



**INITIATIVE FOR THE INTEGRATION
OF THE REGIONAL INFRASTRUCTURE IN SOUTH AMERICA
IIRSA (in Spanish)**

**WORK MEETING OF THE GTE OF THE PROJECT:
"EXPORTS THROUGH POSTAL SERVICES FOR MIPyMEs"**

Progress of the project: "Exports through Postal Services"

BUENOS AIRES, MAY 19th, 2009



EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

OBJECTIVE

To foster the inclusion of the micro, small and medium-sized companies of the country in the international market, by means of the implementation of a simplified exports system through postal services



EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

ACTIONS PLANNED IN EACH COUNTRY

- Formal expression of interest – IIRSA survey
- Technical pre-diagnosis visit
- Former actions
- Technical cooperation agreement
- Technical visit to a country that has implemented the project
- Implantation of the project – Technical Cooperation
- Accompaniment and control

EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES



EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

PROGRESS

COUNTRY	SURVEY	PRE-DIAGNOSIS	COOPERATION AGREEMENT	IMPLEMENTATION
ARGENTINA			current phase	
BOLIVIA				
BRAZIL				
CHILE		current phase		
COLOMBIA				current phase
ECUADOR			current phase	
GUIANA				
PARAGUAY				
PERÚ				
SURINAME				
URUGUAY				
VENEZUELA				



EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

ACTIONS PLANNED FOR 2009

- Installation of the Technical Executive Group in the IIRSA.
- 2º training course for consultants.
- “Exporta Fácil” – new functionalities.
- Associated projects – TICs (Information and Communication

Technologies):

Foreign trade information system

Connections with Electronic Business

Means of payment



EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

**Thank you very
much!**

ROSE MARY ANTUNES

Telephone: (+5561) 3311 6928

Fax: (+5561) 3311 6687

e-mail: rose.mary@mc.gov.br



EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

PERÚ

WHAT DOES “EXPORTA FÁCIL” MEAN IN PERÚ?

Utilization of the postal services and infrastructure of SERPOST S.A. to export physical assets that weigh less than 30 Kg. through a simplified exports system.





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

PERÚ

RESULTS

2007

- ◆ Simplified amount USD 2,000
- ◆ System via web
- ◆ Invoice and sales receipt
- ◆ 15 offices that render the service
- ◆ 11 benefited regions
- ◆ 200 users
- ◆ 837 shipments
- ◆ USD 208,000 - FOB

UP TO MARCH 2009

- ◆ Simplified amount USD 2,000 (soon: USD 5,000 and USD 10,000)
- ◆ System via web
- ◆ Invoice and sales receipt
- ◆ 68 offices that render the service
- ◆ 24 benefited regions
- ◆ 800 users
- ◆ 5,700 shipments
- ◆ USD 2 millions - FOB
- ◆ Self-insurance
- ◆ Guide of containers and packaging
- ◆ Only website

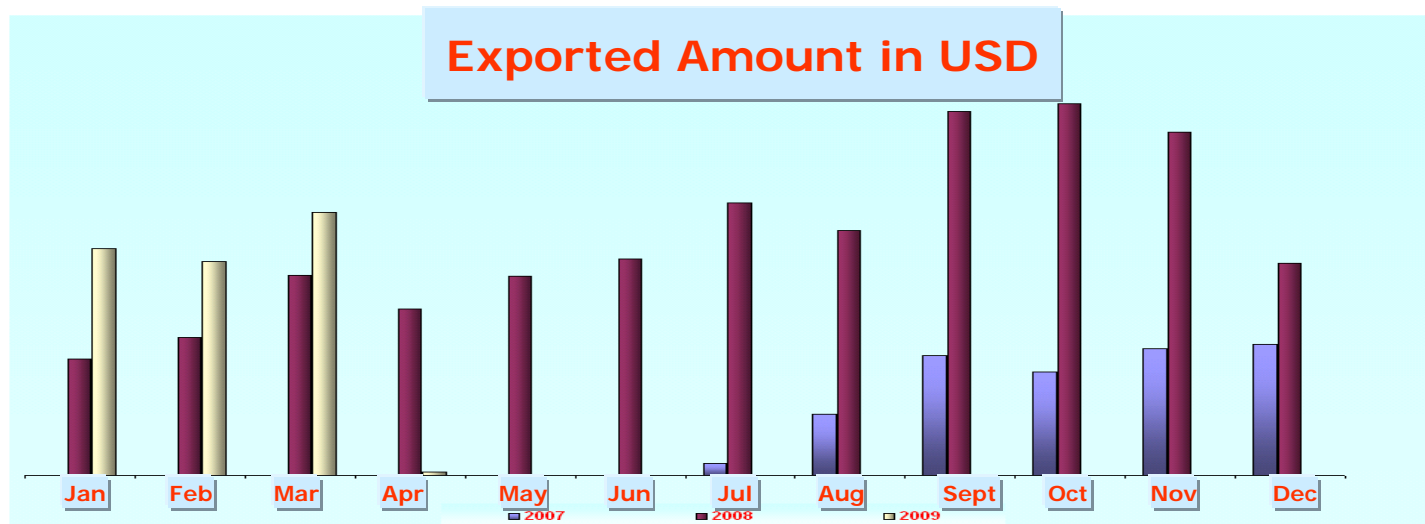




EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

PERÚ

RESULTS





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

URUGUAY

THE PROJECT TODAY

- **System via web application**
- **Exports up to US\$ 3,500**
- **Beneficiaries: Mipymes**
- **Customs brokers participate, without charging fees or costs**
- **Pilot only with the Public Postal Operator**





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

URUGUAY

STEPS TO BE FOLLOWED

- Training for beneficiaries
- Certificates of origin with differential prices
- Export tax exonerations for the users of the system
- To develop a tailored insurance service

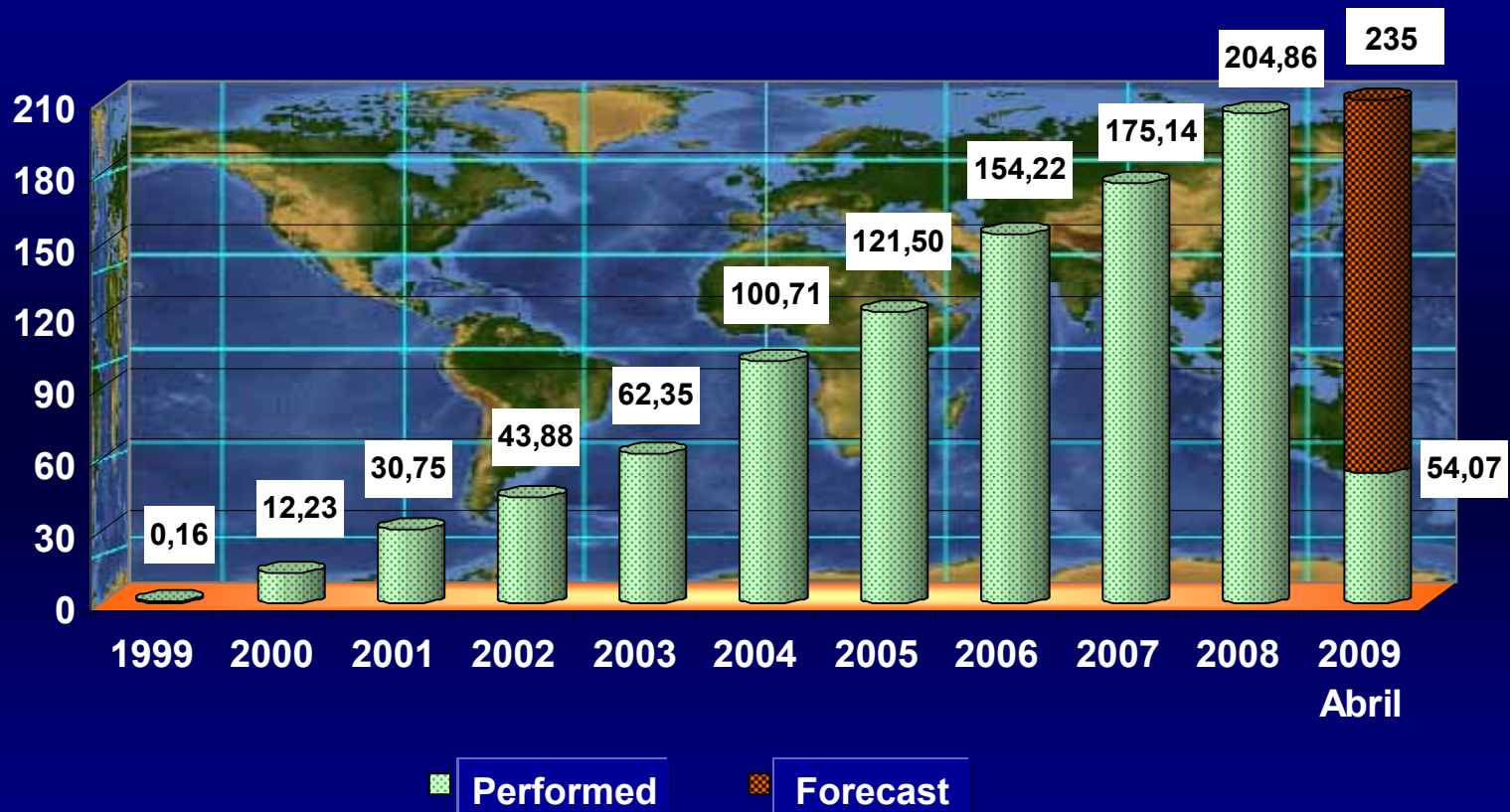




EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

BRAZIL

EVOLUTION OF BRAZILIAN EXPORTS THROUGH POSTAL SERVICES - US\$ Millions





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

BRAZIL

THE PROJECT TODAY

- **Revision of the limit used for the service:
US\$ 50,000**
- **Development of new functionalities for
“Exporta Fácil”**





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

COLOMBIA

THE PROJECT TODAY

- **Completed Pre-diagnosis**
November of 2008
- **Signing of the Memorandum of Understanding**
Cartagena, December 2nd, 2008
- **Joint declaration of the governments of Colombia and Brazil**
Visit of the President Álvaro Uribe to Brasilia in February of 2009
- **Visit of the Colombian team to Brazil**
July of 2009





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

COLOMBIA

- Presentation of the Project within the framework of the Annual Meeting of Governors of the IDB. Medellín, March 27th to 31st, 2009, “Expodesarrollo 2009” (“Expodevelopment 2009”)

Presentation of the project to international investors and national Mipymes.

- Register of the trademark “Exportafácil Colombia” and resources appropriation for the systematization and modernization of technology



Exportafácil:
una innovadora forma de exportar a través del sistema más antiguo y fiable de envíos: **el correo**

El proyecto Exportafácil es un sistema de exportación para facilitar el acceso al mercado internacional de las MIPYMES, a través de la simplificación de procedimientos de exportación utilizando la infraestructura postal del operador público 4/72.

Este proyecto inicialmente implementado exitosamente en Brasil, ha sido replicado en el marco de la Iniciativa para la Infraestructura Regional Suramericana en países como Uruguay, Perú y Ecuador.

Con este proyecto, una empresa localizada en un municipio alejado podrá exportar, sin necesidad de trasladarse a los grandes sitios de distribución

En Colombia, durante el 2009

El proyecto "Exportafácil" en el marco de IIRSA y con el apoyo financiero del BID.

A nivel regional con la implementación de este proyecto, Colombia espera contribuir al desarrollo exportador de las MIPYMES, así como al mejoramiento de la infraestructura logística postal suramericana y al aumento del flujo comercial en la región

Más información:
visite www.iirsa.org - proyecto exportafácil

Apoyan el proyecto:

DNP, BID, DIAN





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

COLOMBIA

Institutions of the local work group

Coordination and strategy entities:



**Ministerio de Comercio,
Industria y Turismo**
República de Colombia



Ministerio de Comunicaciones
República de Colombia





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

COLOMBIA

Institutions of the local work group

Financing

Implementation of the project

- **Visit of the Government of Colombia to Brazil – July 5th, 2009**

Source: Program: “Casos Exitosos BID” (IDB Successful Cases”)

Technical Cooperation: ADC (CAF, in Spanish) – IIRSA

Financed: US\$ 15,000

- **Implementation of the project**

Source: Fomin Exportafácil – UPAEP

Financed: US\$ 55,000

To be financed: US\$ 360,000

Sources: IDB – ADC (BID – CAF, in Spanish, respectively)





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

ARGENTINA

THE PROJECT TODAY

- **Pre-diagnosis report: completed**





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

ECUADOR

THE PROJECT TODAY

- **Pre-diagnosis report: completed**





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

CHILE

THE PROJECT TODAY

- **Pre-diagnosis visit carried out in April of 2009**
- **Elaboration of the Pre-diagnosis report to be presented in June of 2009**





EXPORTS THROUGH POSTAL SERVICES FOR MIPYMES

VENEZUELA

THE PROJECT TODAY

- **Pre-diagnosis report: completed**

