

Webinar: Exploring export opportunities with Global Trade Helpdesk



Date: September 16

Time: 16:00

Venue: via Webex

This one-hour webinar provides hands-on examples of how to use this digital platform to simplify market research by bringing together key trade information from across 11 different organizations in a single search. Firms and professionals can access statistics to evaluate market size and attractiveness, market access conditions, explore trade procedures, and find the partners to put their export plans into action.

Global Trade Helpdesk introductory video: <https://youtu.be/krIFkcVLlVY>

Webinar speakers:

Mathieu Loridan, Senior Market Analyst, International Trade Centre



Mathieu Loridan is Senior Market Analyst at the International Trade Centre (ITC). French national, he holds a Master of Sciences in Economics from the University of Geneva (Switzerland). He has extensive knowledge about international trade and broad experience in trade and development-related technical assistance. Mr. Loridan designs and implements projects to enhance SME access to market information in developing countries. He is currently in charge of the development and promotion of trade intelligence solutions, using innovative databases, analytical methods and technologies, including the multi-agency Global Trade Helpdesk Initiative.

Anna Jankowska, Market Analyst, International Trade Centre



Ms. Anna Jankowska is a Market Analyst at the Trade and Market Intelligence Division of ITC. Anna holds a Master's degree in Global Finance, Trade and Economic Integration from the University of Denver in the US. Before joining ITC, she worked as Trade Policy Analyst at Trade and Agriculture Directorate of the OECD, an Economist at the OECD Development Centre, and a Project Lead at the World Economic Forum. She has co-authored a number of studies related to trade and development (regional integration in Latin America, global value chains, analyzing services trade restrictiveness, escaping the middle-income trap through export-led growth, logistics, trade competitiveness, etc.).