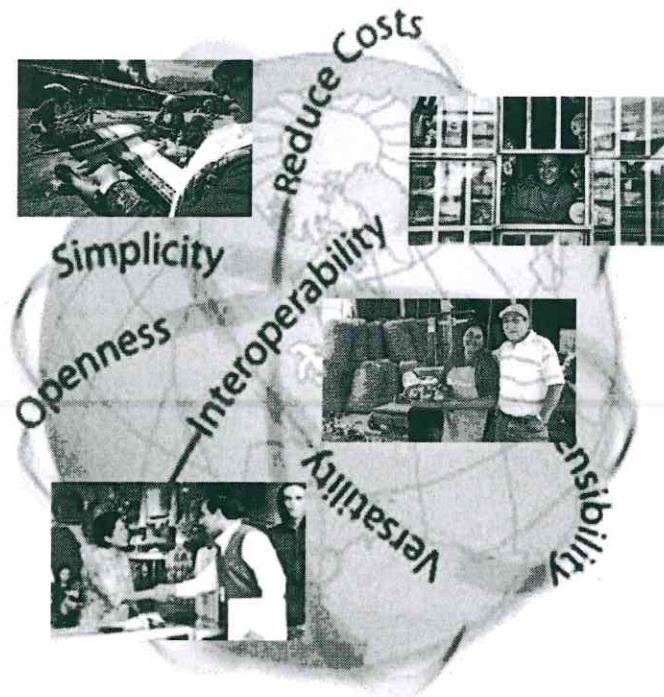




International Resources to Support the Use of e-Commerce by MSMES



Virginia Cram-Martos
 Director, Economic
 Cooperation and Trade
 Division, UNECE

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THE GLOBAL GOALS

For Sustainable Development



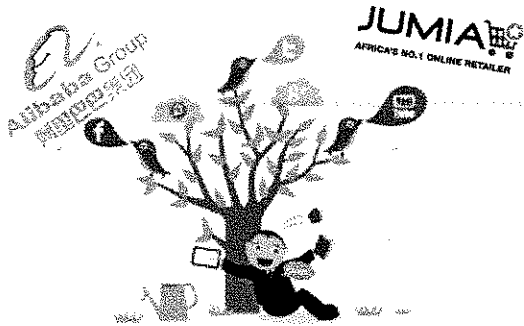
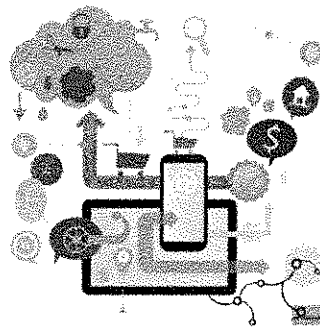
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e-Commerce

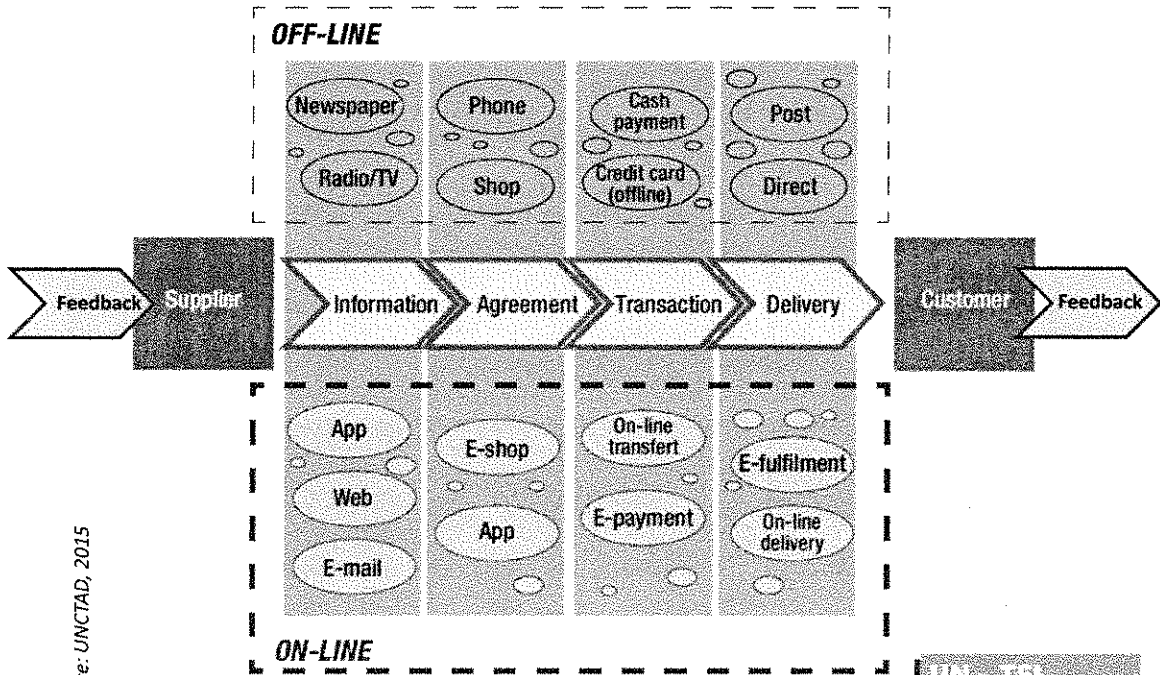
Effective driver for inclusive trade



Social media empowerment

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e-Commerce Transaction Value Chain

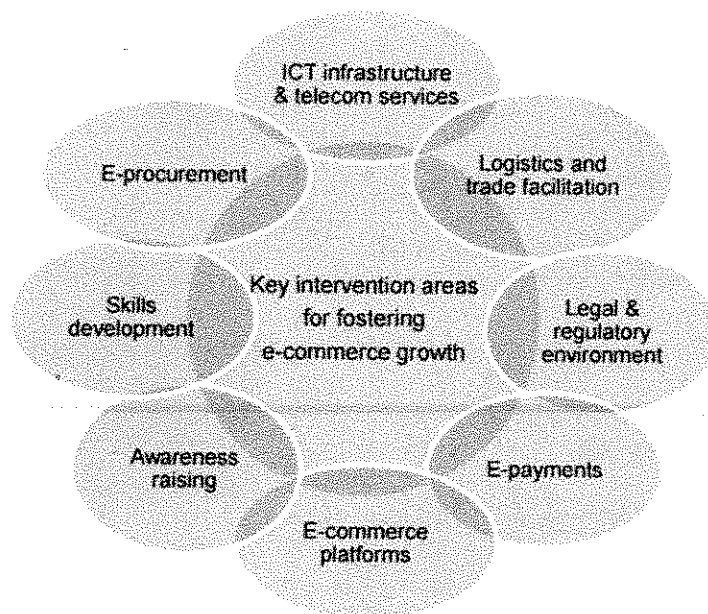


Source: UNCTAD, 2015

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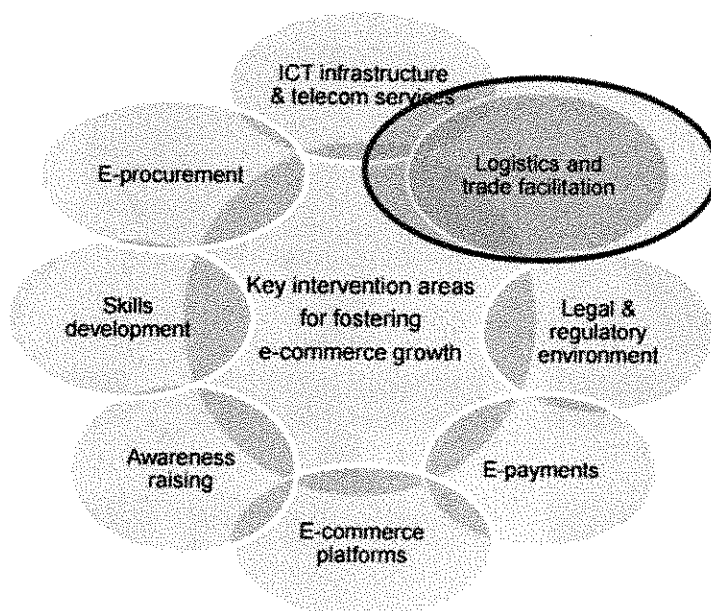
e-Commerce Enabler Framework



Source: UNCTAD



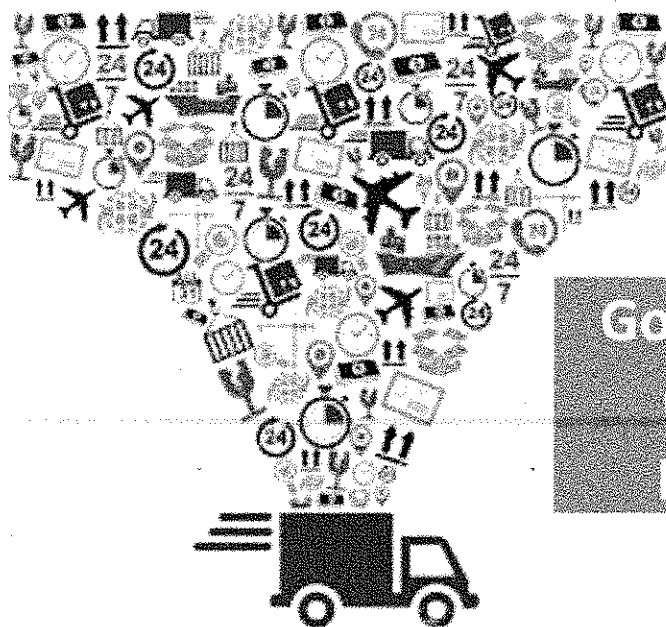
e-Commerce Enabler Framework



Source: UNCTAD



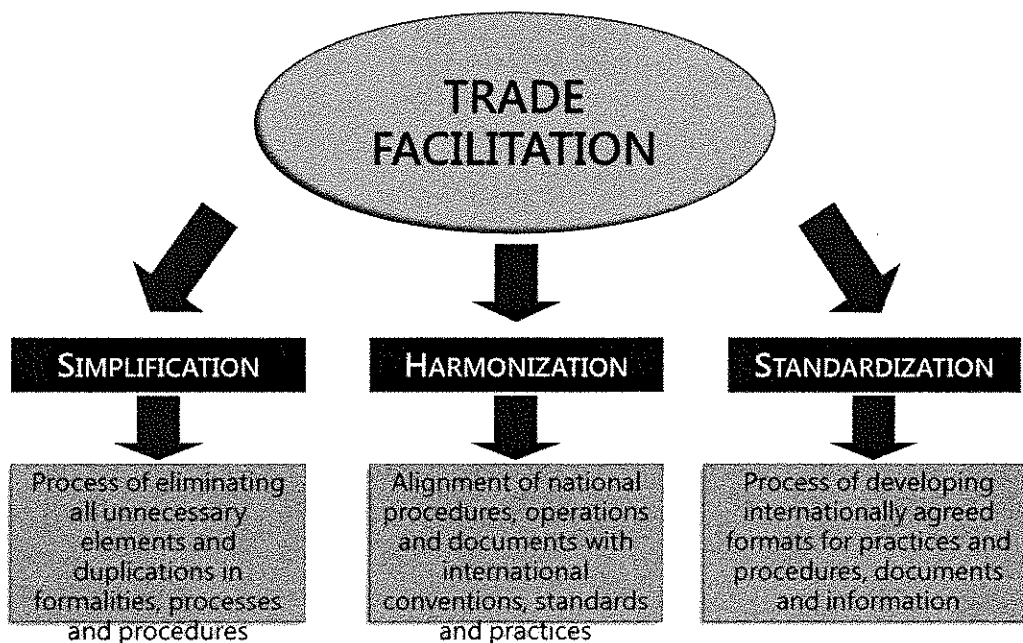
A Key e-Commerce Challenge



Goods are still delivered physically

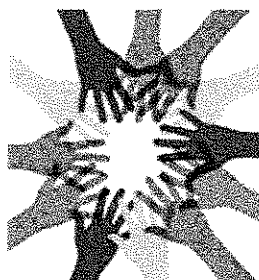
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What is Trade Facilitation?





Joint UN Initiatives



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TRADE FACILITATION IMPLEMENTATION GUIDE

- A web-based, interactive knowledge management tool Available in Arabic, English, French, Russian and Spanish
- 2 new Itineraries
 - Setting up a National Trade Facilitation Body
 - Developing a National Trade Facilitation Roadmap
- Updated information on TF Organizations
- New case stories
- Updated brochure and training materials

tfig.unece.org

6.7m hits from
170 countries
in 2015

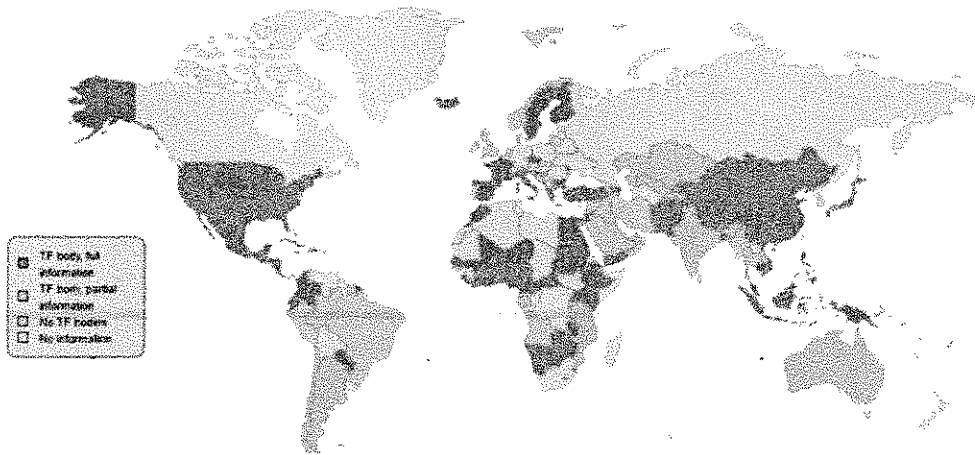
330,000
unique
visitors

UN National TF Bodies repository



Select a country on the list or click on a country on the map to access relevant information

Full list of TF bodies



<http://unctad.org/en/DTL/TLB/Pages/TF/Committees/default.aspx>



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United Nations Economic Commission for Europe UNECE



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Recommendations



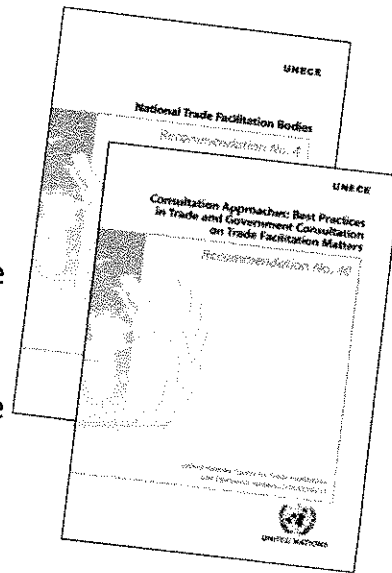
The United Nations Centre for Trade Facilitation and Electronic Business (UN/CEFACT) has issued 36 Trade Facilitation Recommendations and electronic business standards

Last Recommendations:

- Recommendation 40: Best practices in trade and government consultation on Trade Facilitation Matters
- Revised Recommendation 4: National Trade Facilitation Bodies

Upcoming recommendations:

- Public-Private Partnerships in TF
- Monitoring efficiency of trade and transport corridors and systems

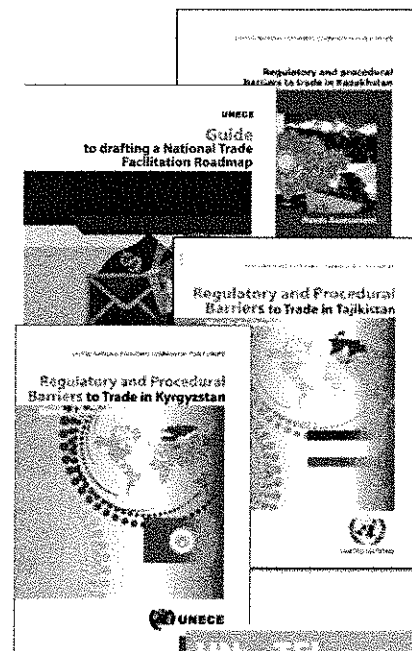


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Guides, standards and studies

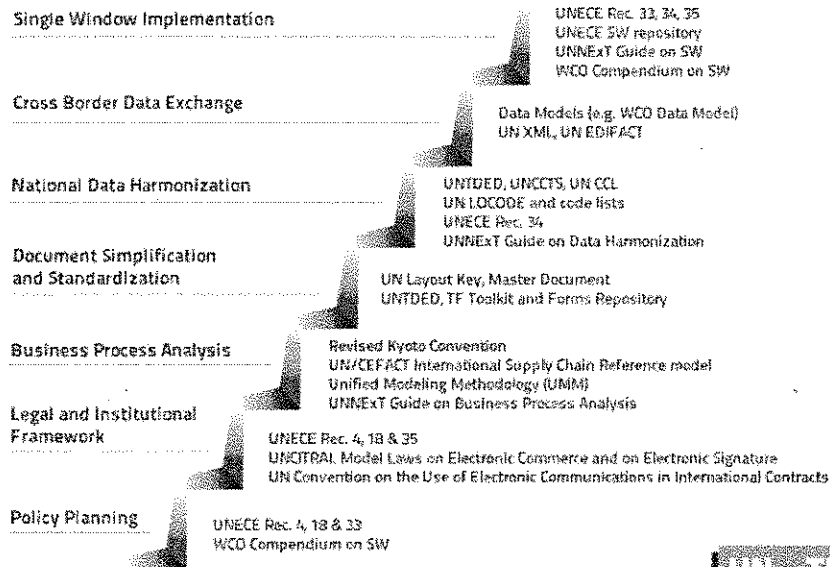


- Guide to drafting a National Trade Facilitation Roadmap (2015);
- New UN/CEFACT Agriculture Standards
- Regulatory and Procedural Barriers to Trade



14

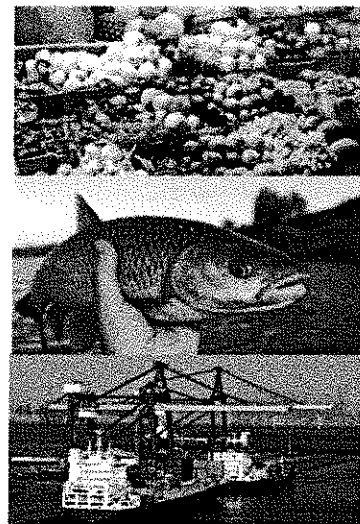
Standards are Key to Creating an e-Commerce Friendly Environment



Capacity Building



- UNDA Project: “Strengthening the capacity of transition and developing economies to participate in cross-border agricultural food supply chains” (with UNESCAP, 2014-2017)
- Strategies for implementing UN/CEFACT electronic messages for agriculture trade: A Handbook for Decision Makers
- Continued WTO TFA Support: Joint UNRCs Approach to Trade Facilitation



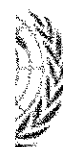
All UNECE and UN/CEFACT
Recommendations, codes,
standards and publications are
available for free on our website



United Nations Conference on
Trade and Development



UNCTAD





UNCTAD technical assistance

1. STRENGTHENING CAPACITIES TO IMPLEMENT TRADE FACILITATION REFORMS



Strengthening capacities to comply with international trade facilitation (TF) standards and rules

UNCTAD assisted over 35 countries in the drafting of

NATIONAL TRADE FACILITATION PLANS

for the implementation of the World Trade Organisation (WTO) Agreement on Trade Facilitation (TFA)

Technical notes

UNCTAD has published over 20 technical notes to assist countries with different trade facilitation measures

TECHNICAL NOTE #33

STEPS TOWARDS THE RATIFICATION, ACCEPTANCE AND ENTRY INTO FORCE OF THE WTO AGREEMENT ON TRADE FACILITATION



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Automated System for CUstoms DAta ASYCUDA



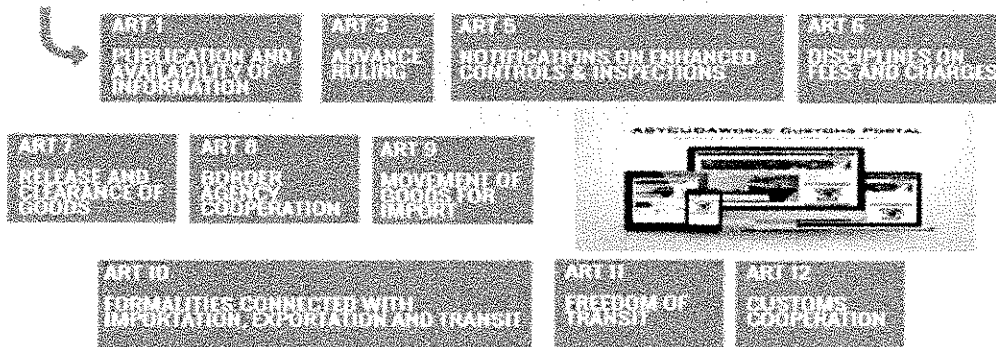
2. CUSTOMS AUTOMATION: Automated System for CUstoms DAta (ASYCUDA)



ASYCUDA program provides expertise and powerful ICT tools to implement customs-related WTO TFA provisions

UNCTAD has over 30 years of experience with Customs automation and is used in over 90 countries / territories. Since its inception, ASYCUDA has supported Customs Administrations of 88 countries / territories.

www.un.org



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UNCTAD EMPOWERMENT PROGRAM for National Trade Facilitation Committees

UNCTAD provides an intensive professional program for the Secretaries and the members of National Trade Facilitation Committees (NTFCs). The main objective is to improve their implementation of a coordinated national trade facilitation reform, increasing the productivity of the WTO Trade Facilitation Agreement (TFA). Successful committees and its members will be granted a completion certificate.

BENEFITS

- Establishing the National Trade Facilitation Committee (NTFC), if required
- Improving business dynamics within the NTFC
- Launching a National Trade Facilitation Roadmap that leads to implementing TFA through the WTO TFA
- Creating a working strategy with a Training of Trainers Approach
- Providing a wide of quality for donors & international partners

KEY ASPECTS

- Courses developed by international experts and in collaboration with other UN & international organizations
- Content tailor make to country specific needs
- e-learning & face-to-face trainings
- Interactive methodology: "learning by doing"
- Technical visits in the field & Training of Trainers module included

FLEXIBLE MODULES

Choice of content, duration of course, format, language, etc.

TARGET AUDIENCE & LANGUAGE

Directly involved in the process & high level of expertise

CERTIFICATION

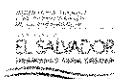
After successful completion of the Empowerment Program, members of the NTFC will be granted a completion certificate. The completed NTFCs will be featured in UNCTAD's online directory on NTFCs.

MODULES AT A GLANCE

- 1 **KICK-OFF**
Introduction to the program, objectives, and the role of the NTFC.
- 2 **ESTABLISHING AN NTFC**
Detailed description of the NTFC, its mandate, and its role in the trade facilitation process.
- 3 **INTERNATIONAL STANDARDS & RECOMMENDATIONS**
Overview of international trade facilitation standards and recommendations.
- 4 **MEASURING & IMPLEMENTING TRADE FACILITATION**
How to analyze trade data, techniques to identify bottlenecks and analyze results, introduction to the use of automation and connectivity technologies in trade facilitation, introduction to complex measures such as single window.
- 5 **STRENGTHENING NTFC & ESTABLISHING A TRADE FACILITATION ROADMAP**
Guidelines and best practices in strengthening NTFCs, how to conduct consultations with relevant stakeholders, how to establish a 3-5 year business plan with key performance indicators.
- 6 **TRAINING-OF-TRAINERS**
Training-of-Trainers techniques, Training-of-Trainers generations of impact identified during the previous modules, establishing a procedure for training new members of the NTFC.

Interested in UNCTAD's NTFC empowerment program? Contact us! <http://unctad.org>

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INICIO TRÁMITES QUIÉNES SOMOS CONTACTENOS

Select Language

Importación aérea (despacho de carga)

Por tipo de usuario:

Empresa courier Pasajero o familiar Línea aérea Servicios extraordinarios

El despacho de la carga tal como animales vivos, plantas vivas, flores cortadas, mercancías para zona franca, mercancía perecedera y otras que autorice la Aduana aérea, podrá ser despachada bajo la modalidad de **entrega directa**.

Mercancía de tipo general

Toda carga que para su despacho requiere de una guía aérea, factura comercial y declaración de mercancías.

Mercancía que requiere permisos especiales

Toda carga que para su despacho requiere de una guía aérea, factura comercial, declaración de mercancías y permiso de importación.

Productos alimenticios y bebidas no alcohólicas

Para expedir este tipo de carga deberá presentar el permiso para la importación de bebidas y/o productos alimenticios y la factura visada emitidos por el Ministerio de Salud (MINSAL)

Medicamentos y materias primas para la industria farmacéutica

Para expedir este tipo de carga deberá presentar la autorización para la importación de medicamentos de la Dirección Nacional de Medicamentos (DNM) y la factura visada por la Junta de Vigilancia de la Profesión Química Farmacéutica.

<http://tradeportal.org/?l=en>



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eTrade for all

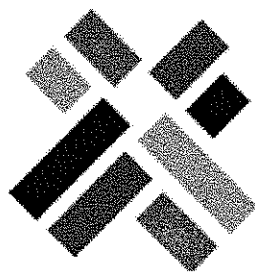
Key policy areas



- To raise awareness
- To mobilize resources
- To strengthen coherence & synergies

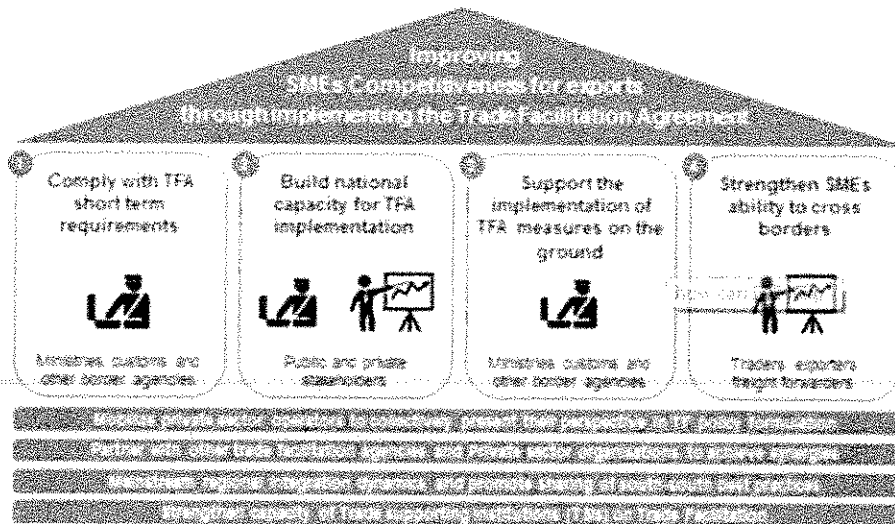


ITC



International
Trade
Centre

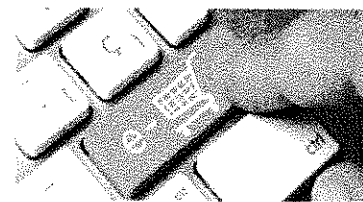
ITC TF Programme



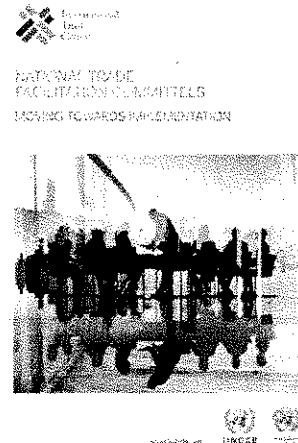
ITC e-Solutions Programme



- **Goal:** To help SMEs overcome barriers through appropriate e-solutions
- **Activities provided through modules that:**
 - ✓ Ensuring that goods and services can be legally sold via digital channels
 - ✓ Establishing arrangements and technical solutions to receive international payments
 - ✓ Researching and managing the implementation of cost-effective international shipping options
 - ✓ Enabling access to and synchronization of catalogues and orders for multiple marketplaces
 - ✓ Supporting the creation of processes and the implementation of tools to provide international customer services



ITC publications



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UPU

**UNIVERSAL
POSTAL
UNION**

UPU E-Commerce Programme – ECOMPRO

The UPU's Development Cooperation Directorate (DCDEV)

- Regional development plans (RDP)
- Integrated postal reform and development plans (IPDPs): Assistance with postal reform plans based on national analyses



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Postal Services can be key partners in bridging e-commerce divide for SMEs
Brazil case

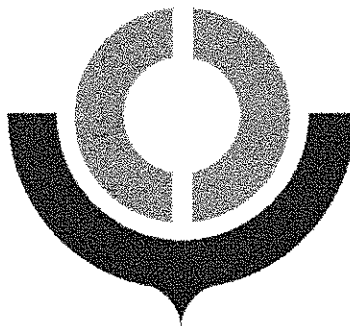


The screenshot shows the CorreioNet website with a top navigation bar, a search bar, and several product categories. A callout box on the right highlights the following statistics:

- 700 e-stores
- For each \$ 1 in direct revenue, \$ 9 new revenues in other Postal Services

At the bottom right of the screenshot, the UN-TFI logo is visible, representing the United Nations Trade Facilitation Cooperation Initiative.

WCO

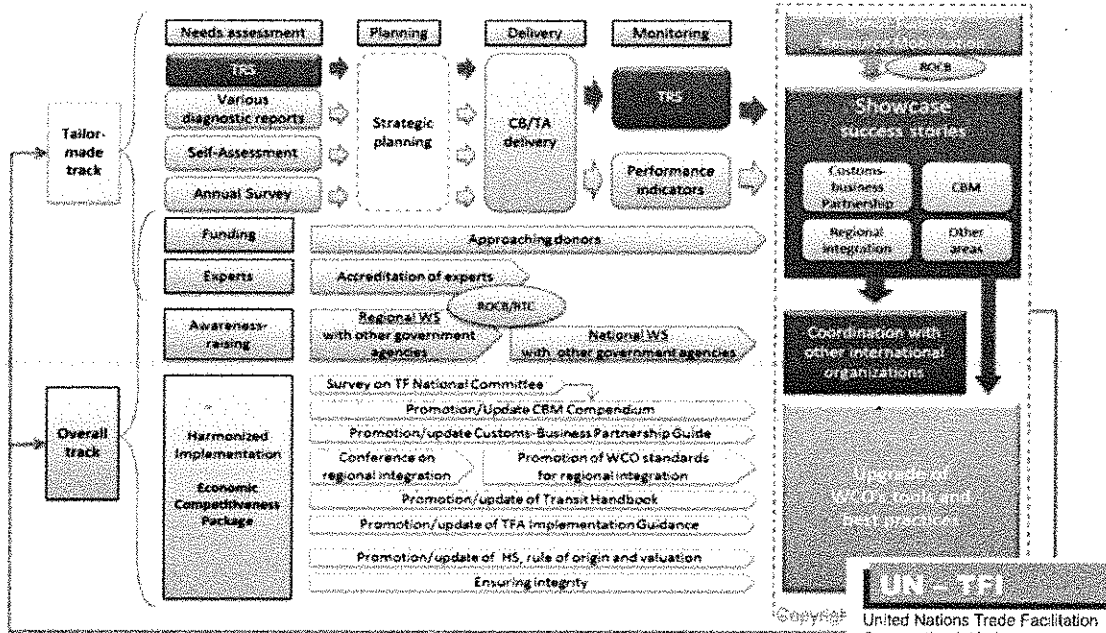


WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

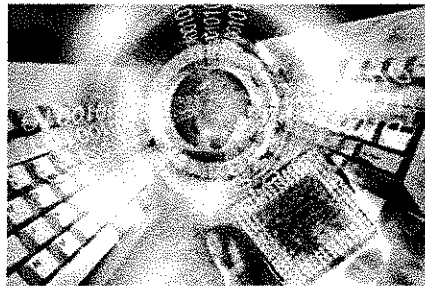
Mercator Programme

Key Objectives

- Awareness raising and Tailor-made technical assistance and capacity building
- Effective coordination among all stakeholders



Initiatives on e-Security

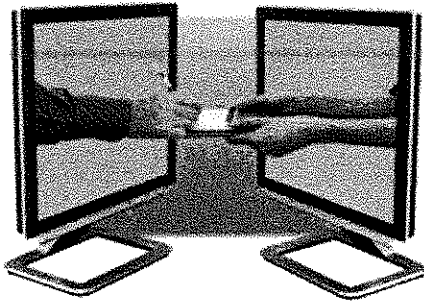
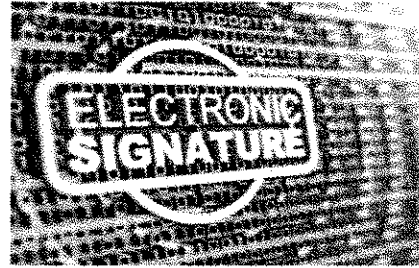


Revised Recommendation 14, Authentication of Trade Documents by means other than Signature



Objectives:

- to encourage the use of electronic data transfer in international trade
- to eliminate the need for paper based documents by meeting the requirement for manual-ink signatures through authentication methods that can be electronically transmitted



Security data:

- Limited to authorized parties
- Risk assessment to know the legal and operational constraints
- Ensuring the integrity of the data

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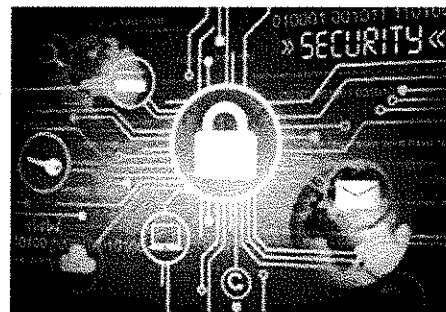
33

Project for ensuring legally significant trusted transboundary electronic interaction



Objectives:

- to ensure legally significant electronic interactions between users by providing trust services
- To establish a Common Trust Infrastructure (CTI)



Outputs:

- Common terminology
- Approaches to interoperability
- Principles for regional and international coordination
- MoU model for mutual recognition

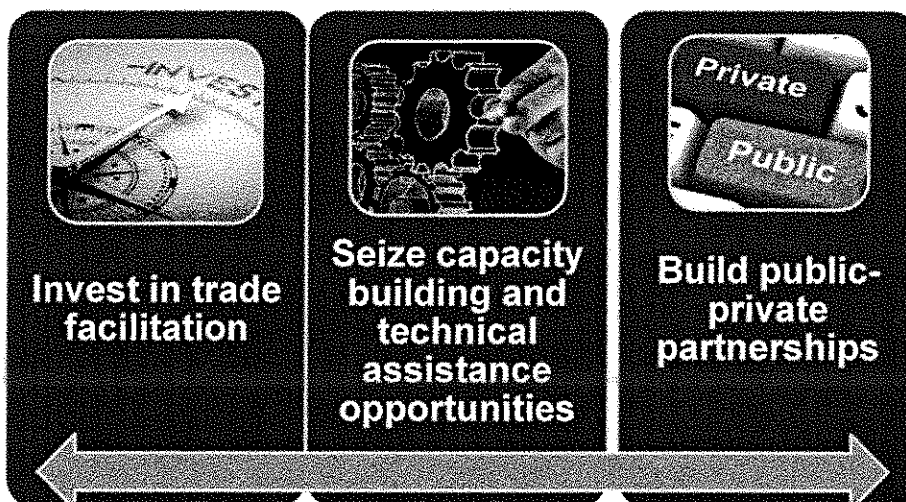
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Be a proactive actor.....



Muchas Gracias



THANK YOU

You are invited to contact us at
trade@unece.org