



# **Integración Comercial por Envíos Postales para MIPYMES**

**11 e 12 de Agosto de 2016  
Montevideo, Uruguay**



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# Supply chain integration – trade facilitation

Uruguay, 10 August 2016



# Trade facilitation and export promotion for small and medium enterprises (SMEs)

## The fundamental principles of trade facilitation



- Trade facilitation is the **simplification, harmonization, and standardization** of import and export processes to make trade across borders as **transparent, easy, fast** and **cost efficient** as possible to traders
- Trade facilitation introduces efficiency, transparency, and predictability in trade transaction processes



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## THE ECONOMICS OF SMALL BUSINESS

SMALL OR MEDIUM-SIZED

around  
**95%**



BIG CORPORATIONS

around  
**5%**

Source: World Bank

### PRIVATE-SECTOR EMPLOYMENT



**60%** IN SMALL OR MEDIUM-SIZED BUSINESSES

Source: World Bank

### CONTRIBUTION TO WORLD GROSS VALUE ADD

SMALL OR MEDIUM-SIZED

about  
**50%**



Source: World Bank

### EVOLUTION OF CREATED JOBS



### IMPACT ON



INCOME



EMPLOYMENT



WIDER ECONOMIC OUTPUT



# Harnessing the power of postal delivery networks....

- MSMEs are the engine for growth in most developed markets yet they are generally poorly served by the postal industry.....
- MSMEs are hungry for partnerships that will extend their domestic and/or global reach
- Trade stakeholders are increasingly frustrated by barriers to internet E-Commerce (e.g. pricing differentials etc.)
- Consumer confidence dented by poor experiences of using international websites
- The consumer is now in control of the whole value chain and the retailers know it.....

I wasn't at home to accept a delivery and now I need to go to a post office. You suck! >:(



@rudeboy123

Where are my shoes???? I order them WEEKS ago. This is not good enough!



@Miss\_teri

The top hat I ordered doesn't fit but I don't see a returns page on your website - How can I get it swapped?



@cam.oflague

These glasses would be awesome if they weren't BROKEN! What awful service - who will fix this???



@lyla\_garity



## Export challenges facing MSMEs

**Identification /  
Authentication  
/ trust**

**Business  
Address**

**Export  
information  
and tools**

**Online  
presence  
and  
marketing**

**Documentation  
and customs  
clearance**

**Liability  
and  
payments**

**Identity  
Verification**

**Innovative  
addresses**

**Postal export  
information  
portal and  
guide**

**Virtual  
marketplaces  
and direct  
marketing**

**Single export  
declaration  
and customs  
pre-advice**

**Insurance,  
returns  
and e-  
payment**

## Opportunities for the Posts



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## General concept and principles of postal trade facilitation

**Trade facilitation for MSMEs  
through postal services**

**Easy Export**

**Easy Import**



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# Easy Export

## The concept:

- Foster cooperation between all postal operators, customs, government, export agencies, health and environment agencies, etc.
- Develop a simplified export process for low-value exports (varies in different countries: some at 5,000 USD, others 10,000 USD and others upto 50,000 USD)
- Implementation within postal operators a simplified procedure
- Clients just have to go to the post, which takes care of all the paperwork



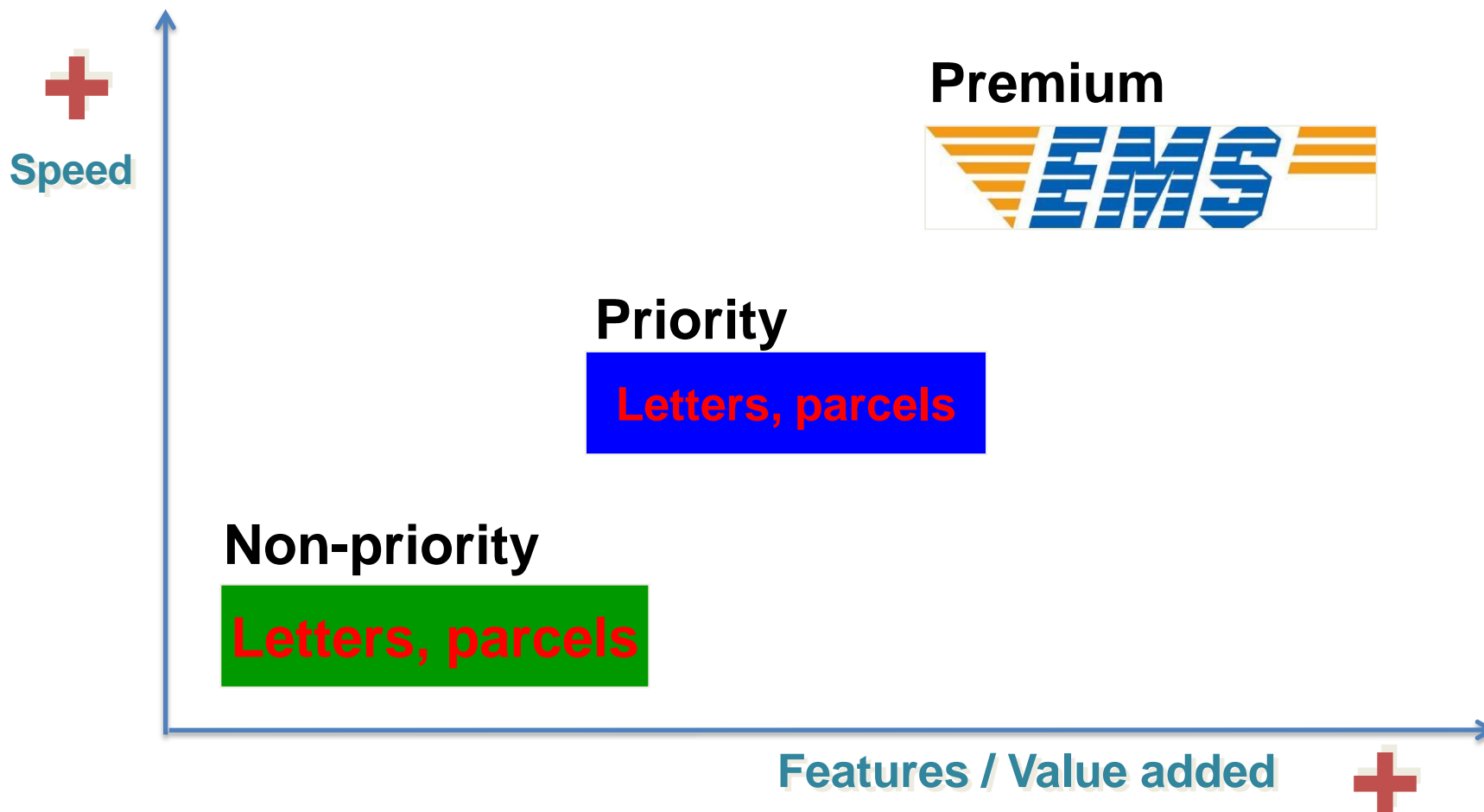


## Properties of postal easy export

Concept	Traditional Export	Easy Export
Target	Large enterprises	MSMEs and artisans
Costs	High	Low
Number of documents	8 (average)	1
Information	Complex to acquire	Centralized
Formalities	Bureaucratic, complicated	Simplified, easy
Processing time	7 days (average)	1 day (average)
Logistics	Complex	Postal
Customs clearance	Standard	Expidited
Export volumes	Containers	Packages
Export locations	Centralized	Decentralized
Trade promotion	Self by the enterprises	Supported by government
Export services	Customs agents	Existing postal services



## Postal trade facilitation uses existing postal services





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## Stakeholders involved in such a project

- International trade agencies;
- Customs authorities;
- The ministry responsible for the postal sector (infrastructure, transport or communications);
- Ministry responsible for trade, and or small enterprises, ministry responsible for foreign affairs,
- Institutions and associations supporting small businesses, and financial market or foreign exchange (forex) regulators.



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## Expected outcomes

- To increase the number of MSMEs in the country's portfolio of exporters
- To create a simplified postal export process that can be easily used by small businesses and corresponds to the characteristics of the country
- To improve and modernize international trade processes through the postal channel with the institutions involved in the project
- To diversify the range of products exported and increase the number of destination countries
- To raise the profile of the postal sector as an important component of the economy



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## Goal



**Reduce delivery  
times for international  
items**



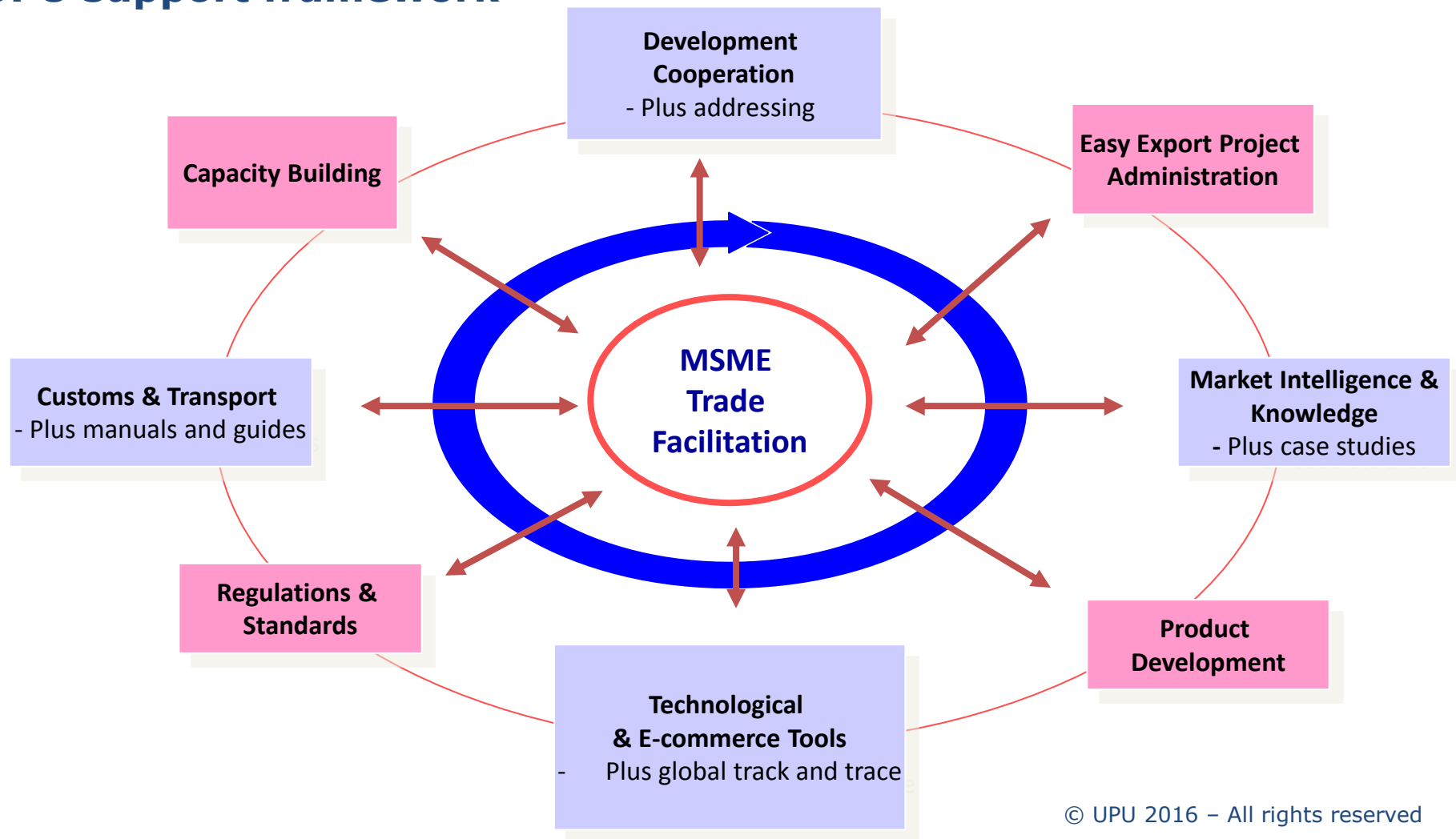
**Reduce costs to  
nationalize international  
items**



**Facilitate cross-  
border commerce**



## UPU support framework





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## Building partnerships and engaging other stakeholders



International  
Trade  
Centre



Asian Development Bank  
FIGHTING POVERTY IN ASIA AND THE PACIFIC



BETTER POLICIES FOR BETTER LIVES



**IDB**

Inter-American Development Bank



AFRICAN DEVELOPMENT  
BANK GROUP  
Building today, a better  
Africa tomorrow



THE WORLD BANK  
IBRD • IDA

Working for a World Free of Poverty



**UNECE**

United Nations Economic Commission for Europe



International Organization for Migration



World Customs Organization  
Organisation Mondiale des Douanes



UNITED NATIONS  
**ESCAP**

Economic and Social Commission for Asia and the Pacific



The Investment Climate Facility for Africa



United Nations  
Economic Commission for Africa



UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT  
**UNCTAD**

PROSPERITY FOR ALL



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## Efficient postal services are the heart of E-commerce

Affordable

Traceable

Reliable

Fast





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# Thank You