



# I . I . R . S . A

INICIATIVA PARA LA INTEGRACION DE LA INFRAESTRUCTURA REGIONAL SURAMERICANA

C O M I T E   D E   C O O R D I N A C I O N   T E C N I C A



## WORKSHOP ON IIRSA “EXPORTS THROUGH POSTAL SERVICES FOR MSMEs” PROJECT

May 20<sup>th</sup>, 2009 Buenos Aires, Argentina

*INTAL Meeting Room - Esmeralda 130, piso 11*

### 1. BACKGROUND

Founded in September 2000 at the First Summit Meeting of South American Presidents,<sup>1</sup> the Initiative for the Integration of Regional Infrastructure in South America (IIRSA)<sup>2</sup> is a continental approach to infrastructure intended to: (i) establish a transport, energy and communication infrastructure project portfolio serving as catalyst for regional integration and economic and social development in South America; (ii) develop a forum for regional dialogue among infrastructure planning authorities and regulatory bodies and (iii) create new tools to improve the selection and implementation of infrastructure projects aimed at promoting regional integration.

The “Exports through Postal Services for MSMEs” projects is one of the 31 strategic projects within IIRSA’s Implementation Agenda based on Consensus. This project seeks to broaden and adapt the successful experience of the “Exports System through Postal Services”, implemented by the Brazilian Government and later made available for postal operators offering logistics services for export transactions. Based on this governmental initiative, ECT (the Postal and Telegraph Services Company in Brazil), a public postal operator, created the service known as “Exporta Fácil”.<sup>3</sup>

To date, activities undertaken within IIRSA framework have shown how viable it is to replicate the system in contexts so different from Brazil, since there is already adapted experiences of “Exporta Fácil” in Peru and Uruguay, the first countries to replicate the project within the framework of the Initiative.

As the project implementation stage makes progress, there is a stronger need to share the lessons learnt and to study other complementary TICs services to increase the potential of “Exporta Fácil”. Moreover, this meeting will serve as an opportunity to present other initiatives contributing to promote South American regional integration through communication infrastructure.

### 2. OBJECTIVE OF THE MEETING

The workshop on IIRSA “Exports through Postal Services for MSMEs” project and other related services will have the following goals:

<sup>1</sup> Held in August 2000 in the city of Brasilia (Brazil)

<sup>2</sup> For further information, see [www.iirsa.org](http://www.iirsa.org)

<sup>3</sup> For further information on this product, see <http://www.correios.com.br/exportafacil>

- (i) Present the progress regarding this “Exports through Postal Services for MSMEs” project, particularly in relation to its implementation in Peru and Uruguay.
- (ii) Present complementary services to reinforce IIRSA “Exports through Postal Services” project.

### **3. Participants**

The meeting is targeted for National Coordinators, members of the work group dealing with “Exports through Postal Services for MSMEs” as well as other actors concerned with the development of the postal sector, e-commerce and the promotion of micro, small and medium-sized enterprises in the region, particularly in the topics to be discussed in the workshop.

### **4. Agenda**

09:00 - 09:15 Opening Session

*Presidency of IIRSA CDE in 2009*

09:15 – 09:30 Expected Impact of the Meeting

*By IIRSA CCT*

#### **Bloc 1. IIRSA “Exports through Postal Services for MSMEs” Project and Related Services**

09:30 – 10:15 The use of the postal network in regional and international trade: the experience of the Brazilian Postal Service

*Coordinated by the Technical Cooperation Group from the Brazilian Government*

10:15 – 11:15 Lessons learnt from the implementation of “Exporta Fácil” in Uruguay: adjustments and innovations

*Coordination of “Exporta Fácil” project in Uruguay*

*Coordination of Technical Cooperation Group, Brazilian Government*

*Coordination of the project by UPAEP*

11:15 – 11:30 Break

11:30 – 12:30 Potential impacts of “Exporta Fácil” on South American MSMEs: policies and initiatives geared to promote an exporting culture

*Luis Lucioni, IDB-INTAL consultant*

*Coordination of “Exporta Fácil” project in Uruguay*

*PROMPERÚ, Coordination of the project in Peru*

12:30 – 14:30 Lunch

#### **Bloc 2. Other Information and Communications Technology Services that Might Contribute to Regional Integration**

14:30 – 15:00 Influence of delivery logistics on the development of e-commerce platforms.

*By a representative from MercadoLibre.com (To be confirmed)*

15:00 – 16:00 Proposal of related logistics services to be developed within the context of this project.

*By the Communications Ministry of Brazil*

*Discussion and comments*

16:00 – 16:15 Break

16:15 – 16:45 Importance of exporter-importer communication to improve conditions of delivery: a view of main destination countries.

*By the Postal Service Company in Spain (To be confirmed)*

16:45 – 17:45 Proposal of related services concerning trade facilitation and exporting culture promotion to be developed within the context of this project.

*By PROMPERÚ, coordination of this project in Peru*

*Discussion and comments*

17:45 – 18:15 Conclusions and Closing Remarks.

*Presidency of IIRSA CDE in 2009*