



**Economic and Social
Council**

Distr.
GENERAL

TRADE/2003/3
3 March 2003

ORIGINAL: ENGLISH

ECONOMIC COMMISSION FOR EUROPE

COMMITTEE FOR TRADE, INDUSTRY AND
ENTERPRISE DEVELOPMENT
Seventh session, 13 and 16 May 2003
Item 5 of the provisional agenda

TRADE PROMOTION ACTIVITIES

DOCUMENT FOR INFORMATION

Note by the secretariat

Trade promotion activities are under the direct responsibility of the Committee and, at this time, consist of three primary activities:

- Publication, every two years, of a compendium of norms, recommendations and publications that have resulted from the work of the Committee on CD-ROM
- Publication, on the Internet, of a Trade Promotion Directory with key contact information for the promotion of trade between all UNECE member States
- Development and maintenance of a network of national centres, referred to as “Multiplier Points”, to promote the work of the Committee among potential users in both the private and public sectors

This document describes in brief the first two activities. A more in-depth report on the Multiplier Point network, which also summarizes the results from the annual reports submitted by the 51 current Multiplier Points, can be found in TRADE/2003/3/Add.1

CD-ROM on "Best Practice for International Business from the Committee for Trade, Industry and Enterprise Development"

1. This CD-ROM, published in February 2003, provides an overview of the activities, publications, best practice recommendations, norms and standards drawn up by the UNECE Committee for Trade, Industry and Enterprise Development. It includes recommendations on: Trade promotion and trade finance; Trade facilitation recommendations and supporting documents: Industry and enterprise development; International legal and commercial practice, and arbitration; Technical harmonization and standardization policy; and agricultural quality standards.
2. The CD-ROM, which is to be updated every two years, is intended as an informative reference tool for a wide range of persons from both the private and the public sector, who have a particular interest in trade, procedures for facilitating trade and industry or enterprise development.
3. Copies are available from the United Nations Publications service. (Sales N°. E.01-II.E.30, Price US\$ 150; or US\$ 50 to developing and transition countries). An order form can be obtained from the Internet at:
http://www.unece.org/pub_cat/pub2002/order_form.htm
or by writing to: United Nations Sales and Marketing Section, Palais des Nations, Geneva 10, CH-1211, Switzerland (Fax N°: +41-22-917 0027/917 0084)

Trade Promotion Directory

5. The Trade Promotion Directory, published on the Internet in March 2003, and can be accessed from the home page of the Committee website: http://www.unece.org/trade/tips/ctied/ctied_h.htm
6. Delegations are invited to review the Directory and provide any suggestions or corrections to the secretariat at the following e-mail address: trade@unece.org
7. Within UNECE member States, the legal and institutional environment supporting trade is constantly changing. It is therefore often difficult for enterprises and investors, whether large, medium or small to find the organizations and information that they need to do business. This is especially true for small and medium-sized enterprises (SMEs). The changing institutional environment can also often make it difficult to maintain real transparency in regulations and trading requirements at an international level.
8. To assist in bridging the current "information gap" the Committee has developed this Trade Promotion Directory. The Directory will also serve as a "one stop shop" for SMEs looking for institutional information in support of their export or investment activities.
9. The information is organized by country and under each country there are lists of organizations covering the following areas:
 - **Information for Investment and Enterprises**
 - **Government Organizations and Other Supporting Organizations**
 - **Trade Facilitation**
 - **Corporate Governance (including regulatory agencies)**
 - **Trade and Enterprise Financing**
 - **Chambers of Commerce and Business Associations**
 - **Sectoral Business Associations**

* * * * *