
Meeting of the Executive Technical Group on Trade Integration through Postal Services

Radisson Decapolis Miraflores Hotel

Lima, Peru

September 28 and 29, 2015

1. BACKGROUND

The “Exports through Postal Services for Micro-, Small-, and Medium-sized Enterprises (MSMEs)” project was presented to IIRSA member countries in 2005 by the Brazilian Communications Ministry. Its objective is to integrate micro-, small-, and medium-sized enterprises into the international market by implementing a simplified export system using the postal logistics platform. To date, this system is used in Brazil, Colombia, Ecuador, Peru, and Uruguay, and initial implementation work has begun in Argentina, Bolivia, Chile, Paraguay and Venezuela.

In November 2011, within the COSIPLAN-IIRSA framework, the member countries decided to broaden the scope of the original project, which is now called “Trade Integration through Postal Services for MSMEs,” with the purpose of covering both incoming and outgoing foreign trade in the countries of the region. This project, which incorporates both exports and imports through postal services as its components, is one of the actions identified as a priority in the COSIPLAN Strategic Action Plan (PAE) 2012-2022.

The Work Plan 2015 provides for technical monitoring visits to the countries that have already implemented the exports through postal services project and a pre-diagnostic visit to Paraguay, the adoption of new indicators that show the results of exports through postal services and help measure the value added by Exporta Fácil in each country, the implementation of a connectivity pilot test between the exports and imports components, and the incorporation of Exporta Fácil into the Connect Americas portal.

This Meeting of the Executive Technical Group will be attended by representatives of the Universal Postal Union (UPU). The purpose is to promote the exchange of experiences and to identify potential cooperation actions.

2. OBJECTIVE

The objective of this meeting is to work on the main progress made by the project in each country and at the regional level, capitalizing on the collective effort and planning the actions to be implemented at the short and medium terms, after 2016.

3. Specific Objectives:

- Analyze the Work Plan 2015 in relation to Trade Integration through Postal Services.
- Share the experience of the pre-diagnostic visit to Paraguay.
- Get first-hand knowledge of the experience of Exporta Fácil user companies that have received support from PROMPERÚ.
- Learn about the progress of the Peru-Brazil connectivity pilot test.
- Develop collaborative solutions based on the experiences shared by the countries.
- Identify venues of cooperation to consolidate the network of strategic partners.
- Reach an agreement on the Work Plan 2016 for the GTE on Trade Integration through Postal Services and, on the basis of this plan, make a preliminary identification of concrete actions to be included in each national work plan.

4. WORKING DYNAMICS

In order to build synergies and create value collectively, the methodology to be used will borrow tools from Human-Centered Design (HCD). During the sessions, the participants will sit in round tables addressing common issues and giving rise to concrete actions at both the national and regional levels with a view to strengthening the implementation of the project in the region. The activities will be organized into three blocks:

- a. Presentations. The presentations will be short and dynamic, with the objective of communicating a key idea or experience to the audience and, at the same time, of serving as input to the discussions and round tables. Each participant, as laid down in the agenda, will have the choice of working on the content with the support of the CCT.
- b. Round tables. To move forward in the topics identified as relevant by the countries, the participants will work in teams. The purpose is that each participant brings his/her experience, the information gathered during project implementation (as the indicators' results), and doubts in order to build future lines of work at the national and regional levels.
- c. Persons and their experiences. This section is included to get first-hand knowledge of the different Exporta Fácil Peru user profiles and, on the basis of this, to jointly work on Exporta Fácil strategies focused on final users.

5. PARTICIPANTS

The participation of the following stakeholders is expected:

- COSIPLAN-IIRSA National Coordinations as well as representatives of IIRSA Technical Coordination Committee (CCT) and of the UNASUR General Secretariat.
- Managers of the Exports through Postal Services project, customs officers and postal services officials, and representatives from other related areas, such as export promotion agencies.

Additionally, the meeting will be attended by customs and postal services officials from the UPAEP Member States, officials from UPU, and experts in the field.

PRELIMINARY AGENDA

MONDAY, SEPTEMBER 28, 2015

9:00-9:15 **Opening Session**

Adrián Lazo Díaz, COSIPLAN National Coordination Peru

9:15-9:30 **Meeting Objectives, Dynamics and Expected Results**

Rose Antunes, Ministry of Communications of Brazil
Ignacio Estévez, Inter-American Development Bank/INTAL

9:30-10:45 **Assessment of the GTE Work Plan 2015**

***Brazil.** Rose Mary Antunes, Ministry of Communications*
***Brazil.** Ademar de Souza, Postal Service*
***Colombia.** Alejandro Rodríguez, 4-72*
***Ecuador.** Andrea Cisneros, Ministry of Industry and Productivity (MIPRO)*
***Peru.** Friberg Quispe, Serpost (Postal Service)*
***Uruguay.** Germán Pérez, National Directorate of Handicrafts, Small and Medium Enterprises (DINAPYME)*

10:45-11:00 **Coffee Break**

11:00-11:30 **The Exporta Fácil Community in Connect Americas**

Carol Flores, Peru's Exports and Tourism Promotion Board (PROMPERÚ)

11:30-12:45 **Indicators: Results and Actions to be Defined**

Round Table

Moderator: Ignacio Estévez, Inter-American Development Bank/INTAL

12:45-14.30 **Lunch (on your own)**

- 14:30-15:15** **Trade Integration through Postal Services: The Case of Chile**
Mauricio Bordachar, Chile's Exports Promotion Bureau (PROCHILE)
Nicolás Silva, PROCHILE
Jorge Sepúlveda, National Customs Service
- Comments in Plenary (15 min.)*
- 15:15-16:15** **Users of Exporta Fácil in Peru**
Frank Gonzalez, My Peruvian Products – Exporter from Huánuco
María Linares Farro, Moto Andes SAC – Exporter from Lima
Nancy Montoya, Alpaca Montoya – Exporter from Lima
- Questions to Users (15 min.)**
- 16:15-16:30** **Coffee Break**
- 16:30-17:00** **Pre-diagnostic Visit to Paraguay**
Paraguay. Lourdes Gómez, Viceministry of MSMEs
Paraguay. Cynthia Da Rosa, National Customs Directorate (DINACOPA)
Paraguay. Néstor Alvarenga, DINACOPA
Paraguay. Oscar Molinas, Customs Service
- 17:00-18:00** **Exporta Fácil-Importa Fácil Connectivity Pilot Test: Brazil and Peru**
Brazil. Ademar Souza, Brazil's Postal Service
Brazil. José Henrique Nicolli Soares, Secretariat of Federal Revenue Delegation
Peru. Carlos Varillas, National Superintendency of Customs and Tax Administration (SUNAT)
Peru. Friberg Quispe, Serpost
- Debate and Suggestions (15 min.)**
- 18:00-18:15** **Conclusions of the First Day**
Ignacio Estévez, Inter-American Development Bank/INTAL

TUESDAY, SEPTEMBER 29, 2015

- 9:15–10:30** **UPAEP: Priority Treatment at Destination and UPAEP projects (Skype)**
Roberto Cavanna, UPAEP Secretary General
- Comments in Plenary (30 min.)*
- 10:30-11:15** **UPU Trade Facilitation Programme – Support Tools**
Rose Mary Antunes, UPU
- Questions and Comments**
- 11:15-11:30** **Coffee Break**

- 11:30-12:15** **PROMPERÚ Exporting Route: A Tool for the Internationalization of SMEs**
Carol Flores, PROMPERÚ
Questions and Comments
- 12:15-13:15** **Working Methodology of the Round Tables: A Complicated Street**
Moderator: *Djalma Lapuente da Rosa, Brazil's Ministry of Communications*
All the participants
- 13:15-14:30** **Lunch (on your own)**
- 14:30-15:00** **Introduction to the Round Tables by Topic**
Moderator: *Djalma Lapuente da Rosa, Brazil's Ministry of Communications*
All the participants
- 15:00-16:30** **Round Tables: Creating Solutions**
Moderator: *Djalma Lapuente da Rosa, Brazil's Ministry of Communications*
All the participants
- 16:30-16:45** **Coffee Break**
- 16:45-18:15** **Outlining the Work Plan 2016 on the Basis of the Solutions Proposed**
Moderator: *Djalma Lapuente da Rosa, Brazil's Ministry of Communications*
All the participants
- 18:15-18:30** **Conclusions and Closing Session**
Friberg Quispe, Peru's Serpost
Rose Mary Antunes, Brazil's Ministry of Communications
Ignacio Estévez, Inter-American Development Bank/INTAL