

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

September 28 and 29, 2015
Lima, Peru

REPORT ON THE MEETING

On September 28 and 29, 2015, the city of Lima, Peru, hosted the Meeting of the Executive Technical Group on Trade Integration through Postal Services for MSMEs, which was attended by delegations from Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela, as well as by representatives from IIRSA Technical Coordination Committee (CCT). Representatives from Guatemala and Honduras were also present. Furthermore, representatives from UPAEP participated via web conference. The meeting agenda and the list of participants are attached as Annexes 1 and 2, respectively.

The objectives of the GTE Meeting were as follows: i) analyze the Work Plan 2015; ii) share the experience of Paraguay regarding the pre-diagnostic visit; iii) learn from the experience of Exporta Fácil user companies that have received support from PROMPERÚ; iv) learn about the progress of the Peru-Brazil connectivity pilot test; and v) propose concrete solutions and action strategies for the short, medium and long terms. The meeting was organized into presentations and roundtables intended to define actions that were included in the Work Plan 2016.

The meeting was opened by Mr. Adrián Lazo, Director of Planning of Peru's Ministry of Transport and Telecommunications and COSIPLAN-IIRSA National Coordinator from Peru. Mr. Lazo reviewed the background to the Exporta Fácil project in IIRSA and stressed the positive results attained by Exporta Fácil for the sake of Peruvian exporting micro-, small- and medium-sized enterprises (MSMEs) since 2007 and, afterwards, for the sake of exporting MSMEs in the countries that subsequently incorporated the system. He expressed the importance to continue the exchange of technology among the countries in the context of the project and to keep on strengthening horizontal cooperation. Furthermore, he noted the significance of the GTE meeting as an opportunity for the exchange of experiences in the integration process and for more countries of the regions to adopt the initiative in the future. Finally, he expressed his gratitude to IIRSA, UPU and UPAEP for their support.

Miss Rose Mary Antunes, from Brazil's Ministry of Communications, considered it essential to deal with both export and import processes since the project is aimed at regional integration, which calls for working on the entire logistics chain.

Next, the working sessions began as scheduled in the meeting agenda. The CCT presented the background to the Trade Integration through Postal Services project within the COSIPLAN-IIRSA framework, and explained the objectives of the meeting and the expected results (Annex 3).

Analysis of the GTE Work Plan 2015

The Ministry of communications of Brazil looked over the GTE activities set forth in the Work Plan 2015 and their current status. The presentations are attached as Annexes 3 and 4.

The countries that had already implemented the Trade Integration through Postal Services project (Brazil, Colombia, Ecuador, Peru and Uruguay) presented the developments, obstacles identified, and results attained so far. In order to facilitate the analysis, each country used a different color (green, yellow, red) to show the status of the activities. According to the presentations, all the countries made headway with the activities related to the strengthening of inter-institutional work and training (green). The major obstacles revolved around the lack of budgetary resources to support the activities aimed at disseminating the Exporta Fácil system among potential users, to finance the survey of data to assess any improvements to the Exporta Fácil processes in some cases, and to formally establish the groups that will deal with imports operations.

Finally, the countries stressed the importance of exchanging experiences concerned with both the strategic and the operational levels. The respective presentations are attached as Annexes 4 to 9.

The Exporta Fácil Community at ConnectAmericas

During the following block, which was in charge of Peru —the country appointed by the Group as the coordinator of the activity—, a proposal to create the “Mlpyme Exporta Fácil”¹ community was presented. The purpose of the community and the process of its creation were explained. First, a closed community would be created for the representatives of the institutions involved to start working on articles/documents for publication (an issue which was later discussed at the roundtables) and, then, to launch an open community.

The benefits for both Exporta Fácil and its users were pointed out:

Benefits for the Exporta Fácil Project	Benefits for Exporta Fácil Users
<ul style="list-style-type: none">• Regional and international visibility• Facilitation of alliances• Positioning and awareness-raising• Increase of the user base• Synergies with other projects and institutions concerned with exports and MSMEs• Exchange of good practices• Networking encouragement• Gathering users' opinions and needs as well as information	<ul style="list-style-type: none">• Facilitation of alliances between SMEs• Identification of potential partners• Approaching new customers• Getting advice on issues of interest• Identification of opportunities concerning exports and MSMEs• Capacity building in each country (training, workshops, etc.)• Sharing of doubts and system setbacks and advantages, and receiving feedback from the operators• Conveying issues of interest to the community

Finally, the risks involved in this kind of undertaking were explained; consequently, the countries were asked to commit to reviewing the proposal and to providing the details of the persons from each institution who would become active members of the community. For more information on the operation of the community, see Annex 10.

¹ MySME Exports Easily

Indicators: Results and Actions to Be Defined

In this section, a brief presentation of the indicators on which the countries had been working —economic, social, performance and institutional— was delivered. Questions were posed on each group of indicators to determine their measurement sources, measurement periods, and purpose, as well as those persons responsible for them.

Next, roundtable discussions were held, giving rise to the following proposals:

1. Economic Indicators Roundtable (Chile, Ecuador, Peru, Uruguay and Venezuela)

- It is necessary to determine the period of time that the indicators will measure. Calendar year measurements were proposed, for example: to measure from October 11, 2006, to October 11, 2007.
- Each country must make clear what it means by export and what by postal item, as there are diverging criteria. For instance, in Chile, only items whose value exceeds US\$2000 are considered exports. Below such amount, any item dispatched is just a postal item.
- It is necessary to break down the international destinations indicator. It was proposed that each country, based on the broad international destinations indicator, should assess those destinations of interest so that it could take concrete actions. For instance, Ecuador stated that the level of exchanges within the region was low, but that the country would find it useful to identify the volume exchanged with each country.

2. Social Indicators Roundtable (Brazil, Chile, Peru and Paraguay)

- Most countries can only measure the number of users of their Exporta Fácil system once they are formally part of the user base. Even though reference was made to the need to conduct focus groups and interviews, this task was left for each country to work on. It was also proposed to create a “Numbered EF” (with reference to S1, S2)
- In addition, a proposal was made to include among the social indicators another indicator to measure the quantity of merchandise returned, from what country and for what reason, i.e. to measure non-completed exports.
- Another topic proposed was that of intermediaries and how this works in distant areas. Concerning this issue, reference was made again to the need for conducting focus groups and interviews.
- The indicators were proposed to be broken down by product and by area.

3. Performance Indicators Roundtable (Peru and Paraguay)

- It was proposed to measure Performance Indicator 1 on a bilateral basis and taking into account the markets of interest to each country. In other words, each country should define the countries that it considers most important or of greatest interest, and then measure the time periods established in Performance Indicator 1. This was deemed to be very useful for the countries and less time-consuming for the teams.
- Regarding Performance Indicator 2, it was suggested that it should not be measured in the same way, as the impact of awareness-raising is not immediate. Instead, the proposal was to measure the number of training courses and the number of people attending them.

4. Institutional Indicators Roundtable

- I1. The proposal was to measure the number of framework agreements between institutions on a half-yearly basis.
- I2. The proposal was to measure the number of agreements/activities every two months.
- I3. The proposal was not to measure the number of positions but the number of institutions that have a role within the Exporta Fácil system on a yearly basis.
- I4. The proposal was to call this indicator “Exporta Fácil Institutionalidad” and that it should measure the degree of formalization of Exporta Fácil in number of institutional policies within the different institutions.

The CCT will incorporate the comments and send the indicators to the attendees. In addition, the work on indicators prepared by Ecuador, which could not be presented in this panel due to time constraints, will be shared with the participants.

The presentation is attached as Annex 11.

Trade Integration through Postal Services: The Case of Chile

It was explained that, in the case of Chile, Exporta Fácil is a great opportunity to increase exports by diversifying the country’s export basket. Even though Chile already is one of the major importers of the region, this trend was expected to be strengthened by offering a new simplified option to export that would help reach new markets.

It was stressed that Exporta Fácil is not regarded as a logistic service but as a comprehensive system involving the action of several institutions:

- Chile's Postal Service: Reduced costs of postal items
- National Customs Service: Simplification of customs formalities
- Chile's General Directorate of International Economic Relations (DIRECON): Integration of export@fácil programs into the Pacific Alliance
- Chile's Exports Promotion Bureau (ProChile): Management and development of the Exporta Fácil Program
- Chile's Ministry of Economy: Support instruments such as Agenda Digital, Corfo, Sercotec
- Chile's Ministry of Finance: Raising the threshold so as not to require customs agents / Development of a single window for online operations (certificates of origin, sanitary and phytosanitary certificates, export declarations, etc.)

It was also explained that, at present, any international shipment with a value exceeding US\$2000 is considered an export and a tax refund applies, whereas any shipment below such amount is considered a postal item. In this context, taking into account the increasing dispatch of postal items, work on the coordinated implementation of Exporta Fácil is underway.

The presentation is attached as Annex 12.

Users of Exporta Fácil in Peru

The panel was made up of three users of Exporta Fácil in Peru:

1. My Peruvian Products: An e-commerce company from Huánuco that exports Peruvian products.
2. Motos Andes S.A.C.: A Peruvian company that manufactures and exports glass fiber reinforced plastic accessories for motorcycles.
3. Alpaca Montoya S.A.C: A family company that exports alpaca clothing and alpaca fur accessories.

The users stated that Exporta Fácil was a great opportunity for them on account of the simplified formalities and the access to other markets. In the particular case of My Peruvian Products, Exporta Fácil allowed the company to save much time and freight costs as its facilities are located far from the Peruvian capital. Their unanimous view was that the operation of Exporta Fácil in all the countries would bring great benefits: the possibility for all to "speak the same language" and the recognition of the Exporta Fácil brand in other countries, even outside the region. They even proposed the development of some kind of certificate to boost foreign customer's confidence.

Furthermore, the users stressed that it would be important that any new domestic regulation should consider the existence of Exporta Fácil in order not to affect the positive results achieved so far. The three users also agreed that the recognition they used to receive for their number of export through Exporta Fácil was beneficial to their image and rewarding because of the efforts they had made. These MSMEs appreciated the government's recognition of such efforts.

Finally, the countries asked them whether they had any trouble finding the appropriate subheadings, which is a usual problem for many MSMEs. The users answered that this was easy to solve by going to the Chamber of Commerce with their product. Regarding the operation of claims with a shipping insurance, the users explained that when the delivery of a parcel is delayed, UPU regulations establishing that a parcel can be 60-90 days under inspection apply. As even one customer is highly valuable to all MSMEs, it is the firm itself that delivers the product as soon as it learns that there has been a problem so as not to lose the customer. For instance, My Peruvian Products said that it had been able to conclude up to ten selling operations with a single customer during the 90-day period that it had to wait for the problem with the first parcel to be solved. Lastly, reference

was made to the new markets and to the possibility of exporting to China. The discussion among the users and the participants led to conclude that it is the quality of the products what makes a difference and that the key is to identify an appropriate market niche in China and other Asian countries that are potential large buyers.

The presentation is attached as Annexes 13, 14 and 15.

Pre-diagnostic Visit to Paraguay

The presentation focused on the background to the pre-diagnostic visit and on the actions taken after such visit. All the institutions involved (the Vice-Ministry of MSMEs under the Ministry of Industry and Trade, and Paraguay's Postal Service and National Customs Directorate) stated that Exporta Fácil is a tool that might greatly contribute to the National Development Plan by creating new opportunities for MSMEs. The main purposes of such Plan are to reduce poverty, promote social development, encourage an inclusive economic growth, and contribute to integrate Paraguay into the world. In this context, the implementation of Exporta Fácil is a priority for the country.

The two-week long pre-diagnostic visit included more than 24 public and private institutions. The various meetings and the initial workshop held led to the following agreements and commercial links: MSMEs (Vice-Ministry), the Paraguayan Craftwork Institute (IPA), the National Information and Communications Technology Secretariat (SENATICS), the National Directorate of Civil Aviation (DINAC), and Asunción Express Courier (AEX), which represents FEDEX in Paraguay.

Finally, the representatives stressed the importance of Brazil's and Uruguay's participation in the visit to strengthen horizontal cooperation, and suggested that this practice should continue so that the countries which already have implemented Exporta Fácil could contribute to its implementation in Paraguay.

The presentation is attached as Annex 16.

Exporta Fácil-Importa Fácil Connectivity Pilot Project: Brazil and Peru

The representatives of Peru and Brazil explained what the connectivity pilot project is as well as the work phases involved for the teams of both countries. The main purpose is to boost the broadened Exporta-Importa Fácil chain (from the exporter to the importer). To this end, the institutions involved (the postal services, Customs, and the Promotion Agencies) must conduct joint actions and exchange information in advance.

The pilot project, which is expected to be replicated in the entire region over time, is organized into three phases. The first phase involves adjusting existing processes, sharing information, and defining the firms that would be part of the pilot project. The second phase involves coordinated changes in operational processes and process standardization. The third and last phase involves making adjustments and disseminating the results. The training of MSMEs cross-cuts all the phases. Another major issue stressed by the countries was the need to develop baselines from phase 1 so as to be able to measure results in phase 3.

The presentation is attached as Annex 17.

UPAEP: Priority Processing of Postal Items at Destination and UPAEP Projects

UPAEP stated that Exporta Fácil, along with email services, had meant a 180-degree change. Nevertheless, further work is required to strengthen the parcel service. It is necessary to revise the operational process to improve speed, efficiency and security for customers. UPAEP said that this should be done by the postal services in coordination with export promotion agencies and customs so as to find joint solutions for regulatory and technological issues.

Next, a brief review of the actions that UPAEP is carrying out was made, including workshops on e-commerce and software installation needed by the postal services to move forward in the field of e-commerce. Regarding postal security, UPAEP is working on a Postal Security Program to establish minimum security standards that e-commerce exports and imports must observe in order to be awarded their respective certificates.

Finally, the questions made by the institutions present were answered, and it was concluded that postal security is undoubtedly a key issue and that postal services need to be trained in this field. In the particular case of Exporta Fácil, postal processes must be protected. Concerning postal charges and tracking services, it was informed that not all the countries have global tracking services in place. In this regard, UPAEP stated that one possibility would be to negotiate that consolidators should send an SMS to customers and, as for charges, it would be possible to do a cost analysis and talk about this topic with private operators.

The presentation is attached as Annex 18.

UPU Trade Facilitation Programme – Support Tools

First, the opportunities for the internationalization of MSMEs with the help of the postal services were briefly outlined. As mentioned earlier in the presentation delivered by the users of Exporta Fácil, **confidence and predictability** are essential for the exports made by MSMEs. The postal services can contribute in this regard through the secure delivery of parcels, electronic data security, and promotion of exchanges among the countries. Furthermore, a list of needs of the MSMEs representing opportunities for postal services was identified:



Next, it was stated that, in 2012, UPU created the Micro, Small and Medium Enterprise Business Development Group committed to the creation of solutions for this business sector. Such group is composed of four working teams: 1. Exporta Fácil and Importa Fácil project replication, 2. Supply chain and capacity building (for example, working with customs on the simplification of formalities); 3. Stakeholder engagement (projects must be designed and implemented by the governments and not only by postal operators); and 4. UPU tools and knowledge development (a repository of studies conducted within the framework of UPU on trade facilitation and Exporta Fácil successful cases).

Finally, reference was made to some UPU actions, including: 1. Replication of the Exporta Fácil Pilot Project in other countries, and 2. Supply chain and capacity building. In the first case, the first version of a guide on the implementation of Exporta Fácil and a training course were developed to be applied in two pilot projects, in Spain and Malaysia. These pilot projects were expected to be launched in 2015, and the necessary adjustments would be made to disseminate them in more countries. The second case refers to the Customs Declaration System (CDS) circuit that includes several institutions to exchange information between designated operators, customs and countries. It was designed in such a way that the information entered by the customers should not be re-entered but rather used by the entire CDS. The system includes not only the list of prohibited or restricted objects, but also the country of destination's requirements. Finally, it was explained that the CDS communicates with a number of systems, and that the type of information transmitted may be modified in coordination with other institutions. For example, Paraguay's Customs asked the postal service to provide more details regarding the type of subheading in order to get more information. To this end, four simplified systems were implemented to improve the statistics provided by the system.

The participants expressed that it would be important to create a parallel state group devoted to reduce times by means of electronic information. In addition, this working group should analyze the whole commercial chain, including the needs (information requirements) of all the actors involved, both customs and the postal services. More investment in the technological development of the countries was demanded from UPU.

UPU explained that reaching an agreement with the WCO, jointly designing a pattern, working on the circuit and designing the pilot project took approximately seven years. Notwithstanding, it pointed out that the CDS circuit is a huge development that makes it possible to coordinate with Customs any additional data fields needed. UPU undertook to provide more information on this circuit, as it is of great interest to the Exporta Fácil countries.

The presentation is attached as Annex XX.

PROMPERÚ Export Route: An Internationalization Tool for SMEs

The objective of the presentation was to show how enterprises can form part of PROMPERÚ and how firms wishing to use the Exporta Fácil system are supported. Entrepreneurs were explained what the export route involved and what tools were available at PROMPERÚ to guide, train and inform MSMEs in order to help them grow and start migrating to new markets on a sustainable basis, not depending on a single customer.

The exporter's route is a vital tool. There is a test enabling an enterprise to be assigned to a part of the route (entrepreneurs interested in exporting, exporters-to-be, and exporters), and receive the support needed. For example, there is a Corporate Image Program deemed very important for MSMEs, as customers expect to buy what they see on the Web. If an Exporta Fácil enterprise does not follow this premise, perhaps out of ignorance, its corporate image may be damaged. Even though our guidance is free of charge, any photograph or web design costs should be borne by the enterprise, as PROMPERÚ works with consultants for some particular developments.

Furthermore, there is a help desk for inquiries on exports including those related to Exporta Fácil, a virtual classroom for training purposes, seminars on the Web and days dedicated to helping exporters. PROMPERÚ's headquarters are located in Lima and in various subregions where courses on e-commerce, marketing, and other topics are given. Another tool is SIICEX, an online platform with commercial information kept to date by PROMPERÚ. On this platform, valuable information for MSMEs, such as calendar of fairs, market surveys, product information, etc., can be found.

Finally, it was mentioned that alliances with the Chambers of Commerce had been entered with the purpose of giving induction courses, which were then standardized by PROMPERÚ in a 30-hour training course. With

regard to the relationship established with other institutions in the subject of certificates, PROMPERÚ is working in coordination, having developed a market integration program aimed at helping enterprises with the certification procedure. This program instructs entrepreneurs in the requirements to be complied with and the steps to be followed, but each enterprise is expected to submit its own documents to obtain the certificate through the foreign trade single window, which is designed to facilitate these procedures.

The presentation is attached as annex 19.

Roundtables

In all the roundtables, organized according to the countries' needs and with the objective of moving on to concrete actions in each of the topics identified, the following questions were posed and answered: 1. What to do? 2. Why? 3. How to do it? 4. When? 5. What supporting material to use? 6. Who does it?

Roundtable 1: Boost Exporters' Sales

Coordinated by Peru and Chile (Carol Flores and Mauricio Bordachar)

Task: In six weeks, develop a plan to carry out every strategy indicated (1 to 4) or some prioritized strategy.

- a) **Why?:** The success of Exporta Fácil lies, to some extent, in that enterprises should export on a sustainable basis, for which purpose it is fundamental to identify customers.

How?: 1. Create a database of final customers organized by product, sector and market. 2. Identify Digital Marketing Services based on the users' exportable supply and markets. 3. Create a platform for the supply of institutional products (country, enterprise, prioritized product). 4. Enter in and consolidate the Market Place at Connect Americas

Who?: Promotion agencies and countries

Roundtable 2: Institutional Agreements

Coordinated by Peru and Paraguay (Friberg Quispe and Cynthia Da Rosa)

Task: In four weeks, design model agreements for the four variables indicated (a/b/c/d) and share them with the group.

This table focused on creating inter-institutional cooperation agreements:

- b) **What for?:** Institutionalize the postal export system (Exporta Fácil)

Why?: To strengthen the present system

How?: By identifying institutions/Entities Define obligations/Define legal framework

When?: On a half-yearly basis

Who?: Postal Services – Customs Promotion Agencies – Customs Promotion Agencies – Postal Services

- c) What for?: Train the staff concerned with rendering Exporta Fácil services
 Why?: To standardize information and promotion mechanisms. The goal is to develop a common language and have the same information available in each postal service, customs office and promotion agency.
 How?: By holding coordination meetings Generating documents
 How often?: On a three-monthly basis
 Who?: Postal Services – Customs Promotion Agencies – Customs Promotion Agencies – Postal Services
- d) What for?: Formalize potential exporters
 Why?: It is a legal requirement.
 How?: By identifying entities/institutions involved in this task. By generating formal documents
 When?: On a half-yearly basis
 Who?: Ministries of Industry and Trade (or similar ones) – Postal Services Promotion Agencies – Postal Services Chambers of Commerce – Promotion Agency State Banks – Ministries – Postal Services
- e) What for?: Disseminate scope and benefits
 Why?: We wish to spread the use of this tool
 How?: By identifying entities/institutions involved in this task. By generating formal documents
 When?: On a half-yearly basis
 Who?: Postal Services/Customs/Agencies – Universities Postal Services – Chambers of Commerce Postal Services – Trade unions Postal Services – Mass Media

Roundtable 3: Communication/Dissemination/Outreach

Coordinated by Ecuador (Andrea Cisneros)

Task: Draw up a regional communication plan and a national roadmap (specifying the tasks and persons in charge as a model for other countries). Then, each institution should develop its own roadmap.

What to do? Socialize

What for? Create commitment

Why? Guarantee and sustain the project over time

How? Meetings, workshops, etc.

When? Right away. December 2015

Supporting material: Presentations, Reports, Model Agreements

Who? Postal Services, Customs, governmental agency concerned with MSMEs, Export Promotion agencies

Roundtable 4: Training

**Task: In four weeks, design a Work Plan including the items developed below.
 Coordinated by Chile (Nicolás Silva)**

Two target groups were defined for training purposes: government officials and customers. Trainers would be all the countries' institutions themselves: export promotion agencies would train in the field of foreign trade, Customs Administrations in customs procedures, and Postal Services in postal procedures.

A proposal was made to develop a training channel at ConnectAmericas and to organize internships for government officials. Three levels were identified among trainees: executive officers, department heads and operational staff. Customers would be trained according to their Exporta Fácil experience: first-timers, regular users and experts (these terms are to be defined and standardized in each country).

Roundtable 5: Guidelines (Guides and FAQ)

Coordinated by Peru (Luis Figueroa)

Task: To become part of the ConnectAmericas closed community, define the topics for the models/templates on relevant issues and start working on such templates (4 weeks).

ConnectAmericas was proposed as a form of communication among the different institutions in order to share and disseminate information. It was decided that the institutions would become members of the ConnectAmericas community and that they would define priority issues from which to develop guideline documents. For example: a document on "sample shipment/entry" issued for each country in which it is specified what each understands by sample, what the ceiling amount is, what type of product is included, how samples should be processed. Formats are to be standardized.

The "Export Guide" issued by UPU was proposed to be revised in order to design more elaborate formats.

Roundtable 6: Promotion

Coordinated by Ecuador and Paraguay (Maria Ángeles and Lourdes)

Task: In four weeks, define concrete actions for promotion as well as a guide instructing on how to implement them.

Ecuador, Colombia and Paraguay shared some of their strategies, such as their participation in free-to-air TV channels, radio programs and social networks. Then, recognition awards for Exporta Fácil users were mentioned. Finally, it was deemed important to identify key actors, such as the Chambers of Commerce, to create networks, offer the service, and develop agreements with these institutions.

The Largest Exporter Recognition Award to be given in the form of discounts or participation in fairs (to be defined). An annual event to be organized, which might be replicated in other countries and disseminated on public broadcasting.

Next Steps

- Send the GTE report as well as the commitments assumed by each country as of October 14, 2015
- Send comments by the countries on the report and, particularly, on the conclusions of the last panel roundtables as of October 18, 2015

Work Plan 2015 – 2016. Trade Integration through Postal Services for MSMEs

A. Work Plans

- Agree on the annual Work Plan (October 20, 2015)
- Develop National Plans 2016 (November 15, 2015)

B. Develop and Strengthen the Exporta Fácil System

1. Impact of the Project (Dec. 2015)

- **Calculate and analyze the indicators for each country. Incorporate them into the COSIPLAN-IIRSA Activity Report. (Nov 2015)**
- Design agreement formats for institutional indicators (**Roundtable 2:** PE-PR. Nov 2015)
- Represent the indicators graphically to use them in dissemination tools (Dec 2015)

2. Dissemination of Exporta Fácil (Jan 2016)

- Help develop the dissemination tool by contributing information and feedback (Oct-Dec 2015)
- **Implement and test the Exporta Fácil regional dissemination tool (Dec 2015)**
- Design a regional communication plan and a national roadmap to serve as a model for other countries (**Roundtable 3:** EC. Nov 2015)
- Record systematically all successful cases (Feb 2016)

3. Build the Mlpyme Exporta Fácil Community at ConnectAmericas

- Send the CCT the information related to the representatives from each institution who will form part of the community (Oct 15, 2015)
- Send comments on the proposal handed out (Oct 20, 2015)
- Start to work within the closed community to identify the relevant topics to design templates for operational issues (**Roundtable 5:** PE. Nov 2015- Feb 2016)
- Define a regional work plan (part of the dissemination plan on item 2) to feed and activate the open Exporta Fácil Mlpyme community (Nov 2015)
- Design a regional training work plan (**Roundtable 4:** CH. Nov 2015)
- Develop a proposal with concrete promotion actions (**Roundtable 6:** EC y PR Nov 2015)
- Develop and consolidate a Market Place (**Roundtable 1:** PE y CH (Dec 2015-July 2016)

4. Support to Exporta Fácil Operations

- **Presentation of the results of the pre-diagnostic visit to Paraguay. Visit by the Paraguayan team to a country having implemented Exporta Fácil. (Oct 2015)**
- **Implementation of Exporta Fácil in Paraguay (Nov 2015-July 2016)**
- Exporta Fácil Implementation Guidelines/Manuals for future implementations
- Record of good practices (PR)
- **Monitoring visit to Ecuador (Nov 2015)**
- **Strengthen horizontal cooperation: active participation of all the countries in the monitoring visits and in the implementation of the system in Paraguay.**

- **Support Chile in the implementation of Exporta Fácil in coordination with countries of the Pacific Alliance (Oct 2015-July 2016)**
- **Monitoring visit to Colombia (March 2016)**
- **Continue with the virtual meetings to encourage support and exchange among the countries (Oct 2015-July 2016)**

C. Imports

- Implement Phase I of the Brazil-Peru Connectivity Pilot Project (Dec 2015)
- Implement Phases II and III of the Brazil-Peru Connectivity Pilot Project (March and July 2016)
- Draft annual follow-up reports on the National Work Plans to simplify import postal processes (*)
- Formally establish/Renew the Inter-Institutional Working Committee of the project in each country
- Formally establish the Postal Service – Customs Contact Committee

(*) Activity to be carried out by each of the countries on the basis of their National Work Plan defined as of November 15, 2015.

D. Other Activities

- Strengthen the correlations between the actions of the GTE on Trade Integration through Postal Services and the UPU and UPAEP projects and activities. (Brazil)
- Hold a meeting of the Technical Executive Group in Rio de Janeiro (**Exporta Fácil countries**)
- Follow up on the implementation of Exporta Fácil in Spain using the UPU methodology and identify synergies for the countries of the region. (Brazil)

List of Annexes at: <http://www.iirsa.org/Event/Detail?Id=283>