

INITIATIVE FOR THE INTEGRATION OF REGIONAL  
INFRASTRUCTURE IN SOUTH AMERICA  
IIRSA



# ANNEX 11

## Project: Exports through Postal Services for MSMEs

IX Meeting of the Executive Steering Committee of  
IIRSA  
December 4th and 5th, Montevideo, Uruguay

A satellite-style map of South America, showing the continent in green and brown, surrounded by blue oceans. The map is centered on the continent, with the Atlantic Ocean to the west and the Pacific Ocean to the east.

**EXPORTS THROUGH  
POSTAL SERVICES  
FOR MSMEs**

Montevideo, December 2007



# EXPORTS THROUGH POSTAL SERVICES

## *PROPOSED SOLUTION*

**To set, in each South American country, a simplified exports system by means of postal services and to develop access channels so that the micro, small and medium-sized enterprises can enter the international market.**

# **EXPORTS THROUGH POSTAL SERVICES**

## ***THE POSTAL SERVICES AS INFRASTRUCTURE DEVELOPMENT***

**Universalization of services (inclusion of the population)**

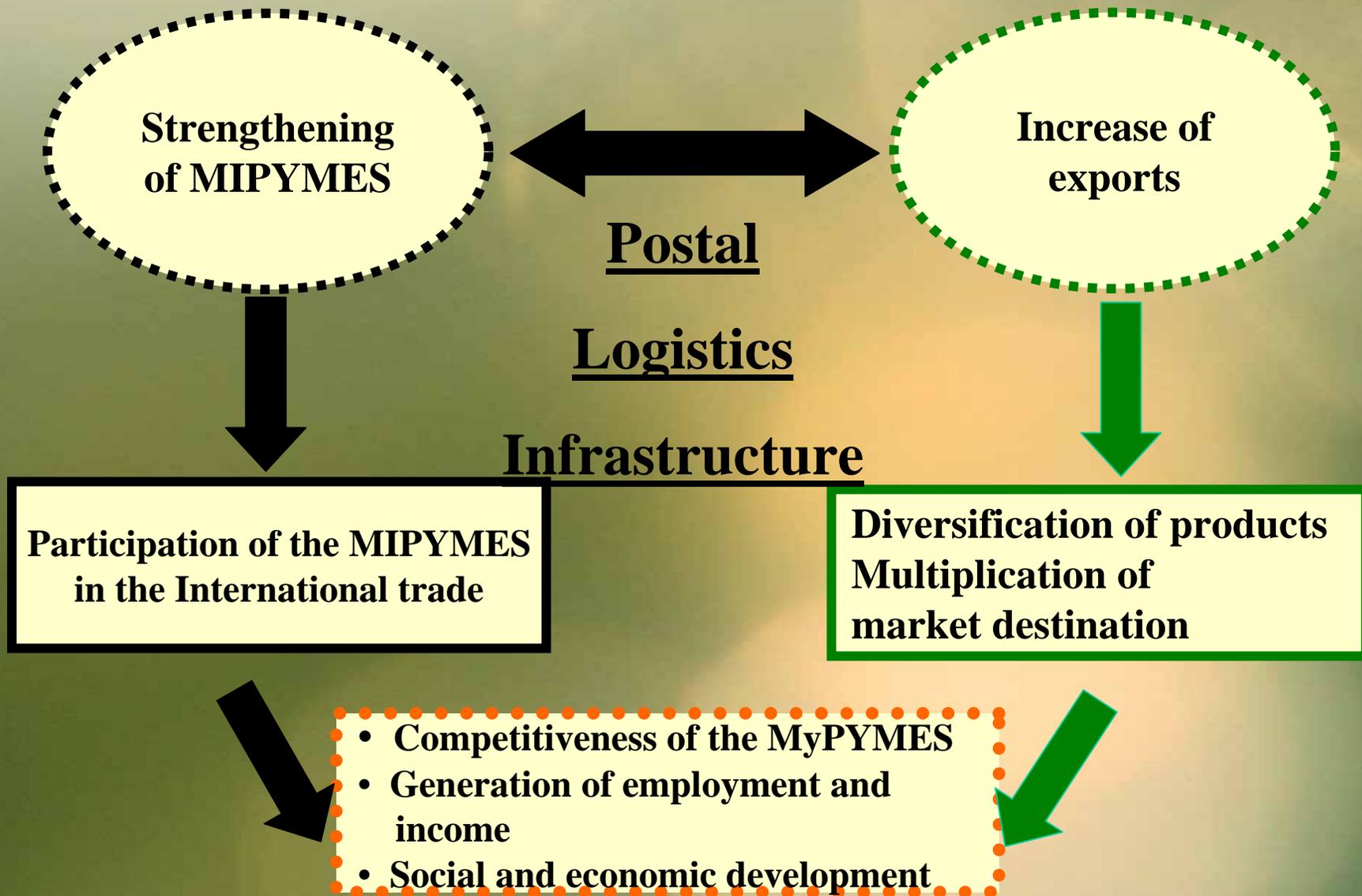
**Financial services**

**Distribution of didactic books and medicine**

**E-commerce Logistics**

**Exports and imports through Postal Services**

# EXPORTS THROUGH POSTAL SERVICES



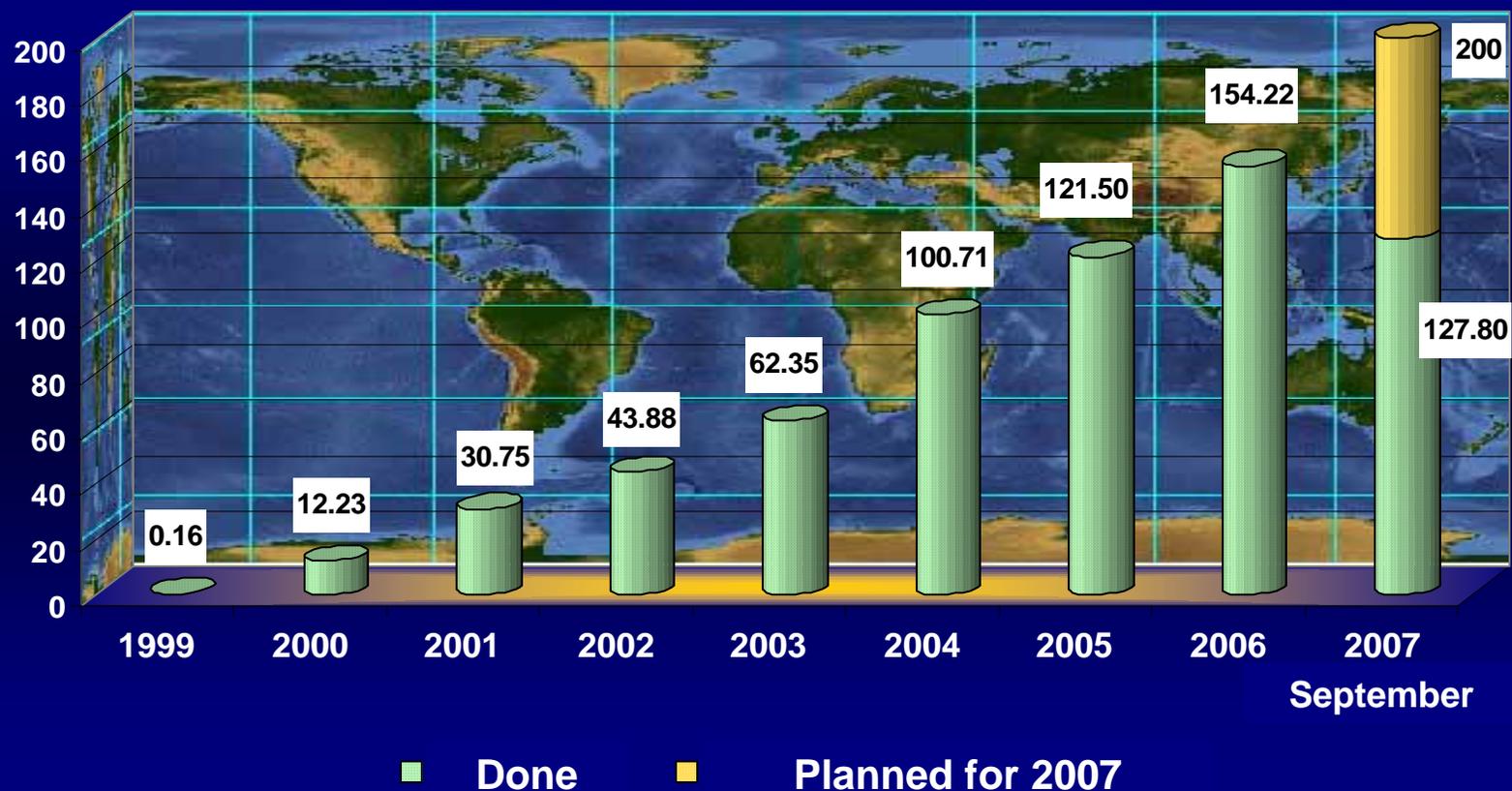
# EXPORTS THROUGH POSTAL SERVICES

## *BASICS OF THE PROPOSED SOLUTION*

- **Simplification of processes (security)**  
*Facility for the Mipymes*
- **Quality service and accessible price**  
*Competitiveness of the Mipymes in the international market*
- **Geographical coverage of the service**  
*Access to the service by the Mipymes*

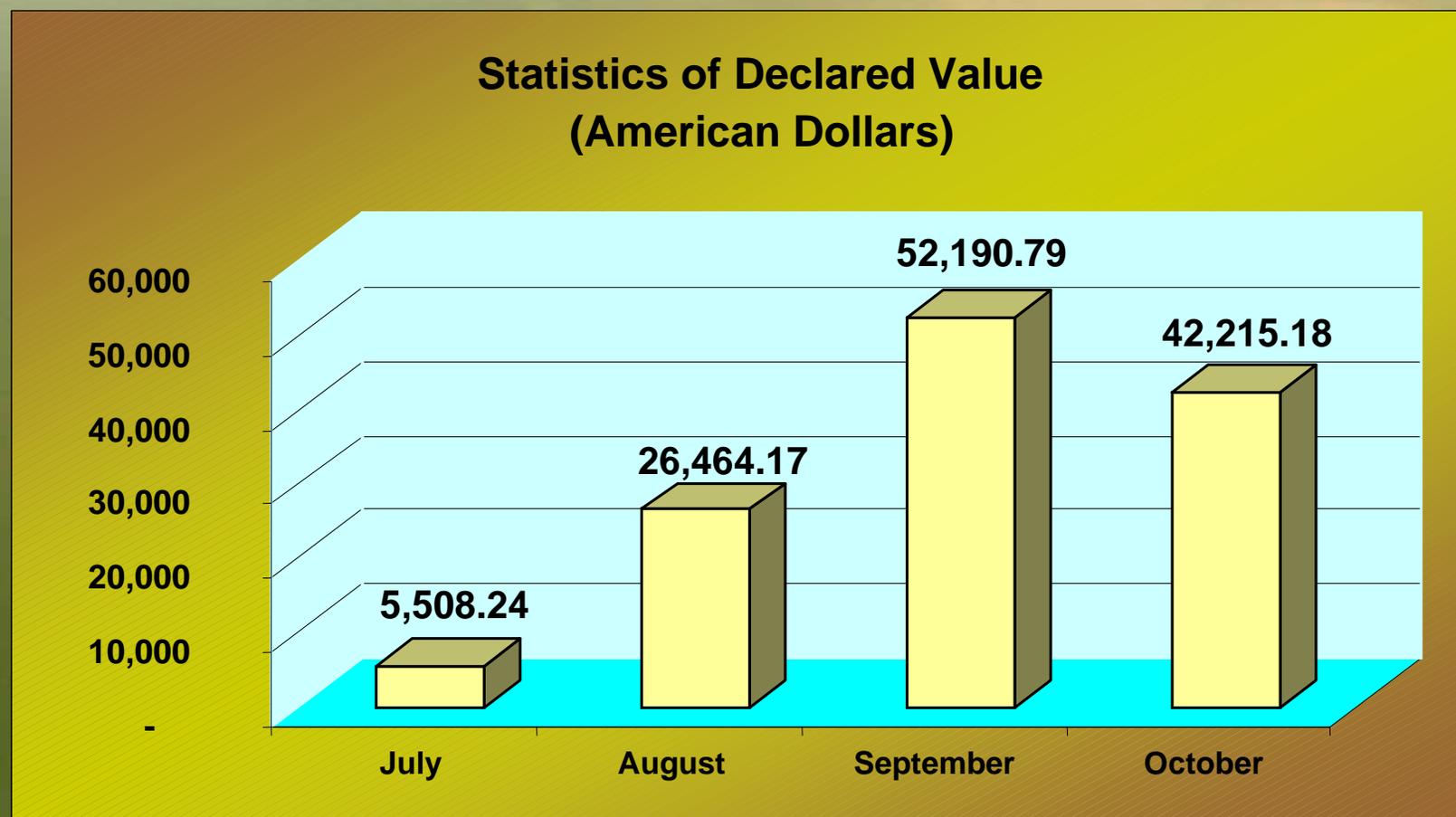
# EXPORTS THROUGH POSTAL SERVICES

## *EVOLUTION OF THE BRAZILIAN EXPORTS BY POSTAL SERVICES– US\$ Millones*



# EXPORTS THROUGH POSTAL SERVICES

## *STATISTICS OF EXPORTA FÁCIL - PERÚ*



Source: Serpost

Compilation: Promperu

\*\* Up to 27th October

# EXPORTS THROUGH POSTAL SERVICES

## PHASES OF THE PROJECT

- **Diagnosis of the local market in each country**

### aspects

- *logistics operators (public and private ones)*
- *situation of the micro, small and medium-sized enterprises*
- *exports flow*
- *outreach mechanism and access to the international market*

- **Design of the service**
- **Implementation**
- **Monitoring of the service**

# EXPORTS THROUGH POSTAL SERVICES

*PROGRESS - 2007*

COUNTRY	ANSWERED SURVEY	PRE-DIAGNOSIS CARRIED OUT	COOPERATION AGREEMENT	IMPLEMENTATION
ARGENTINA				
BOLIVIA				
BRAZIL				
CHILE				
COLOMBIA				
ECUADOR				
GUYANA				
PARAGUAY				
PERU				
SURINAME				
URUGUAY				
VENEZUELA				

# EXPORTS THROUGH POSTAL SERVICES

## *PROGRESS - 2007*

### **Financing:**

- **World Bank – development and implementation of the service in Peru;**
- **BID- FOMIN – development of the project in 4 countries – *UPAEP as Execution Entity;*  
*Selection of the Regional Manager***
- **FONPLATA – financed the pre-diagnosis visits in Uruguay and Argentina.**
- **Preparation of the Guide of Implementation**

# EXPORTS THROUGH POSTAL SERVICES

*FORECAST - 2008*

COUNTRY	ANSWERED SURVEY	PRE-DIAGNOSIS CARRIED OUT	COOPERATION AGREEMENT	IMPLEMENTATION
ARGENTINA	Blue diagonal lines	Blue diagonal lines	Brown diagonal lines	Brown diagonal lines
BOLIVIA	Blue diagonal lines	Brown diagonal lines	Yellow	Yellow
BRAZIL	Blue diagonal lines	Blue diagonal lines	Blue diagonal lines	Blue diagonal lines
CHILE	Yellow	Yellow	Yellow	Yellow
COLOMBIA	Yellow	Yellow	Yellow	Yellow
ECUADOR	Blue diagonal lines	Brown diagonal lines	Yellow	Yellow
GUYANA	Yellow	Yellow	Yellow	Yellow
PARAGUAY	Brown diagonal lines	Brown diagonal lines	Yellow	Yellow
PERU	Blue diagonal lines	Blue diagonal lines	Blue diagonal lines	Blue diagonal lines
SURINAME	Yellow	Yellow	Yellow	Yellow
URUGUAY	Blue diagonal lines	Blue diagonal lines	Brown diagonal lines	Brown diagonal lines
VENEZUELA	Blue diagonal lines	Blue diagonal lines	Yellow	Yellow

# **EXPORTS THROUGH POSTAL SERVICES**

## ***FORECAST 2008***

- 1 – Definition of the Technical Group of the Project;**
- 2 – Training course for consultants;**
- 3 – Exporta Fácil – new functionalities;**
- 4 – Associated projects - TICs:**
  - Foreign Trade System**
  - Electronic commerce (e-commerce)**
  - Payment instruments**



**BRASIL**

**Thank you!**

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