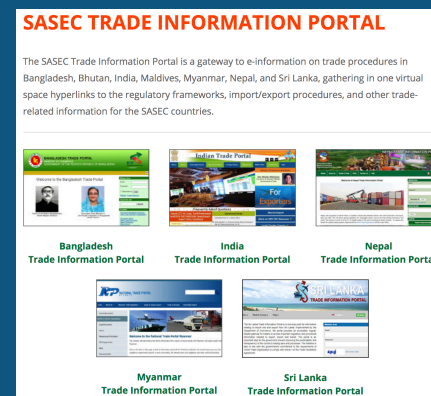
# Regional Collaboration

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Several regional economic collaborations have developed, or considered developing a regional portal to integrate or at least to link national trade portals of their member economies, as a way to promote trade facilitation in the region,

e.g. **ASEAN Trade Repository**, and **SASEC Trade Information Portal**

- **Challenges:** the member countries wish to develop national portals and also to contribute to the regional repository or portal – they should work collaboratively at the design stage to adopt common data exchange formats, interoperability via links or APIs, or common database structures.





# Digital/Social Media Tools

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Digital marketing tools, internet/social media techniques could be utilized for promoting and better managing NTP/R

- ▶ Making use of social media platforms to promote the NTP/R website, specific news and events, and special updated information e.g. through Facebook, Tweeter, Lines
- ▶ Using web analytics tools to understand the users/customers and their behaviors (e.g. which contents are mostly visited and how long), e.g. using Google Analytics

# Data Privacy Protection Laws & Compliance

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- ▶ Many economies have enacted data privacy protection laws, e.g. EU, Thailand and Singapore, to protect the rights of natural persons with regard to the processing of personal data.
- ▶ Most of these laws have extraterritorial applicability e.g. applicable outside a country's territory.
- ▶ Therefore, NTP/R of any country must observe and comply with these data privacy laws/regulations, e.g.
  - ▶ Cookie consents must be informed, explicit and given via an unambiguous opt-in and also opt-out action.
  - ▶ NTP/R with memberships must strictly follow and comply with these laws, e.g. security measures must be in place, guidelines/procedures for data privacy breaches and incident responses must be well established.



## Possible Applications of Artificial Intelligence

to enhance features/functions of the NTP/R.

- ▶ An “Intelligent Search” Engine with natural language understanding capability could be developed and used as a searching tool for NTP/R, e.g. similarity text searching of information within text documents
- ▶ Chatbots for interactive text communications with users of the portal
- ▶ Characters recognition software could be used to recognize images of text into a searchable text file.

# In the next module

We will conclude with a summary of this course.

Thank you.

See you the next module!