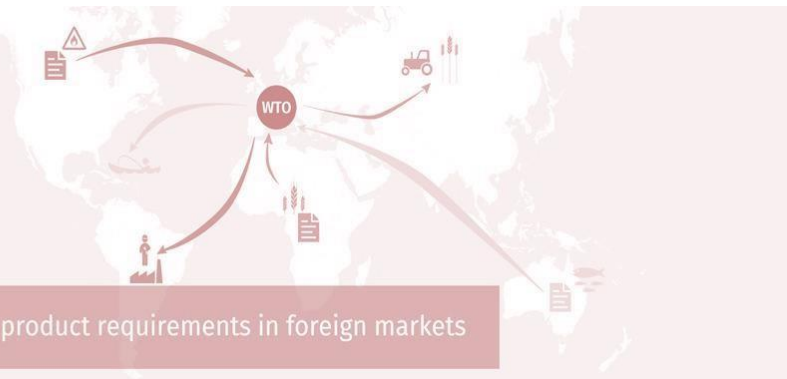




Ping



Keep track of product requirements in foreign markets

**ePing, a free online tool developed by the UN, WTO, and ITC and provides up-to-date information on changes in foreign market product requirements.**



UNITED NATIONS



WTO OMC



International Trade Centre

### Why subscribe to ePing?

**Staying abreast of requirements in export markets** is vital for businesses. Imagine that a shipment is blocked at the border because it does not comply with the safety or quality requirements of the export market. This can have very significant consequences for the exporter/producer: goods might perish; transport costs cannot be recuperated; additional costs to retrieve the shipment might occur, and your reputation as a reliable supplier might be affected. Avoiding such a scenario is not always easy. In many countries, the rules change often.

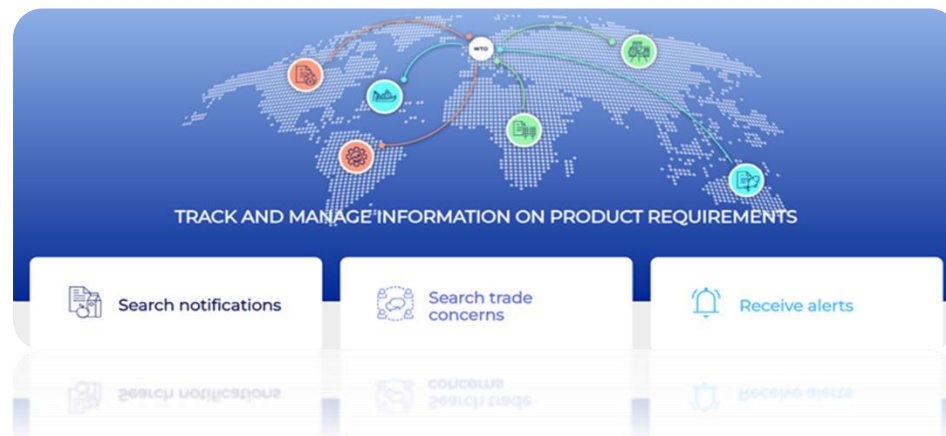
ePing helps private sector stakeholders, especially SMEs, **to easily track changes in regulations on product requirements in export markets.** For example, a fisherman exporting tuna to the EU can subscribe to ePing to receive email alerts whenever the EU updates a regulation that affects fish or fish products.

### How does it work?

ePing disseminates information on product requirements using data provided by the WTO: **SPS and TBT notifications**. This information takes the form of a one or two-page document (called a notification), which includes information on the proposed measure, such as products covered, planned date of adoption and description of content.

These notifications are captured and disseminated to the ePing users. However, not all notifications are sent to all users: when subscribing to ePing, the system asks you to identify products and export markets of interest. You will receive notifications covering these products and markets.

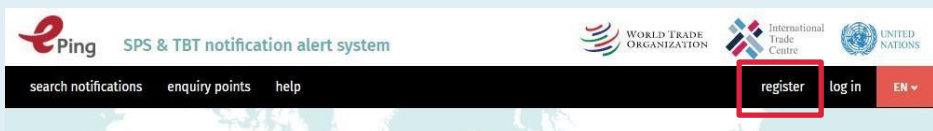
Upon receiving an alert, producers, exporters, and importers can use ePing to **gather additional information** on whether the proposed measure affects their products (via the enquiry points, ePing full text links, ePing fora, etc.) If necessary, they can **adapt to the new requirement** or, if there are obstacles preventing them from doing so, **contact the National Enquiry Point at the Trade Department** to inform them about the potential trade issue. Enquiry points can raise trade concerns with the issuing WTO member through official comments. Contact details of enquiry points are included in the ePing website.



## How to get started?

To receive daily or weekly email alerts about product requirements in your export markets, follow the registration instructions below:

### 1. Go to the [www.epingalert.org](http://www.epingalert.org) and click on register



### 2. Fill out the registration form that pops up

**Personal information:** fill out all mandatory fields (indicated with \*)

**Filter preferences:** here you can identify products and/or markets of interest.

a) **Product selection:** for optimal filter results, specify product name(s), ICS code(s) and HS code(s).

b) **Notification type:** select **all** to receive both SPS and TBT notifications.

c) **Notifying member:** select export markets of interest to you.

**Email preferences:** indicate whether you want to receive daily or weekly emails.

### 3. Click on Register at the bottom of the form:

Register



## More information?

The ePing website provides more information on ePing. The help option in the main menu provides an ePing manual and useful links. You can also ask a question or give feedback on the system through the "contact us" button or send us an email ([eping@wto.org](mailto:eping@wto.org)).

Anyone can register to be alerted on updated product requirements in export markets. Registration to the ePing Platform is 100% free.

## Seychelles National Notification Authority & National Enquiry Point:

### Ministry of Finance, National Planning and Trade

Senior Trade Officer: Ms. Veronique Brutus

Contact Number: +248 4382000/ 4382160

Email Address: [vbrutus@finance.gov.sc](mailto:vbrutus@finance.gov.sc)

Website: Seychelles Trade Portal – [www.tradeportal.sc](http://www.tradeportal.sc)

Address: 2<sup>nd</sup> Floor, Maison Esplanade, Victoria, P.O. Box 313



Seychelles Trade Portal

Expanding markets and Facilitating compliance

TRADE OBSTACLES  
ALERT MECHANISM  
SEYCHELLES

[www.tradeobstacles.org/seychelles](http://www.tradeobstacles.org/seychelles)