



Trade Integration through Postal Services for MSMEs

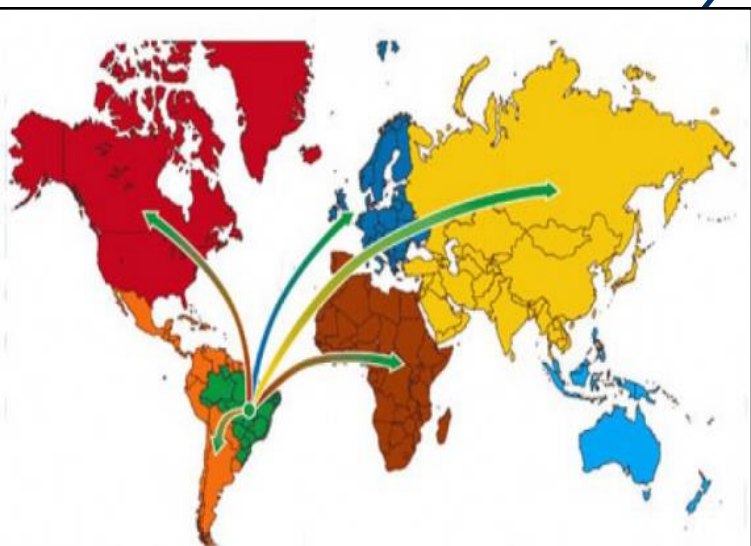
The South American's Experience

Policy Dialogue on Trade Facilitation

Washington, December 2015



Agenda



- **Latin America Trading Environment**
- **Easy Export Project in South America**
- **Trade Integration through Postal in South America**
- **The “MSME Business Development Group” in UPU**

Latin America Trading Environment



MSEs account for at least **90%** of the Latin America's **economic enterprises**

MSEs and independent workers make up **75% of the jobs** in Latin America

Only **6%** of MSEs are **formal enterprises**

MSEs' **Informal jobs** reach **60%** in Latin America

Source: America Economy Intelligence and International Labour Organization (ILO)

The main difficulties for exporting MSMEs:

**Lack of
information
in
Market
Prospection**

**Export
Logistics
based in
large
volumes**

**Bureaucracy
in export
processes
and high
cost related**

**Difficulty in
raising funds
to start
exporting**

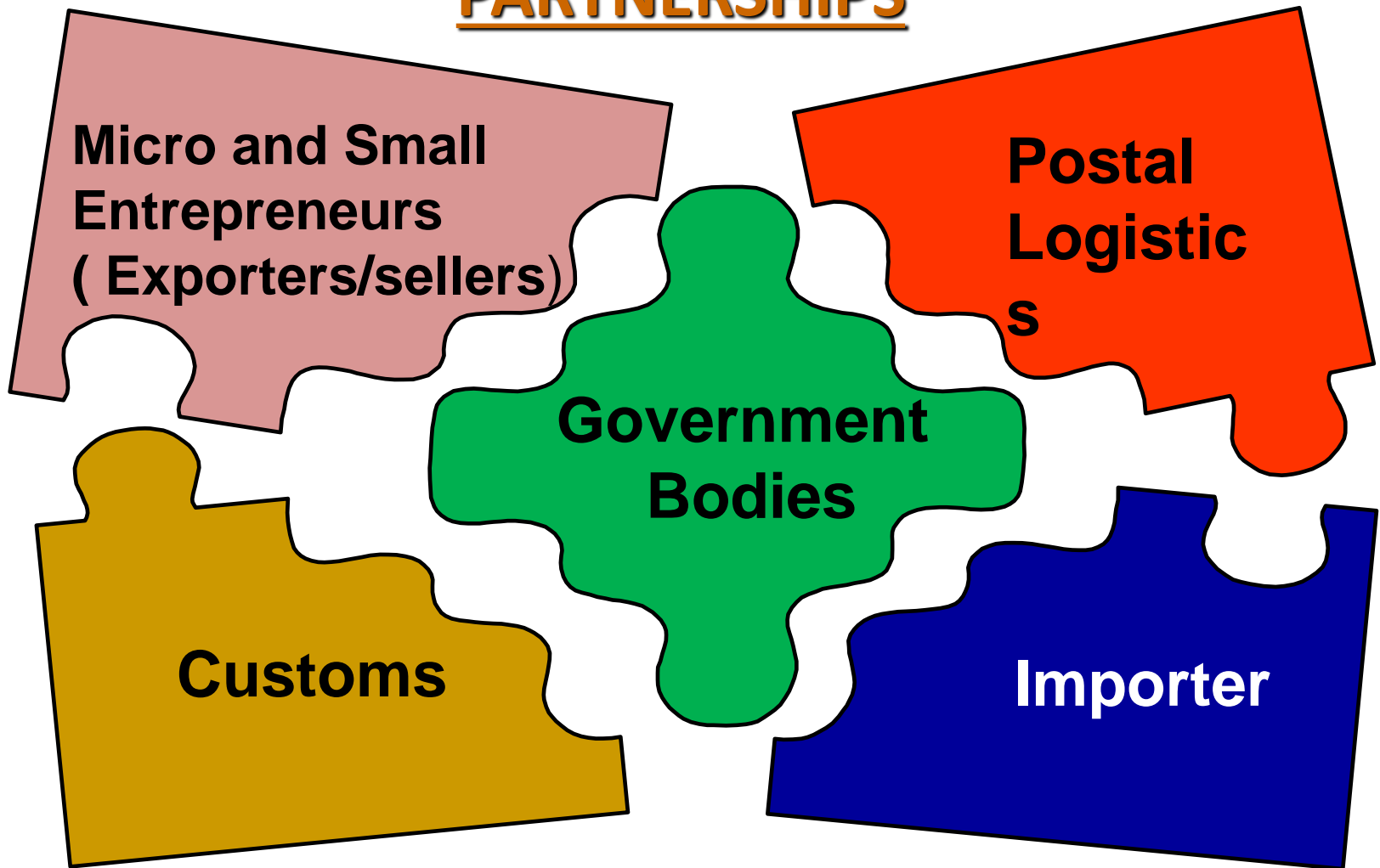
CONCEPTS OF THE PROJECT

- **Exporta Facil brings a complete solution to facilitate the export process to MSMEs**
- **Must be part of a government program aimed at supporting the companies that wish to export through postal services**

The basic assumption of the project is to make exporting easier by simplifying export procedures

Easy Export Project in South America

EL THE MAIN CHALLENGE IS BUILDING PARTNERSHIPS



Easy Export Project in South America

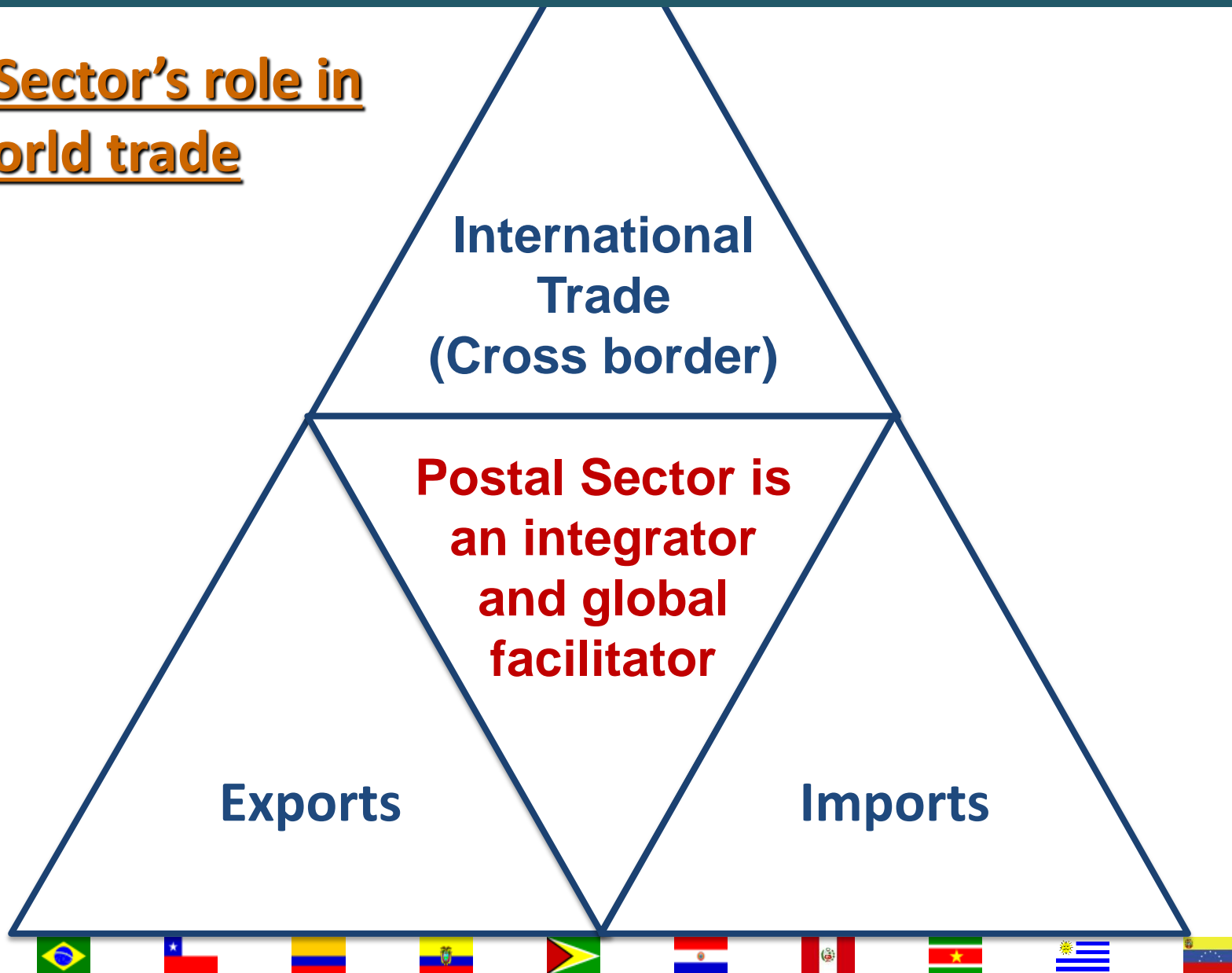
WORK FOUR PILLARS

- Suitable Logistic Infrastructure
- Competitive products and services
- Easy access countrywide
- Building partnerships - Trade facilitators working together

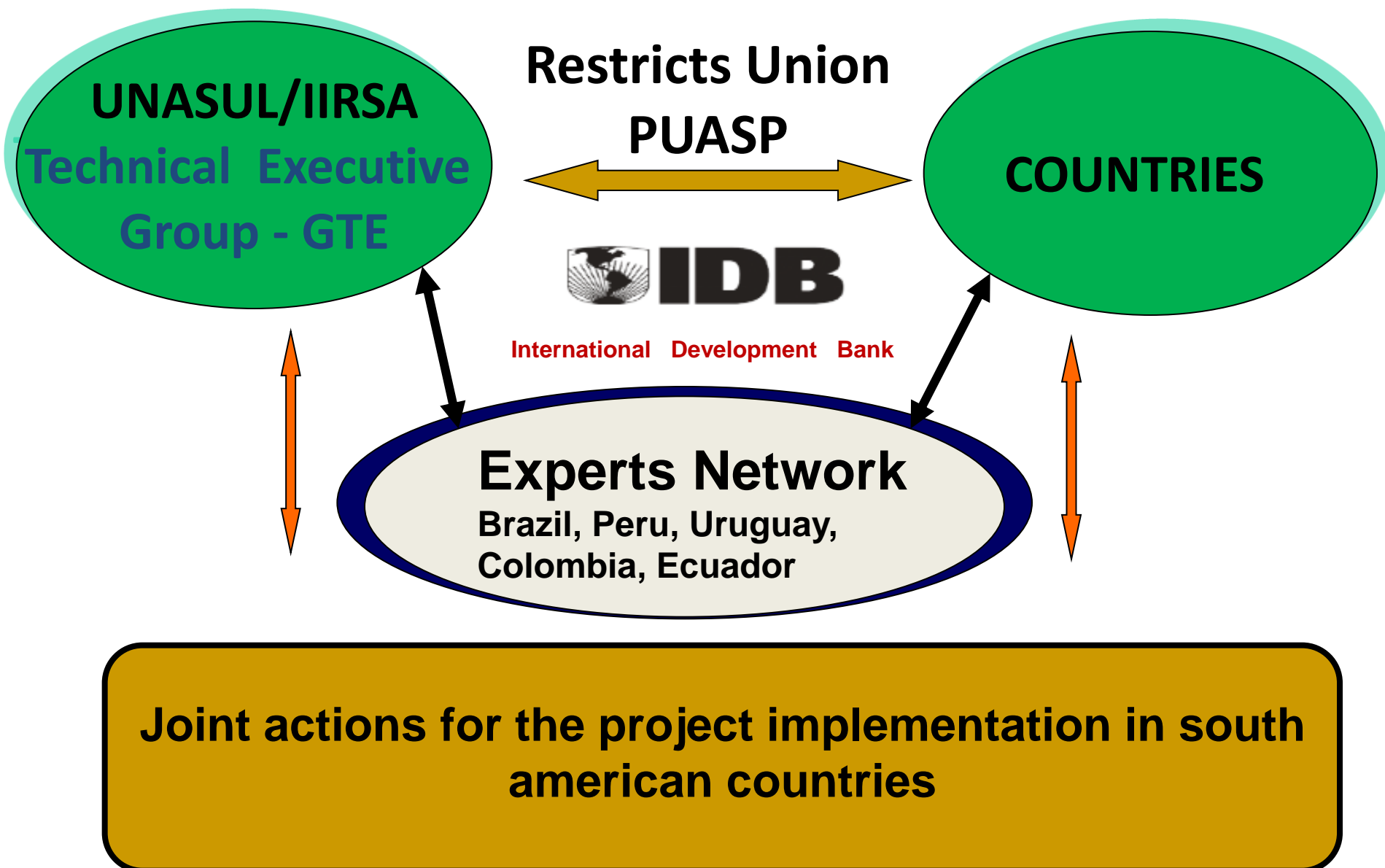
Postal Operator

Easy Export Project in South America

Postal Sector's role in world trade



Stakeholders in South America



Executive Technical Group (GTE) Meeting

September 28 and 29, 2015 Lima, Peru

Export Agencies, Customs, Regulators and Postal Operators




- Analysis of the GTE Work Plan 2015
- Working on collaborative solutions
- Reaching consensus over Regional Work Plan 2016
- National Working Plan



Project status in South America

EXPORTA FACIL

Project Progress

-  Pre-diagnosis completed
-  Under Implementation
-  Implemented



Trade Integration through Postal Services for Mipymes in South America



Connectivity Pilot Project Brazil Peru



O Serviço de Exportação dos Correios.



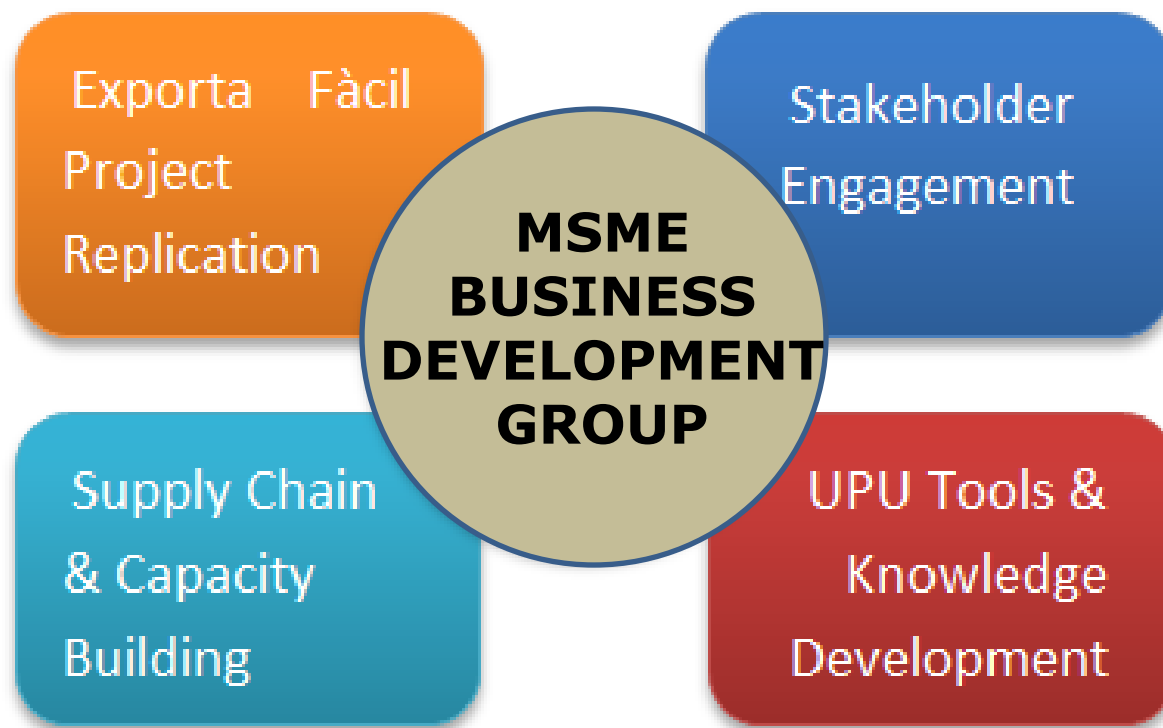
Connectivity Pilot Project Peru Brazil

Trade Integration through Postal Services for Mipymes in South America

The Exporta Fácil Community at Connect Americas



“The MSME Business Development Group”



Trade Integration through Postal Services for Mipymes in South America

Thank you!

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