



# Geneva MSME Connection

## South and Southeast Asia

**This regular forum for WTO delegates from select South and Southeast Asian developing countries helps them better connect with their national Micro, Small and Medium-sized Enterprises (MSMEs). This supports them not only to better leverage WTO regular work and negotiations, but also establish lasting links with private sector players who better understand WTO agreements and procedures, as well as their own stakes therein.**

### Why this project?

WTO delegates in Geneva are not always fully aware of the interests and concerns of their MSMEs, making it challenging to adequately address trade impediments actually faced by their private sector. This is particularly true for developing and least developed country delegations, which lack the resources and established systems to hold broad and regular consultations. Moreover, few of these countries actively participate in WTO regular bodies (e.g. TBT and SPS Committees, TPR Body), despite the significant opportunities they offer for better harnessing the Multilateral Trading System.

### How we support

With this initiative, WTO delegates from South and Southeast Asia hold regular forums to first identify and then pursue with CUTS' technical assistance their interests in the WTO Bodies on SPS, TBT and TPR. Country updates help them identify their interests, by compiling feedback from their MSMEs on the ground. Delegates also benefit from CUTS' expertise, through technical papers and follow-up support (e.g. diplomatic work, document drafting).

### Objective

South and Southeast Asian WTO delegations effectively leverage their MSMEs to better take advantage of the WTO's Multilateral Trading System.

### Key Features

#### Beneficiaries

South and Southeast Asia WTO delegates • Micro-Small and Medium-sized Enterprises (MSMEs)

#### Topics

WTO Regular Work • WTO Negotiations • MSMEs

#### Activities

On-demand Analysis • Papers • Negotiators' Forums • Country Updates

#### Timeframe

February 2018 - February 2019

### Funding Support

**Australian Aid** 