



COMISIÓN DE PROMOCIÓN DEL PERÚ PARA LA EXPORTACIÓN Y EL TURISMO

Commision promoting Peruvian exports and tourism



Exporta Fácil

The Peruvian postal service

Serpost, El Correo del Perú

EXPORTA FACIL
PERU



BUSINESS CREATIVITY
AWARD 2007

INFORMATION TECHNOLOGY

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TECHNICAL MANAGER

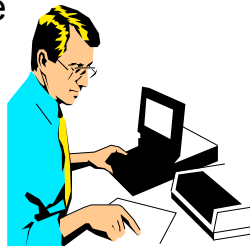
June 2008

VIRTUAL DESIGN OF SIMPLIFIED SHIPMENT PROCESS

DOCUMENTARY INSPECTION

EXPORTER

- Logs in using individual SOL code
- Enters information about goods to be exported
- Enters P.A.
- Description of goods
- Prints the Exporta Fácil Declaration Form (DEF)



SOL CODE



PHYSICAL INSPECTION



SERPOST Agency

- Weighs goods and
- Assigns Postal Waybill



SERPOST

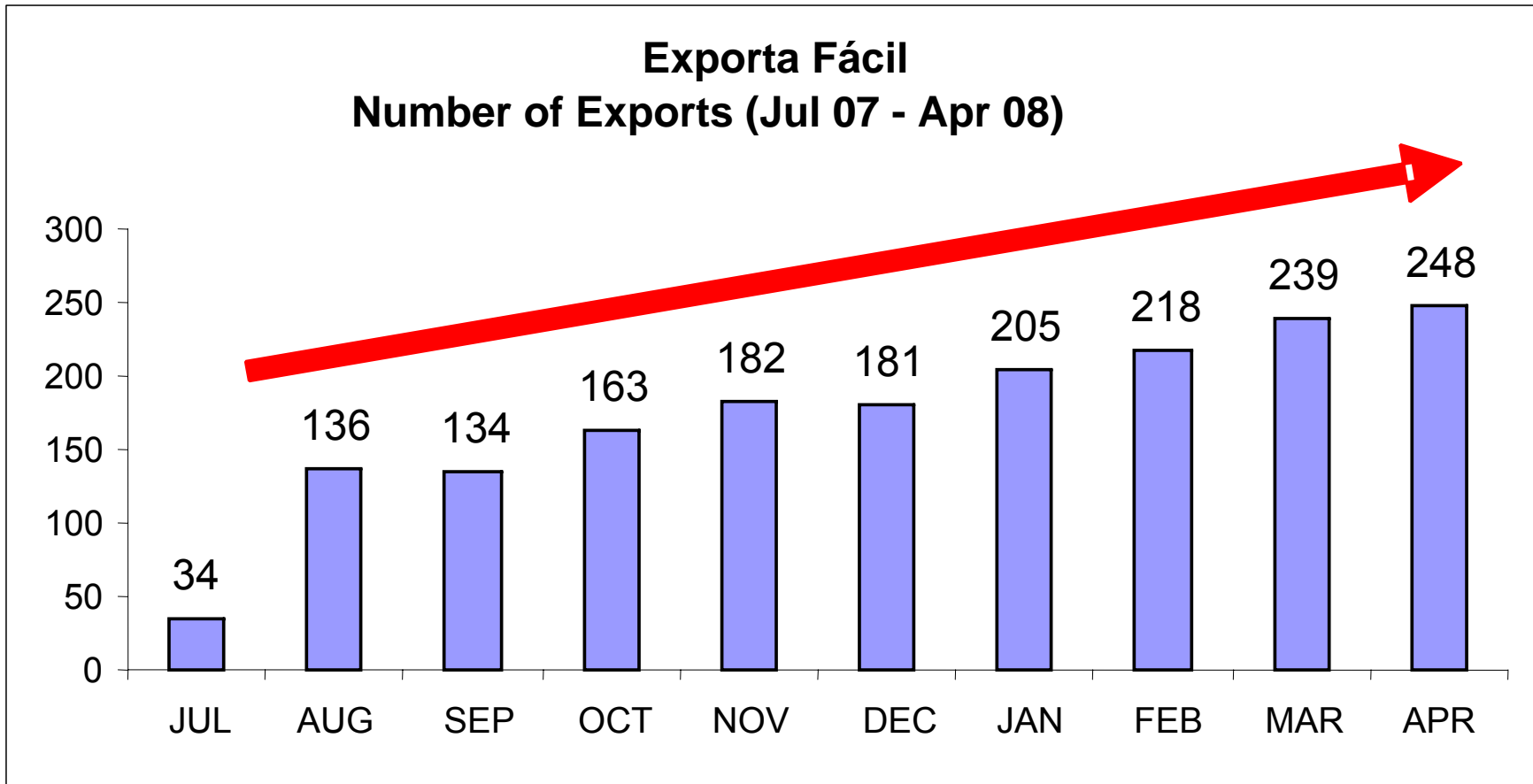
- Shipment and document reception
- Transmission of complementary information
- Makes merchandise available for physical inspection

RESULTS OBTAINED

- As of April, about US\$445,000 worth of goods have been exported through *Exporta Fácil*.
- In November 2007, *Exporta Fácil* received the "Business Creativity" Award.
- 336 firms have used the system.
 - 69 new businesses were created between 2007 and 2008.
- Shipments mainly consist of jewelry, bijouterie, alpaca and cotton garments, natural and cosmetic products, wooden decorative items, among others.
- 21% of goods have reached their destination market ahead of scheduled time.
- Peru is currently providing technical cooperation for the implementation of *Exporta Fácil* in Uruguay.

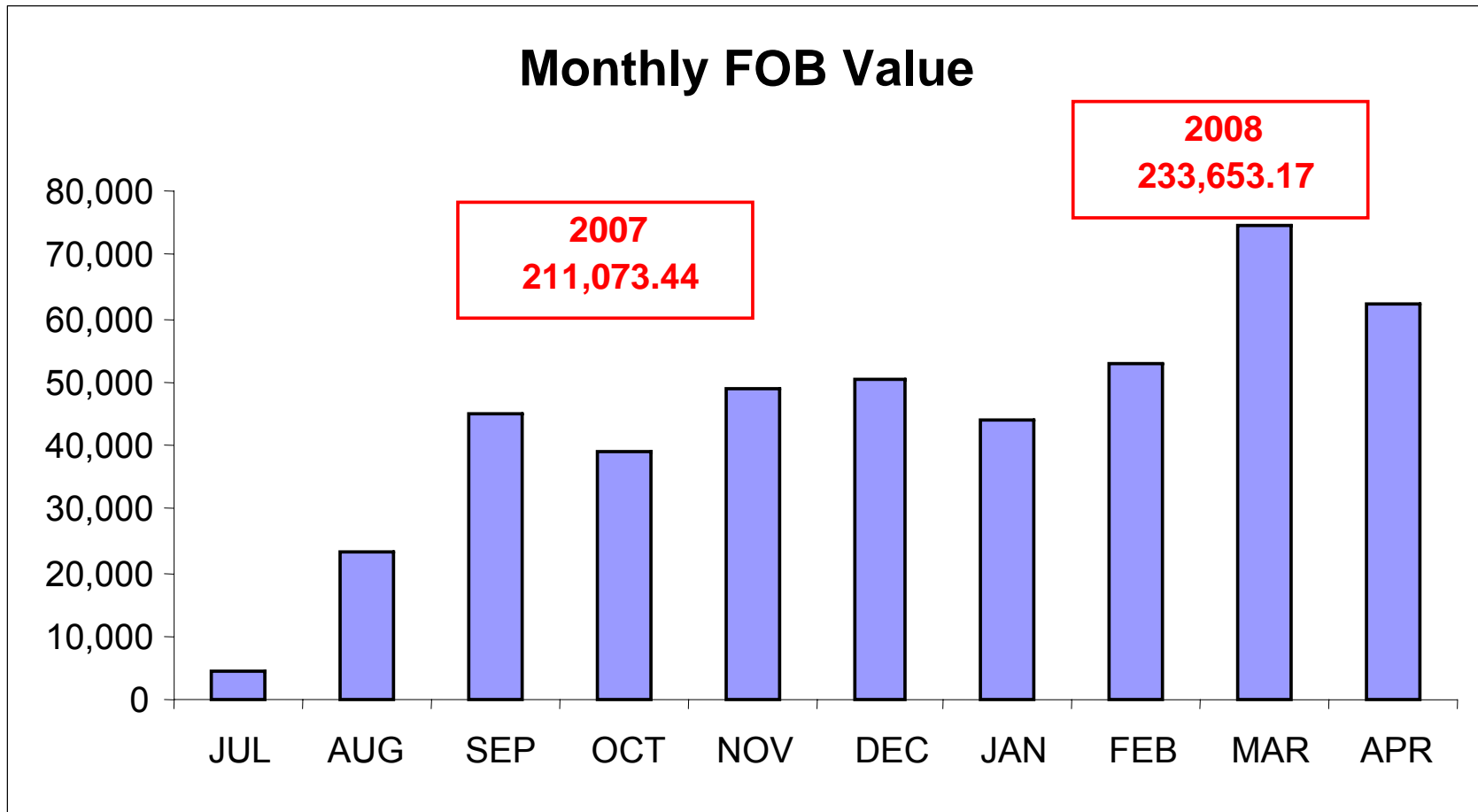


Exporta Fácil Number of Exports (Jul 07 - Apr 08)



Source: Sunat

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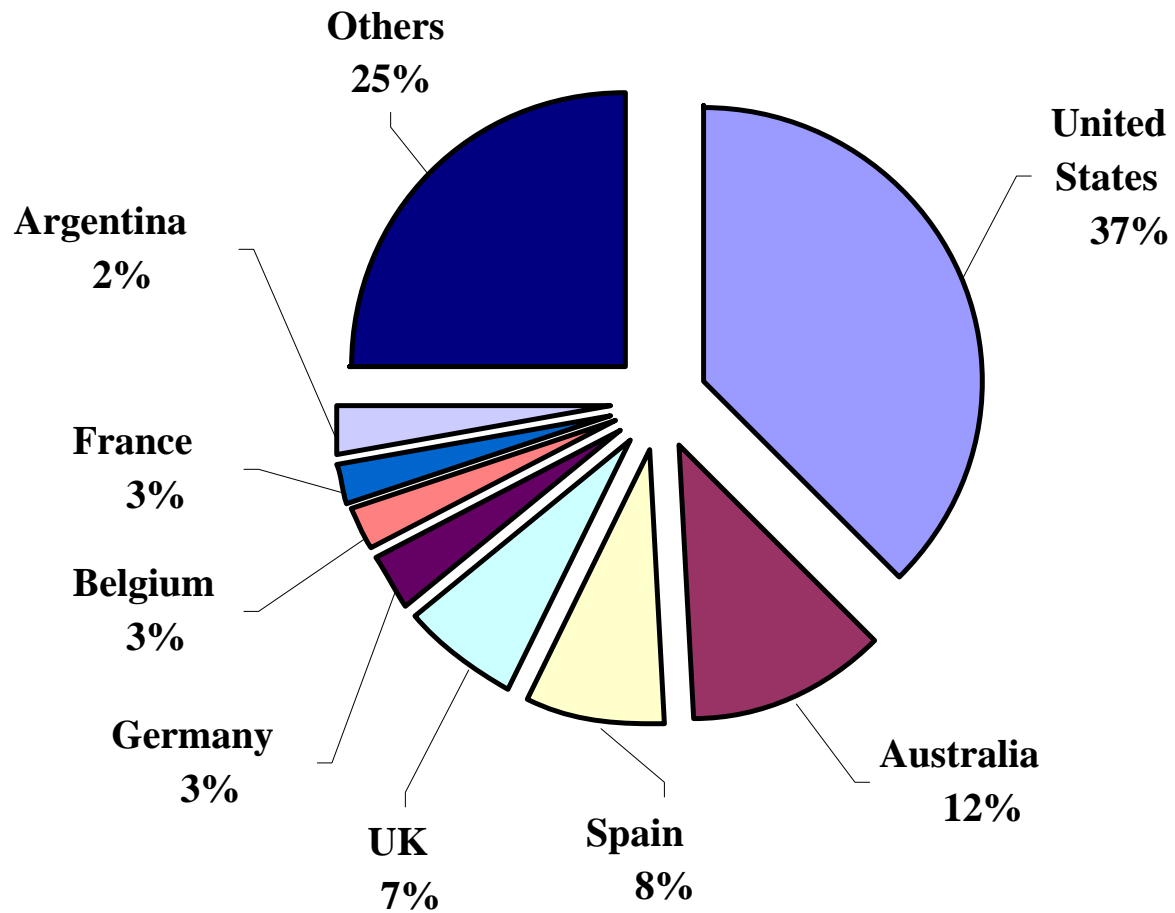


Source: Author

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Countries of Destination



BENEFITS OF EXPORTA FACIL PERU (1/2)

- Simplified logistic processes for international trade.
- Foreign currency inflow resulting from increased exports.
- Incentive for business formalization.
- Increased share of micro, small and medium-sized enterprises (SMEs), which account for 98% of the country's economic units and 75% of the country's economically active population, in international trade.
- Increased number of destination markets for the exports of each region.
- A greater number of products is exported by each region.



BENEFITS OF EXPORTA FACIL PERU (2/2)

- **Decentralization: Potential for exporting from anywhere in the country, thus integrating local SMEs with the international market.**
- **Generation of an exporting culture in the country.**
- **Generation of an extended decentralized culture in Internet use, narrowing any digital gap that might exist.**
- **Development of e-commerce initiatives.**
- **Employment generation and poverty reduction.**



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INFORMATION TECHNOLOGY

**Exporting has never been easier.
Now, PERU EXPORTA FACIL.**

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