



UPU

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UNION

Worldwide trade integration through the postal network: UPU activities

**Montevideo, Uruguay
18 – 19 September 2014**



Objectives

- General global environment of the postal sector
- Postal trade facilitation value chain and solutions / programmes
- Organization of MSME business development and trade facilitation at UPU
- Some achievements of the UPU MSME business development group
- Other UPU activities related to MSMEs



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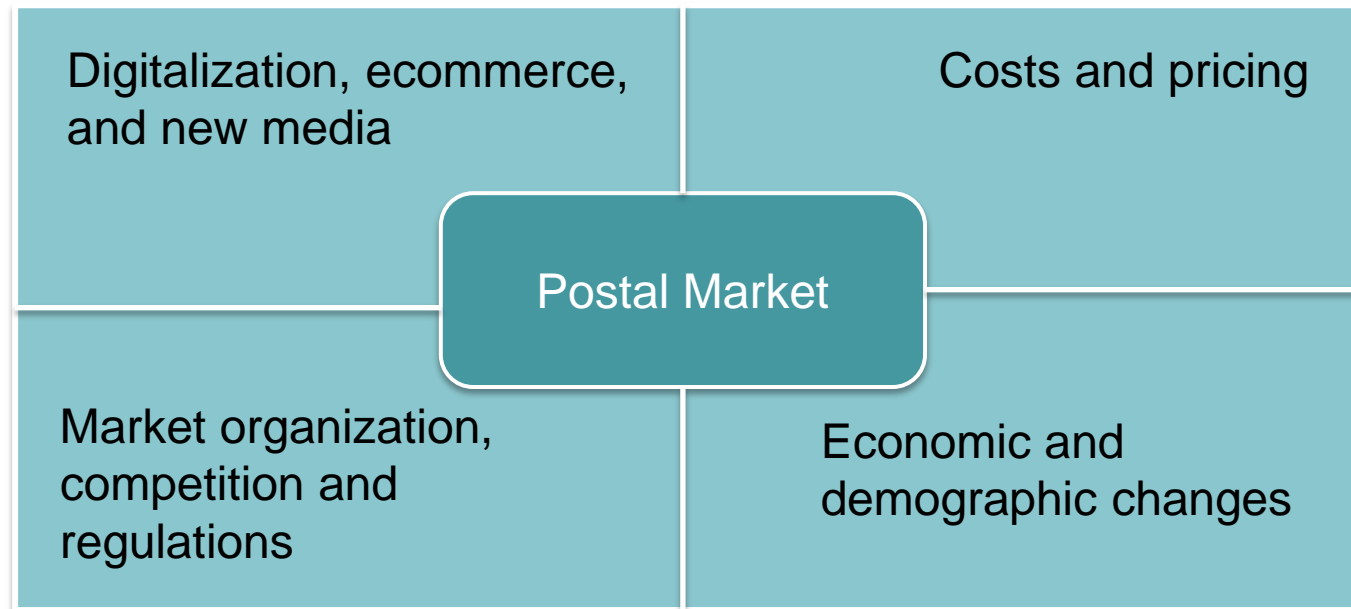
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Influence factors of the postal market

- Postal markets are affected and driven by a number of factors
- Intensity varies with each factor and the market segment





Doha Postal Strategy – Strategic context

TRENDS

(Global Postal Sector)

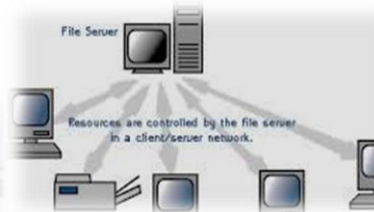
- Changes in volumes and mix
- Changing market conditions
- Diversification of services to **respond to customer needs**
- **Innovation and technological changes**
- Environment and **sustainability**



New Media, Mobile Computing,
Cloud Computing, Big Data / Smart
Analytics



World Wide Web
E-business – 90s



Client-Server
PCs – 80s



Back office computing
(Mainframes) – 60s



Doha Postal Strategy – Strategic context

TRENDS

- 99% of businesses are MSMEs in ASEAN and EU countries
- B2C e-commerce worldwide estimated to be worth 1.3 trillion USD
- Over 10 billion parcels transacted in B2C
- Internet users projected to reach 3.2 billion by end of 2015
- Majority of B2C sales are sent through the post
- Over 20 posts have diversified into e-shopping
- Largest percentage of smartphone owners are aged between 26 – 34 years



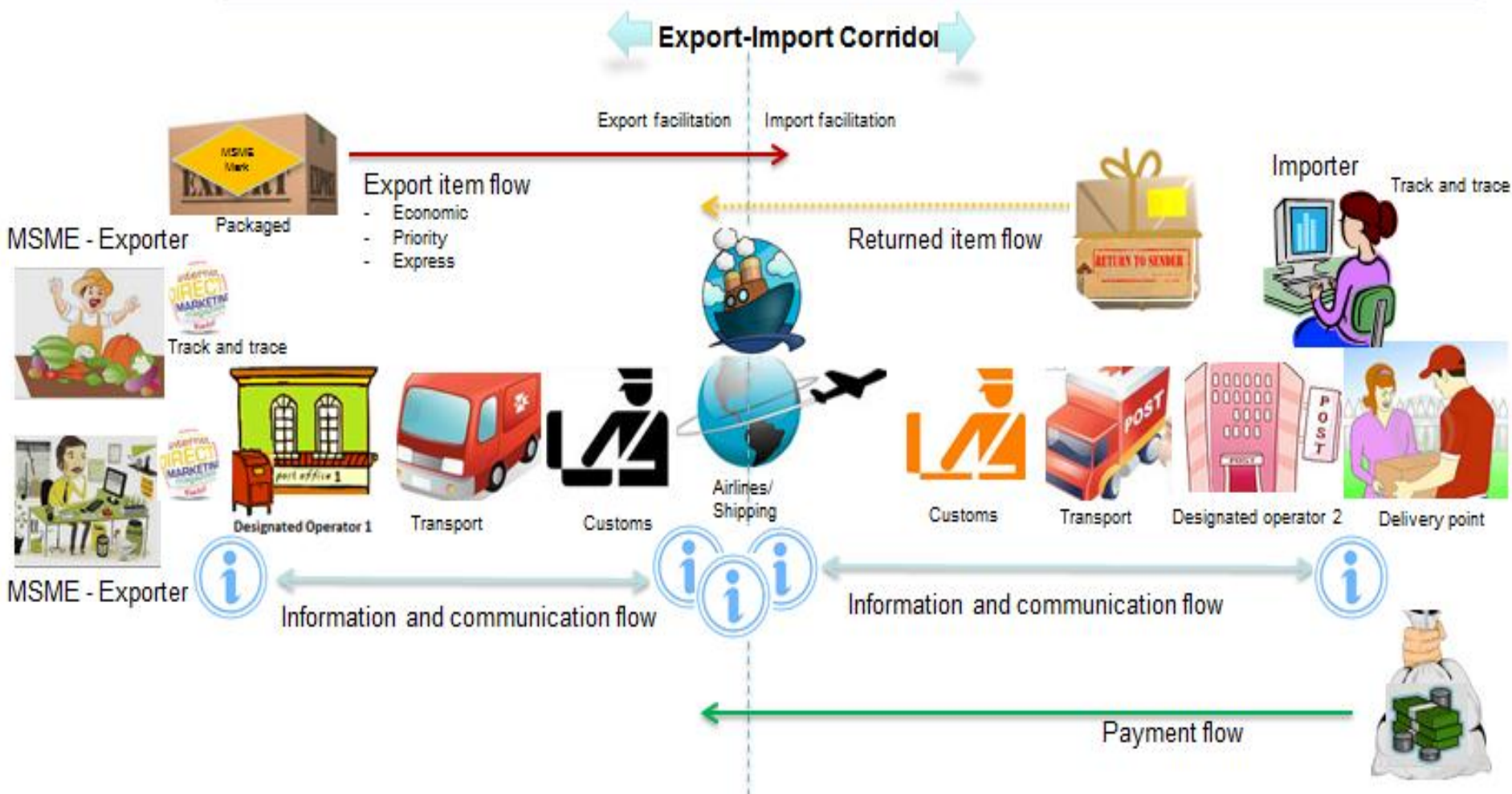


Objectives

- General global environment of the postal sector
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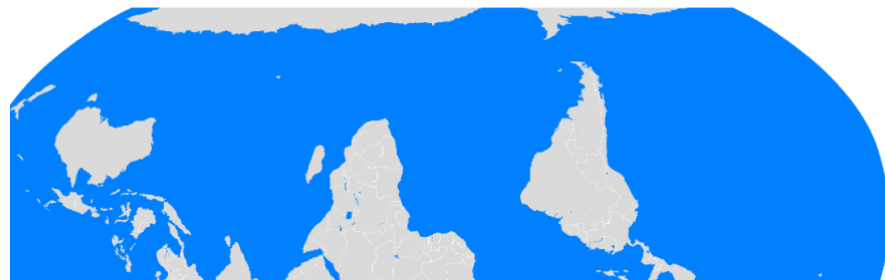


Postal trade facilitation value chain





Postal trade facilitation solutions / programmes



mybusiness ASI REFRESH REWARDED

Home Case Studies Finance Marketing Technology Blogs

Australia Post partnership to support SMEs' Trans-Tasman expansion 1

Category: [Items](#)

Australia Post has partnered with New Zealand Post in a new partnership aimed at making it easier for Australian SME businesses to expand across the Tasman into New Zealand.

To help SME business owners reach new markets in New Zealand, the partnership provides help with customer acquisition, direct marketing, parcel delivery and managing returns.

Hongkong Post
The Government of the Hong Kong Special Administrative Region

Concessionary Scheme for SMEs on Postage Rebate

Concessionary Scheme for Small and Medium Enterprises on Postage Rebate 2

Concessionary scheme

Hongkong Post (HKP) will adjust principal postage rates with effect from 1 October 2013. To provide some time-limited relief to small and medium enterprises (SMEs) in Hong Kong, HKP will provide a 9% rebate for the first \$1,000 of stamps purchased or postage incurred by SMEs in Hong Kong, subject to a rebate cap of \$150 per eligible SME, during the three-month period from 1 October to 31 December 2013.

Eligibility

- All companies in Hong Kong with a valid Business Registration Certificate are eligible if they meet Government's definition of an SME, i.e. with less than 50 employees in Hong Kong for a non-manufacturing business and less than 100 employees for a manufacturing business.

* Number of employees includes individual proprietors, partners and shareholders actively engaged in the work of the business, and salaried employees of the business, including full-time or part-time salaried personnel directly paid by the business, both permanent and temporary, at the time of submitting a registration application.

EUROPEAN SMALL BUSINESS PORTAL 3

European Commission

Singapore POST

SingPost Supports SMEs with Full Suite of Solutions to Boost Business Efficiency and Growth 4

SMEs Save Up to 33% in Shipping with Speedpost SaverPac Prepaid, SingPost's Latest Simplified Shipping Solution

GHANA TRADE

Home About Us Trade Leads All Products and Services Market Information News Trade Directory Contact Us Links

BigFARM Spielen

Banana Industry Receives More Investment

Investment has received a boost of £1.5 million which has been invested in the banana industry to ensure the production of quality banana for export, said Dr Patricia Agyem.

EXPERTA FÁCIL

POST & PARCEL SOLYSTIC

HOME COMMUNITY JOBS NEWS IN DEPTH EVENTS VIDEO DIRECTORY

Companies Technology Innovation Regulation Human Resources E-commerce

POST & PARCEL + NEWS + RETAIL + POST OFFICE LTD LAUNCHES PRE-PAY PARCEL SERVICE FOR SMEs

Retail

Post Office Ltd launches pre-pay parcel service for SMEs 5

Tuesday, February 12th, 2013

Post Office Ltd has launched a new pre-paid card to speed up parcel services for small businesses and internet power sellers.

The new Drop & Go service is now available at more than 2,200 of the 11,800 UK post offices, and is particularly geared towards those SMEs spending more than £20 a week on postage.

Using the service, customers can simply drop off parcels at a fast-drop counter within a participating post office, and swipe their pre-paid Drop & Go card to pay for shipping.

Price inclusive of SaverPac box to ship items up to 3kg to Malaysia, Hong Kong, Thailand, Australia, China, Japan, France, Germany, UK, and USA

Speedpost

Saverpac

Speedpost, your local worldwide courier, has a full

Exporta fácil Colombia



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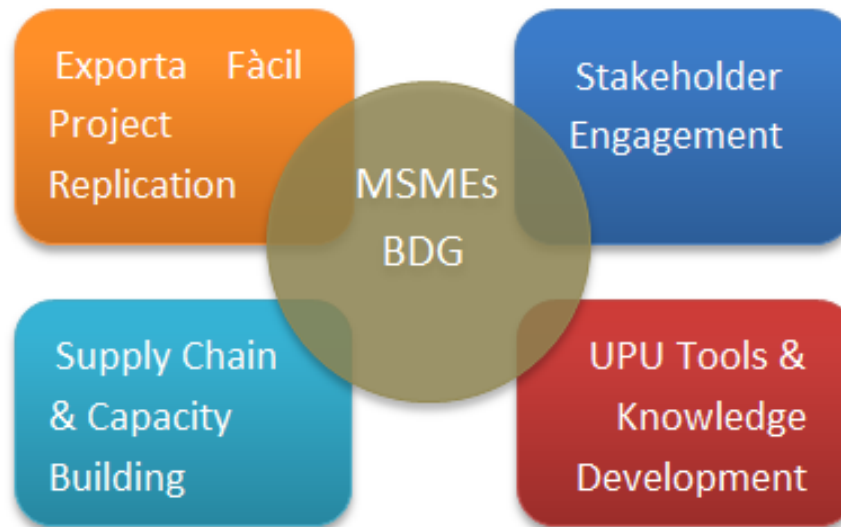
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MSMEs BDG working teams





Exporta Fácil Project Replication team

Goals and objectives:

1. To implement the UPU Easy Export Programme in other regions based on the Exporta Fácil programme of South America.
2. Develop an implementation strategy toolkit to enable members with capacity and capability to implement the project by themselves.
3. The group, with support of Brazil, has prepared the necessary project materials and tools to support the implementation of the UPU Easy Export Programme: the project manual, the project guide, pilot country pre-selection condition assessment questionnaire, pilot country selection criteria.



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Stakeholder Engagement team

Goals and objectives:

1. To ensure that all the stakeholders concerned with trade facilitation and internationalization of MSMEs are aware, sensitized and properly engaged in the UPU activities through interaction and networking events: seminars, workshops, etc.
2. To bring greater attention to the UPU and its members about national, regional and international trade facilitation and related activities and events.
3. To integrate MSMEs business development and trade facilitation activities with UPU regional plans and activities.



Supply Chain & Capacity Building team

Goals and objectives:

1. To analyze, simplify, and seek ways and means by which to strengthen and enhance the capacity of the postal network and supply chain to be more responsive and adaptive to trade facilitation and business development needs of MSMEs, in both export and import countries, including building human resource capacity to develop the MSMEs market segment and to implement easy export-easy import solutions,
2. To train and build capacity of stakeholders on MSMEs trade facilitation and market development. The group will be developing the training guide and training materials with support of the International Bureau.
3. To integrate trade facilitation value chain elements: payments, customs, e-shops systems, etc.



UPU Tools & Knowledge Development team

Goals and objectives:

1. To develop a case study knowledgebase on trade facilitation and easy export-easy import postal solutions;
2. To gather and share MSMEs market knowledge materials, studies, and publications;
3. To study possible MSMEs markets development tools for postal operators that the UPU could implement.

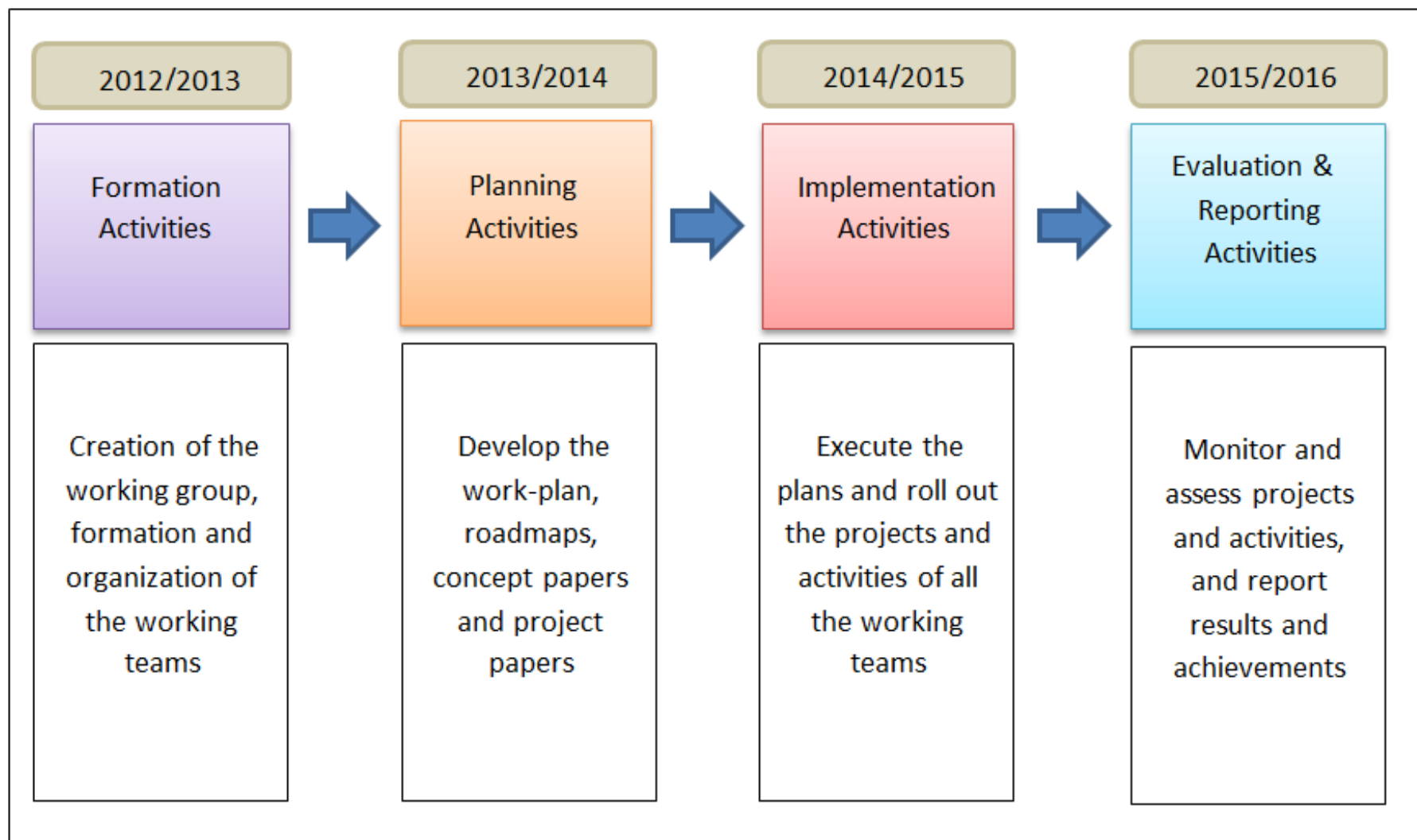


Summary of mandate: MSMEs BDG working teams

Work-team	Exporta Fácil Project Replication	Stakeholder Engagement	Supply Chain & Capacity Building	UPU Tools & Knowledge Development
Deliverables	<div> <div>Pilot Projects</div> <div> <div>Full</div> <div>Partial</div> </div> <div>Implementation Strategy Toolkit / Strategy Guide</div> </div>	<div> <div>Global Conference 2015</div> <div>Regional Workshops / Events</div> </div>	<div> <div>Easy Export Value Chain Pilot Studies</div> <div>Training Materials, Courses & Training</div> <div>Integration with payments, customs, & web-shops / export portals</div> </div>	<div> <div>Case Study Knowledgebase</div> <div>MSMEs Market Knowledge Materials</div> <div>Market Tools Study</div> </div>



Timeframe guideline for the activities of the group





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Implementation roadmap with timelines defined



MICRO, SMALL AND MEDIUM
ENTERPRISES BUSINESS
DEVELOPMENT GROUP

Work-plan
Implementation
Roadmap 2013 - 2016



Timeline framework for each working team

Timeframe	Timelines			
	Q1	Q2	Q3	Q4
Year 2013/2014			- Compose MSMEs group	- Adopt work-plan & form work team
	- Draft strategy toolkit manual and guide	- Review toolkit manual and guide - Report status to POC		
Year 2014/2015			- Approve toolkit manual and guide - Strategy conference - Report status to CA	- Disseminate toolkit manual and guide
	- Engage interested countries - Set up national teams	- Train countries - Preparation support - Report status to POC		
Year 2015/2016			- Implement project - Report status to CA	- Follow-up/monitor implementations
	- Assess and evaluate Implementations - Report status to POC	- Prepare projects reports for Congress	- Report results to 26 th UPU Congress	



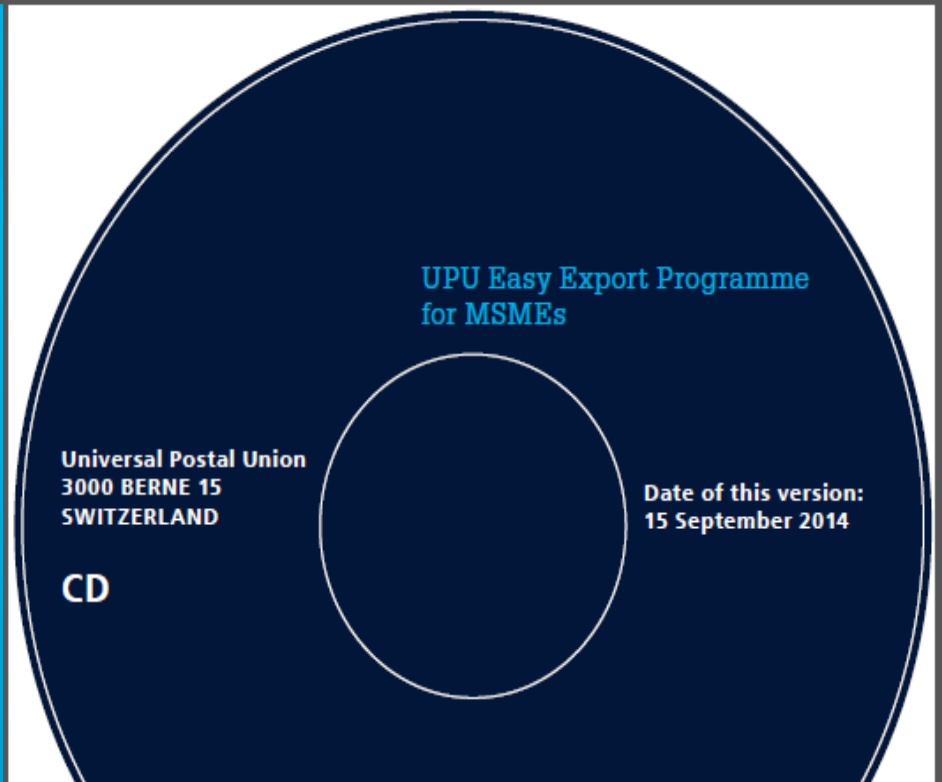
Call for pilot countries is sent out

UPU Easy Export Programme
for MSMEs

Date of this version: 15 September 2014



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Deadline to respond: 1 December 2014



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Supporting with awareness creation and knowledge sharing

- Research and case studies development



- Introduction
 - Objectives, Methodology, Sample Profile
- Findings
 - Post – Types & Volume
 - Awareness and Usage of Postal Providers
 - E-Communications & Postal Services
 - Receiving Mail
 - Postcodes
- Conclusions

SMEs Postal Users Survey

Document No. 13/67a

9 July 2013



Commission for
Communications Regulation





International Bureau field study report is ready for publication



From Exporta Fácil to trade facilitation

Building up a postal network global solution for MSMEs in all countries

Mr Alassane Guiro



CEP: Courier, express, parcels; Service providers: DPO's and others



Study of the programme in South America



COSIPLAN



Proyecto Integración comercial por envíos postales para MiPyMes

Estudio de relevamiento de mejores prácticas para la simplificación de procesos de importación por envíos postales

Informe Final

Marise Helena Louvison
Consultora a cargo del estudio
Octubre de 2013

Estudio de relevamiento de mejores prácticas para la simplificación de procesos de importación por envíos postales

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This IB report to be re-published only after updates

Trade facilitation for low-valued exports in Brazil: lessons to be learned from simplified export declarations and the use of postal networks through « Exporta Fácil »

Justin Caron¹ and José Anson²

Universal Postal Union, 2008

The views expressed here are those of the authors and should not be attributed to the institution to which they are affiliated.

Abstract English: This paper both presents and analyses the impact of trade facilitation policies for small and low-valued exports pioneered by Brazil. Based on the need to counter two major hurdles faced by many developing countries: overly complicated and costly export formalities on the one hand, and lack of access to an affordable transport means on the other, the Brazilian designated postal operator, in conjunction with various ministries, have created a simplified export procedure for low-valued exports. A significant share of all Brazilian exporters now take advantage of this procedure, and we are able, through fixed effects estimation over Brazilian municipalities, to estimate that most of them would not have otherwise exported. It is also found that low-valued exports are used in relatively large service-oriented cities with a high concentration of small firms. Additional emphasis has been put on the postal incumbent's own program, "Exporta Fácil": although the service's reliance on the post's vast and ubiquitous network has not led to greater geographical dispersion of exporting activity, the service is used to export smaller amounts than what is done through private carriers. As such, it is playing a particular role in the inclusion of the very small to the export market. Given the generally low initial survival rates amongst exporters, this is potentially crucial to the creation of new exporting activity in Brazil.

Keywords: International trade; Trade facilitation policies; Low-valued exports; Export barriers; Designated postal operator; Postal sector; Economic development

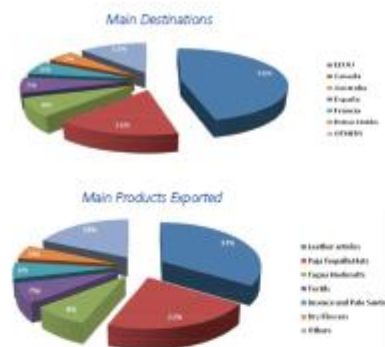
JEL Classification: F13; F14

Abstract French: Cette étude vise à présenter et analyser l'impact de politiques de facilitation du commerce pour les exportations de faible valeur mises en place par le Brésil. Ces politiques ont eu pour but de s'attaquer à deux barrières auxquelles de nombreux pays en voie de développement font face : une bureaucratie à l'exportation compliquée et coûteuse d'une part, et le manque d'accès à un moyen de transport abordable d'une autre. Dans ce but, l'opérateur postal désigné, avec la collaboration de différents



Case study to be published in October 2014

Expanding trade for MSMEs through the postal channel: The case of Ecuador



Source: Estadística CDE until Sep 2013

Major challenges and lessons learnt

- The national government is committed to the development of the country, seeking to completely transform the production model by promoting and supporting Exporta Fácil as the main export tool for the country's MSMEs and artisans.
- Increase in exports: PRO ECUADOR's directory of exporters shows an increase of 37%, 13.5% of which corresponds to the government's Exporta Fácil programme.
- The celebration of the anniversary of the Exporta Fácil programme brings together around 1,200 people, who can testify to the success of the programme.

Sustainability of the project

Exporta Fácil leverages existing processes within Correos del Ecuador.

For example:

- Correos del Ecuador uses the OPS infrastructure for international dispatches.
- EMS and registered services

Project Contact Person

- 16.1 First name and surname
- 16.2 Job title
- 16.3 Employee (organization and department)
- 16.4 Telephone
- 16.5 E-mail

Visual material included (attach a visual or illustrative material you may have)

- photos
- video clip





Project manual and guide are ready for adoption



DRAFT 1

UPU EASY EXPORT PROGRAMME FOR MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs)



PROJECT MANUAL

Draft version 1.0

August 2014

UPU EASY EXPORT PROGRAMME

PROJECT IMPLEMENTATION GUIDE



UNREVISED VERSION 0.0

15.09.2014



A conference is planned for 2015 October/November

Trade facilitation conference 2015: Preliminary programme

[Day], [date] October 2015

Moderators: (2 moderators to be listed)

08:00 – 08:45 REGISTRATION

08:45 – 09:00 OPENING

- Welcome: Universal Postal Union (UPU)
Bishar A. Hussein, Director General

09:00 – 10:45 POSTAL SOLUTIONS FOR MSMEs

- Opening presentations
 - o South America
 - o Asia Pacific
- Breakout session (4 groups)
 - o Does the postal network have the capacity to support MSMEs competitively?
 - o What are the strengths and opportunities of the postal network in trade facilitation for MSMEs?
 - o What are the threats and weaknesses of the postal infrastructure in facilitating trade for MSMEs?
 - o Which specific postal services do the MSMEs

12:45 – 14:00 Lunch Break

14:00 – 15:45 BUILDING PARTNERSHIPS TO FACILITATE TRADE FOR MSMEs

- Opening presentations
 - o Investment Climate Facility for Africa
 - o International Trade Centre (ITC)
 - o Inter-American Development Bank (IDB)
- Breakout session (4 groups)
 - o Partnering with customs and security
 - o Partnering with international & regional organizations
 - o Partnering with funding agencies
 - o Working with MSMEs associations & ecommerce vendors
- Panel debate
 - o Presentation of breakout findings
 - o Conclusions of cluster session

15:45 – 16:00 Coffee Break



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Postal Transport Guide

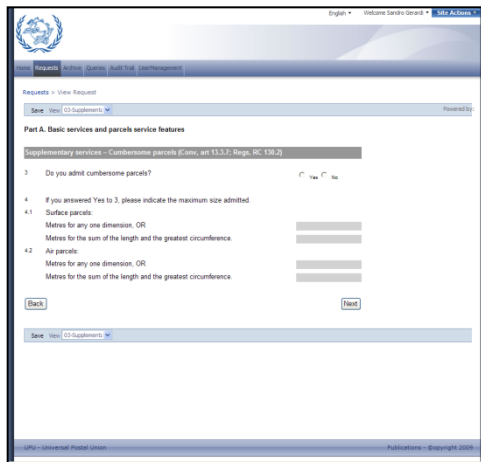
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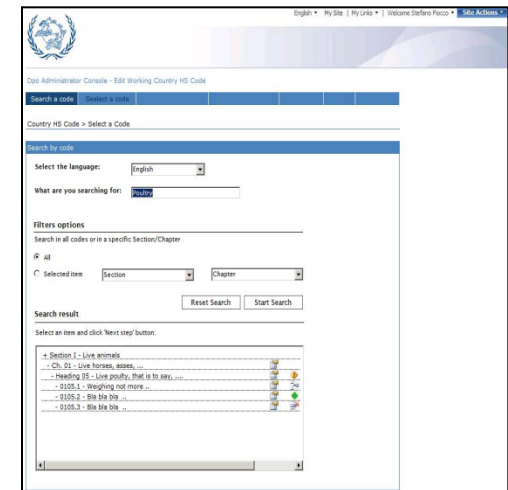
Postal Export Guide (PEG) – Context

The PEG replaces two UPU publications by a Web Service with enhanced possibilities for users. It can be separated in two sections:



Customs
Matters
Guide

Prohibited
and
restricted
articles



- Customs Matters Guide – Single WCO–UPU Customs publication
- Result of a Questionnaire filled in jointly by Customs and Posts

- Electronic list of prohibited and restricted items
- Search facility by country, HS code and description

Viewing published documents

To view the information on the inbound customs services of your postal customs partners, open your web browser and go to the following address: <https://peg.upu.org>

English ▾ Sign In

Home

Welcome to the Postal Export Guide

The Postal Export Guide is a UPU publication available in French and English. It allows you to view the operational information on the customs services of your postal partners. Moreover, it allows to easily search for the HS Code corresponding to a specific commodity. You can see if there are any admissibility rules for that commodity for the selected destination country.

Authorised users can use the online editing tool to update their entries in the Postal Export Guide.

To view the entry for a specific operator, click the PDF icon in the Type column in the tables below.

Postal Export Guide - Prohibited and restricted articles

To search for a commodity for a specific operator, click the icon  in the table below.

Published - Prohibited and restricted articles		
Country	Published Date	
CA - Canada	04/02/2010 15:57:06	  

Postal Export Guide - Customs Matters Guide

To view the entry for a specific operator, click the PDF icon in the Type column in the table below.

Published - Customs Matters Guide				
Country	Operator	Language	Published Date	Type
ZW - Zimbabwe	ZWA - Zimbabwe Posts Pvt. Ltd.	French	02.02.2010 10:45:23	
ZW - Zimbabwe	ZWA - Zimbabwe Posts Pvt. Ltd.	English	02.02.2010 10:45:23	



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WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

WCO–UPU Postal Customs Guide



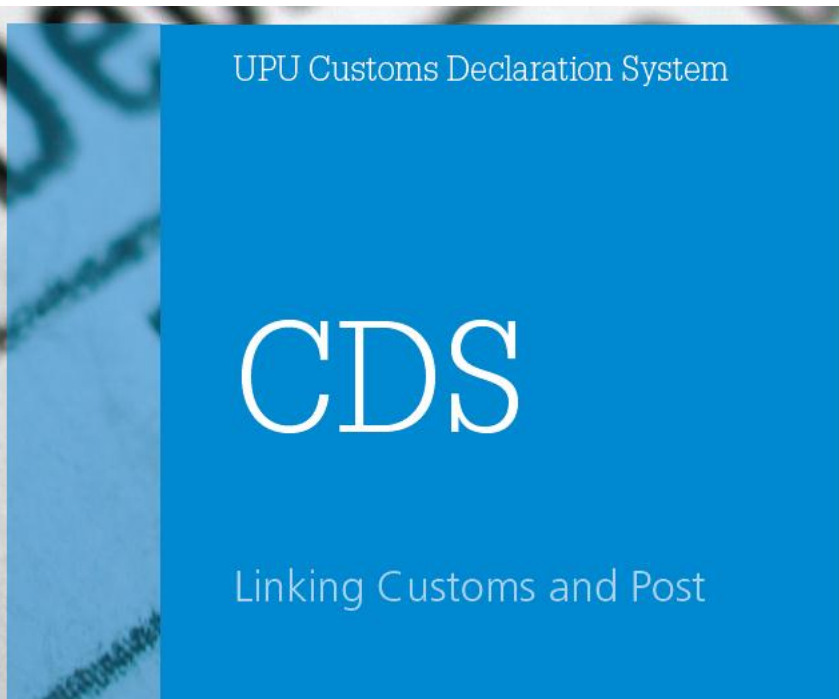
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WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

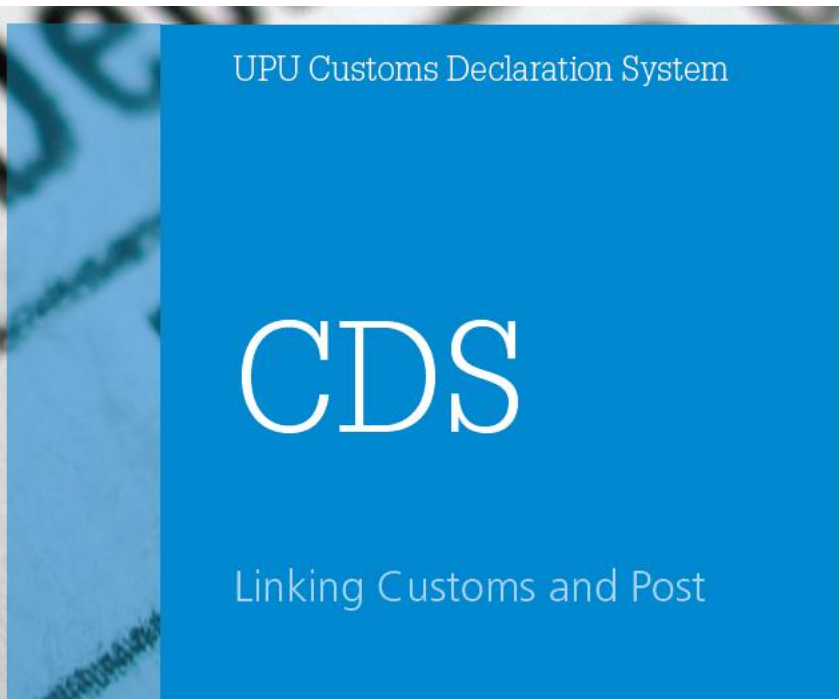
WCO-UPU Guidelines for Developing a Memorandum of Understanding Between Customs and Post at National Level



UPU Customs Declaration System

CDS

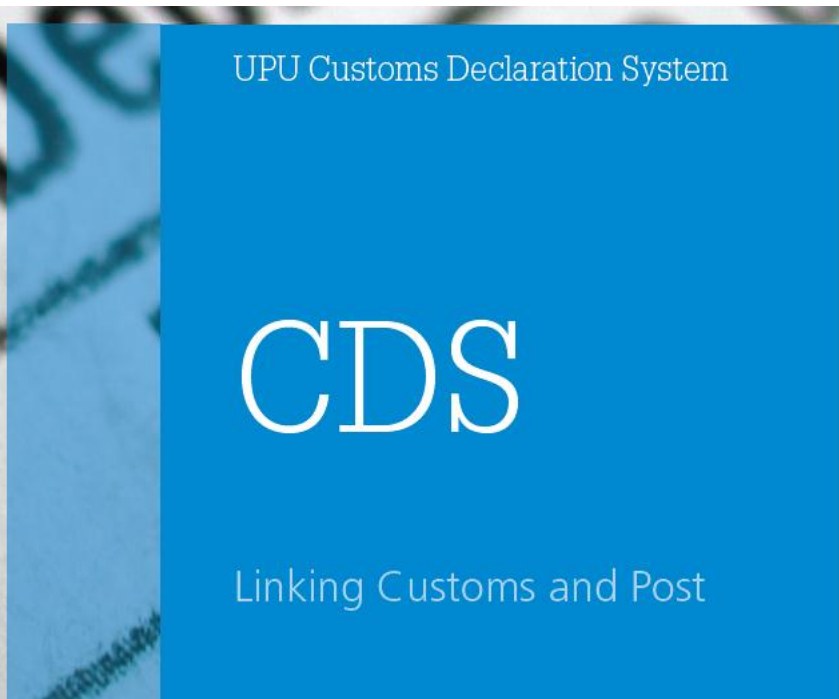
Linking Customs and Post



UPU Customs Declaration System

CDS


Linking Customs and Post




UPU Customs Declaration System

CDS

Linking Customs and Post



Customs Declarations System



to the CDS

[Back](#)

View declaration inbound

Associated postal organisation (Mandatory)

Some organisation (Mandatory)

Mail item 2 (Inbound)

Item ID [Go](#)

Origin post

Weight (kg/mm/yyyy)

Mail date

Status at post [Sent to customs](#)

Status at customs [Sent to post \(Item must be presented\)](#)

[Declaration](#)

[Customs response](#)


Decision

Decision reason code

Clearance date (dd/mm/yyyy)

[Now](#)

Decision reason name



Customs Declarations System

to the CDS

[Back](#)

View declaration inbound

Associated postal organisation: [View details of postal organisation](#)

Same organisation: [View details of postal organisation](#)

Mail item 1 (Inbound)

Item id: [Go](#)

Origin post: [Go](#)

Weight (kg/mm/yyyy): / / - -

Mail date:

Status of post: [Sent to customs](#) Status of customs: [Sent to post \(Item must be presented\)](#)

Declaration: [Customs response](#)

Decision: [Go](#)

Decision reason code:

Clearance date (dd/mm/yyyy): / / - - [Now](#)

Decision reason name:



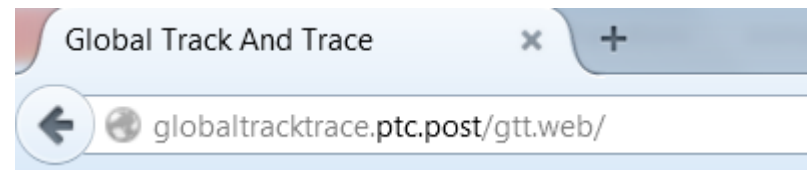
Global Track & Trace

Enter tracking number

E.g. EE15080001XCH, LE142565858US, CP225658529JP

Search

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Product strategy and integration

PSIG taskforce 2 – Matrix of UPU physical services

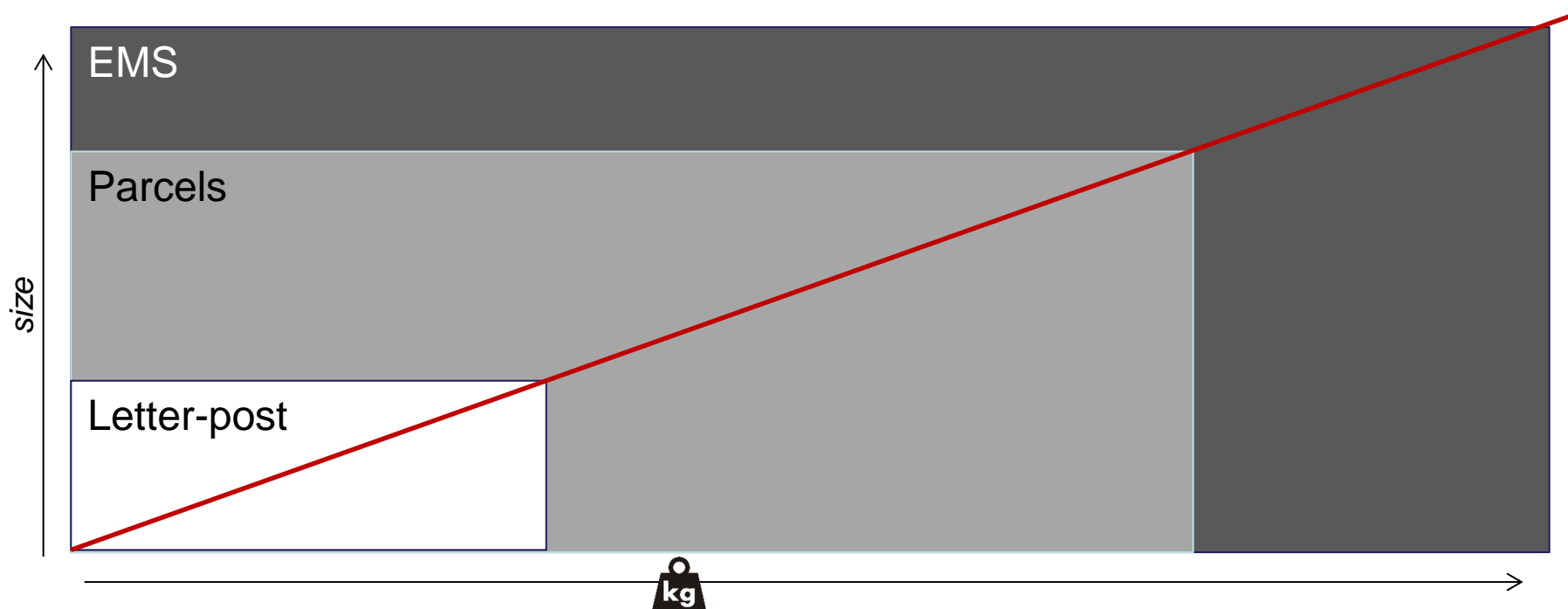
	Current UPU name of service	Weight	M/O	PFP	S10 barcode identifier	Electronic tracking for Customs/ security through to arrival	Electronic tracking through to delivery	Internet-based Inquiry System	EMSEVT version 3	Delivery standard	Signature	Insured/ Liability
Letter-post	priority and non-priority	0 – 2 kg	M	Yes1	No	No	No	No		J +5	No	No
	small packet	0 – 2 kg	M	Yes1	UA – UZ	CN 22 & CN 23 No	No	No		J +5	No	No
	Express	0 – 2 kg	O2	Yes	LA – LZ	Yes EME, EMF (optional)	EMC, EMD, EMH/ EMI (mandatory) EMA, EMB, EMG, EMJ, EMK (optional)	Not yet		J +5		
	Registered	0 – 2 kg	M2	Yes	RA – RZ	Yes EME, EMF (optional)	EMC, EMD, EMH/ EMI (mandatory) EMA, EMB, EMG, EMJ, EMK (optional)	Not yet		J +5	Yes	
	Insured	0 – 2 kg	O2	Yes	VA – VZ	Yes EME, EMF (optional)	EMC, EMD, EMH/ EMI (mandatory) EMA, EMB, EMG, EMJ, EMK (optional)	Not yet		J +5	Yes	Yes
	IBRS	0 – 50 g 50 g – 2 kg	M2 O	Yes1	QA – QM optional	Yes						
Parcels	UPU Air Parcel	0 – 20 kg 20 – 30 kg	M O	Yes (scan only)	CA – CZ	EME, EMF (mandatory)	EMC, EMD, EMH, EMI, PREDES, REDES (mandatory)	Yes			Yes	Yes
	UPU surface parcel	0 – 20 kg 20 – 30 kg	M O	Yes (scan only)	CA – CZ	EME, EMF (mandatory)	EMC, EMD, EMH, EMI, PREDES, REDES (mandatory)	Yes			Yes	Yes
	Merchandise return Service	0 – 20 kg 20 – 30 kg	O O				EMA, EMC, EMD, EMH/EMI (mandatory)					
EMS	EMS	0 – 30 kg	O	Yes	EA – EZ	EME, EMF	EMA, EMB, EMC, EMD, EMH/EMI, EMJ, EMK PREDES, REDES PRECON, RESCON CARDIT/RESBIT	Yes			Yes	Yes
e-commerce	e-commerce	0-30 kg	O	?	?	EME, EMF (mandatory)	?	Yes			optional	optional

1 Measurement based on test letters; performance results apply to all mail subject to terminal dues payments.

2 Transmission of tracking mandatory for SRP members only



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REGISTERED SERVICES

(indicator RA – RZ)

RL 132



INSURED SERVICES

(indicator VA – VZ)

RL 134



EXPRESS (EXPRÈS) SERVICES

(indicator LA – LZ)

RL 136





Partnering with various stakeholders is key to success

- The UPU
 - focus on cooperation between governments, Posts and other stakeholders
 - Building partnerships with Restricted Unions
 - close collaboration with airline industry through IATA (International Air Transport Association) and customs through WCO (World Customs Organization)
 - commitment towards streamlining and automating the Post-Customs interface
 - Building relationships with UNCTAD, ITC, WTO, and UN Regional Economic Commissions like UNECE, UNECA, etc



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Thank You

