

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

UPAEP<sup>1</sup> – Cebollatí 1470 – First Floor

Montevideo, Uruguay

September 18 and 19, 2014

### 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 one of its components, is one of the actions identified as a priority in the COSIPLAN Strategic Action Plan (PAE) 2012-2022.

The Work Plan 2014 provides for technical monitoring and preliminary diagnostic visits to the countries that have already implemented the exports through postal services project or expressed their interest in adopting the system (Bolivia, Colombia, Ecuador, Paraguay, Peru y Uruguay); the identification and adoption of new indicators to show the results of exporting through postal services and to measure the value added by Exporta Fácil; and the simplification of import postal processes.

This Meeting of the Executive Technical Group will take place after the Annual Meeting of the UPAEP, and will be attended by representatives of the UPAEP Member States as well as by officials from such institution, the WCO<sup>2</sup> and UPU<sup>3</sup>. The purpose is to promote the exchange of experiences among the Member States of these organizations and to identify potential cooperation actions.

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<sup>1</sup> Postal Union of the Americas, Spain and Portugal.

<sup>2</sup> World Customs Organization.

<sup>3</sup> Universal Postal Union.

## 2. OBJECTIVES

- Report the progress of the Work Plan 2014 in relation to Trade Integration through Postal Services.
- Present the results of the Exports through Postal Services project in the COSIPLAN-IIRSA member countries<sup>4</sup> that have implemented it and promote the exchange of experiences with the service.
- Identify indicators that show the results of exports through postal services and help measure the value added by “Exporta Fácil.”
- Share the current status of the national plans for the simplification of imports through postal services.
- Present the actions targeted for MSMEs developed by the UPU, the WCO and the UPAEP, and identify areas of joint work with the COSIPLAN-IIRSA GTE.
- Discuss the impact of electronic commerce on the import and export processes of the postal services as well as any activities of the GTE associated with this topic.
- Reach an agreement on the Work Plan 2015 for the GTE on Trade Integration through Postal Services.

## 3. 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 the WCO, UPAEP and UPU, and experts in the field on September 18 and in the morning of September 19, until 11:30 p.m.

## 4. AGENDA

### SEPTEMBER 18, 2014

#### 09:00-09:15 **Opening Session**

*Pablo Genta, Under-Secretary at the Ministry of Transport and Public Works of Uruguay*

*Roberto Cavanna, Secretary General of UPAEP*

#### 09:15-09:45 **Objectives and Expected Results**

*Lecturer: Ignacio Estévez, IIRSA CCT Secretariat*

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<sup>4</sup> Brazil, Colombia, Ecuador, Peru and Uruguay.

**Work Plan 2014: State of Progress**

*Lecturer: Rose Mary Antunes, Ministry of Communications of Brazil*

09:45-11:00 **Exports through Postal Services Project: Progress, Obstacles, and Results**

*Moderator: Jessica Felez, FONPLATA*

**Brazil.** José Ademar de Souza, Brazilian Mail and Telegraph Company

**Colombia.** Anibal Ramírez Cuellar, Ministry of Industry, Trade and Tourism

**Ecuador.** Carlos Calderón Espinales, Ministry of Industry and Production

Q&A and Comments

11:00-11:15 **Coffee Break**

11:15-12:15 **Exports through Postal Services Project (Cont.)**

*Moderator: Jessica Felez*

**Peru.** Carol Flores, Exports and Tourism Promotion Board of Peru (PROMPERÚ)

**Uruguay.** Verónica Santos, The National Directorate of Handicrafts, Small and Medium Enterprises Ministry of Industry, Energy and Mining

Q&A and Comments

12:15-13:00 **Proposed Indicators to Present the Results of the “Exporta Fácil” Project**

*Moderator: Rose Mary Antunes*

*Lecturers: Verónica Santos, DINAPYME*

Contributions by the Countries

13:00-14:30 **Lunch (on your own)**

14:30-15:15 **The Role of UPAEP in Facilitating Trade through Postal Services**

*Moderator: Ignacio Estévez*

*Lecturer: Roberto Cavanna, Secretary General of UPAEP*

Q&A and Comments

15:15-16:00 **Support to the Implementation of “Exporta Fácil” and the Role of the IDB in the Promotion of Exports (Connect Americas Portal)**

*Moderator: Roberto Cavanna, Secretary General of UPAEP*

*Lecturer: Pablo García, Integration and Trade Lead Specialist, IDB*

Q&A and Comments

16:00-16:15 **Coffee Break**

- 16:15-17:00 **UPU Working Group on “Business Development with Micro, Small And Medium Enterprises” (MSMEs BDG)”**  
*Moderator: Alex do Nascimento, Brazilian Postal Service and Head of the UPU E-commerce Group*  
*Lecturer: Frederick Omamo, Universal Postal Union -UPU*  
 Q&A and Comments
- 17:00- 17:45 **E-commerce and the Micro, Small and Medium Enterprises**  
*Moderator: Sebastián Abbatemarco, CAF*  
*Lecturer: Alex do Nascimento, Brazilian Postal Service and Head of the UPU E-commerce Group*  
 Q&A and Comments
- SEPTEMBER 19, 2014
- 09:00-09:45 **New Model of Import through the Postal Channel**  
*Moderator: Eduardo Lombardo, National Customs Directorate*  
*Lecturer: José Ademar de Souza, Brazilian Mail and Telegraph Company*  
 Q&A and Comments
- 09:45-11:15 **National Plans for the Simplification of Imports through Postal Services**  
*Moderator: Ignacio Estévez*  
**Brazil.** Edna Rossi Beltrao, Secretariat of the Federal Revenue Bureau  
**Colombia.** Sandra Molano Villate, National Tax and Customs Administration (DIAN)  
**Ecuador.** Rubén Montesdeoca Mejía, National Customs Service (SENAE)  
**Peru.** María L. Hurtado Custodio, National Superintendency of Customs and Tax Administration (SUNAT)  
**Uruguay.** Eduardo Lombardo, National Customs Directorate  
 Commentators:  
*Mauricio Bordachar Moraga, PROCHILE, Chile.*  
*Oscar Molinas, Paraguay’s National Customs Directorate*  
 Contributions by the Countries
- 11:15-11:30 **Coffee Break**
- 11:30-12:30 **Proposal and Discussion of the Work Plan 2015 – Trade Integration through Postal Services** (session solely intended for COSIPLAN-IIRSA)  
*Lecturers: Rose Mary Antunes and Carol Flores*  
 Q&A and Comments

12:30-12:45 **Conclusions and Closing Session**

*Gustavo Beliz, Director IDB-INTAL, CCT Secretariat*

*COSIPLAN -IIRSA National Coordination in Uruguay*

*Roberto Cavanna, Secretary General of UPAEP*