

# Asian Development Bank



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## Trade Information Portals

## Lessons Learned

Manila, Philippines  
19 September 2016

V1.2

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Principal Consultant  
PM Group

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- ◆ What is a TIP?
- ◆ Why have one?
- ◆ Implementation Project
- ◆ National Single Window (NSW)
- ◆ Sustainability
- ◆ Summary of Lessons Learned



Source: National Board of Trade: Sweden

### ◆ Chris Lewis-Jones

- Nearly 40 years in ICT and International Development
- CIO of Crown Agents group until 2006
- Principal Consultant, PM Group
- Customs & Trade:
  - Angola
  - Pakistan
  - Dubai
  - Bangladesh
  - Vietnam
  - Yemen
  - Mekong sub-region



### ◆ Trade Information Portals:



#### Bangladesh

Project commenced: Jan 2015,  
Content complete: October 2015  
Launch: March 2016

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#### Malawi

Project commenced: July 2015,  
Content complete: February 2016  
Launch: July 2016

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Cổng thông tin thương mại

**VIỆT NAM**

#### Vietnam

Project commenced: January 2016,  
Content complete: August 2016?  
Launch: December 2016?

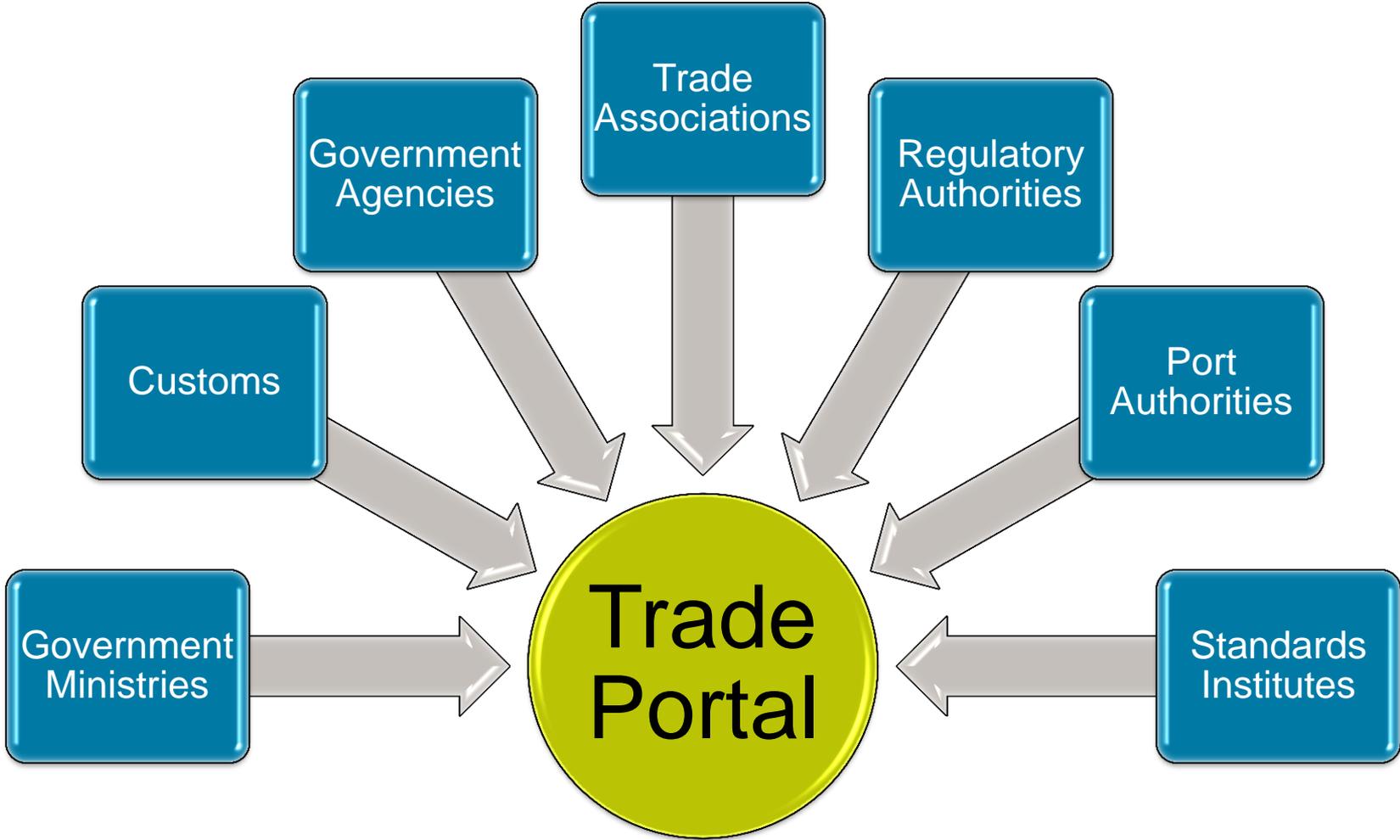
## What is a TIP?

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# Trade Information Portals

## What is a TIP?



# Trade Information Portals

## What is a TIP?



# Trade Information Portals

## What is a TIP?

**Lao PDR Trade Portal**

News | Announcements | Guide to Import - Export | SPS-TBT Enquiry Points | Preferences

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Welcome to the Lao PDR Trade Portal

This website will help traders find all the information they require to import goods into Laos and export goods from Laos.

Click on the links on this page to look at information about all the Ministries involved in the import/export process, the regulatory requirements specific to each commodity, the relevant laws and regulations and other useful information.

The [Guide to Import-Export](#), on the top menu of this page, provides a comprehensive set of instructions and guidelines in plain language and conveniently organized by topic.

By registering as a Member you will be able to subscribe to additional services like subscriptions to newsletters, alerts for announcements or new information relevant to your

**BANGLADESH TRADE PORTAL**  
MINISTRY OF COMMERCE  
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH

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Wide-ranging changes in the world trade owing to the process of evolution in globalization and free market economy have facilitated free flow of goods which resulted in worldwide trade competition. In order to cope with the situation, steps have been taken to make the Import & export Policy of the Government of the People's Republic of Bangladesh up-to-date in consonance with the emerging trends in the globalized and free market economy.

[Click here if you want to know how to Import commercial goods into Bangladesh.](#)

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Welcome to the National Trade Repository of Cambodia

This website provides access to the **National Trade Repository of the Kingdom Cambodia**, the official source for all regulatory information relevant to traders who wish to import goods into Cambodia or export to other countries.

Click on the links on this page to look for the tariffs relating to each commodity, any special measures, the procedures and forms for applying for permits, licenses and Customs clearance and much more. [Click here](#) if you want to know more about the National Trade Repository and the future ASEAN Trade Repository.

**Kingdom of Lesotho**  
**Lesotho Trade Portal**

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Welcome to the Lesotho Trade Portal

This website will help importers and exporters find all the information they require to import goods into Lesotho and export goods from Lesotho.

Click on the links on this page to look at information about all the Ministries involved in the import/export process, the regulatory requirements specific to each commodity, the relevant laws and regulations and other useful information.

and what it isn' t?

- ◆ B2B Marketplace
- ◆ Export Promotion website
- ◆ Investment Promotion website
- ◆ Domestic trade information website
- ◆ Trade Statistics website

*Although these may be linked to it and form part of the same Trade Portal “family”*

## Why have a TIP?

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The goal of a TIP is to support the growth of trade and enhance employment and economic growth. To achieve this goal it is necessary to deliver a range of benefits:

- Improve** transparency, predictability and availability of trade related information
- Increase** compliance to legislation & regulation
- Increase** Speed business may be transacted
- Reduce** Cost
- Reduce** bureaucracy
- Aligns** WCO & WTO trade obligations, international agreements, TFAs etc.



## TIP Implementation

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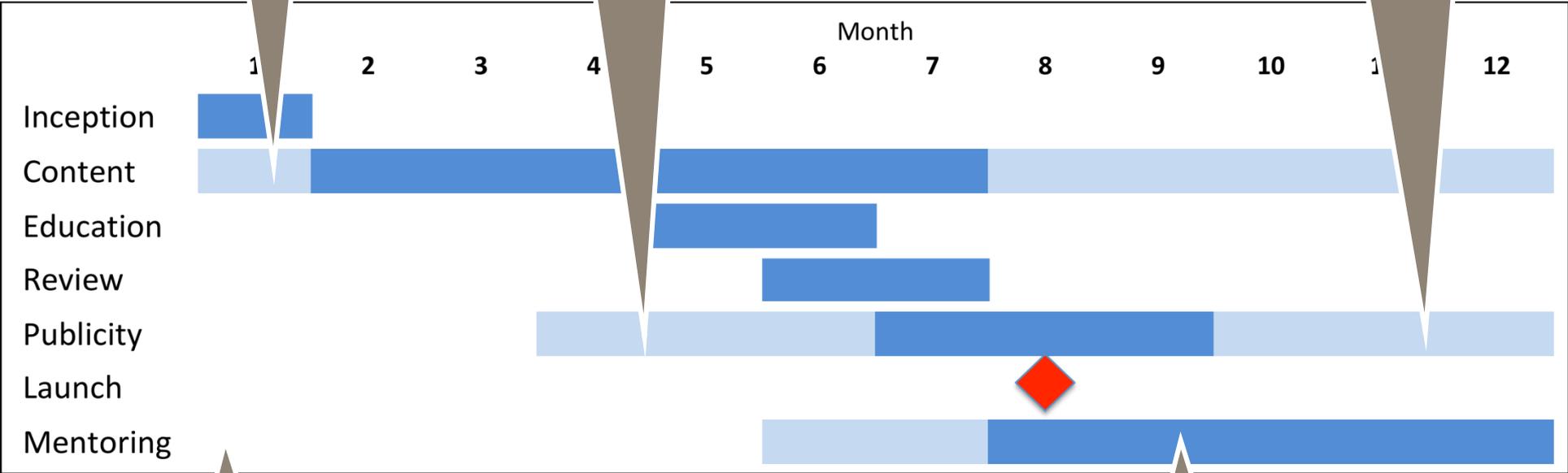


# Trade Information Portals

## Indicative Timeline



Start Early      Plan in advance      Regularly Refresh



Identify Client Team & Budget

Be Realistic!

Three broad areas of possible content:

### Yes

Laws, rules, regulations etc which must be followed in order for goods to be imported or exported.

### Eg:

- Tariff
- Compulsory Customs clearance procedures
- Laws, rules, Regulations that **must** be followed
- Info on obtaining, applying, complying...licences, quotas, exemptions, waivers, examinations, sampling etc required by law.

### Maybe

Non-compulsory rules etc. which a Trader may choose to follow. Where we think it will be helpful.

### Eg:

- Non compulsory procedures, laws, regulations.
- Measures required to obtain export subsidies and credits
- Chamber of Commerce certificates
- Patent (mark) certificates

### No

Laws, rules, regulations which relate to import/export/transit of services. Internationally maintained information.

### Eg:

- Laws, rules etc which apply to trade **within** country
- Laws rules etc relating services
- Information owned and maintained by international trading partners
- Rules of origin of eg EU, US etc

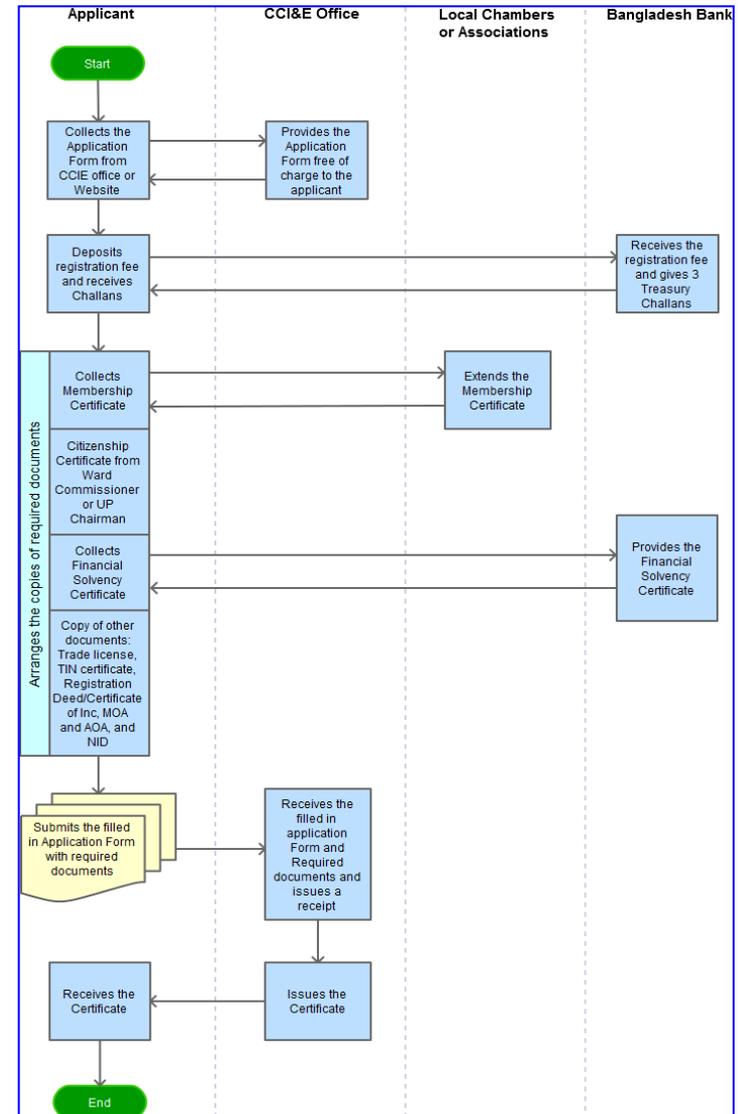
# Trade Information Portals

## Content

### Example: Import Registration Certificate



- ◆ Make it easy to understand
- ◆ Present it in a uniform manner
  - Diagrams
  - Procedures
  - Definitions



## ◆ Public Sector

- Commerce, Industry, Trade
- Agriculture
- Health
- Customs

## ◆ Private Sector

- Chambers of Commerce
- Trade Associations
- Logistics Sector
- Traders



- ◆ Memorandum of Understanding?
- ◆ Facilitate Cooperation
  - all contributors should sign
  - identify “focal points”
  - respective responsibilities
  - Service Level Agreement?
  - escalation
- ◆ Leadership!
- ◆ Authority
- ◆ Virtual Team



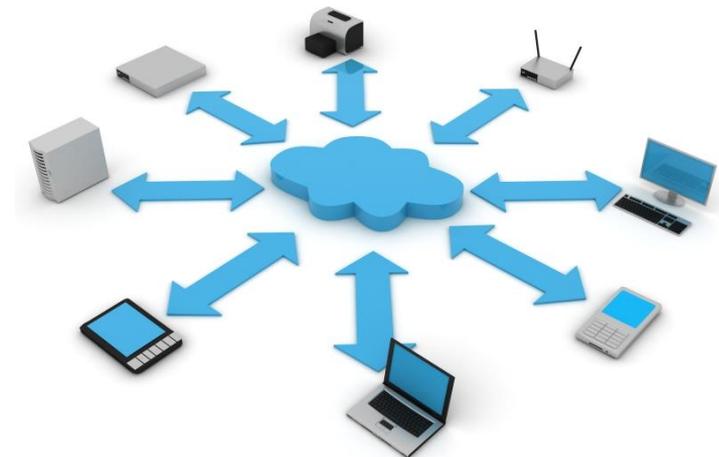
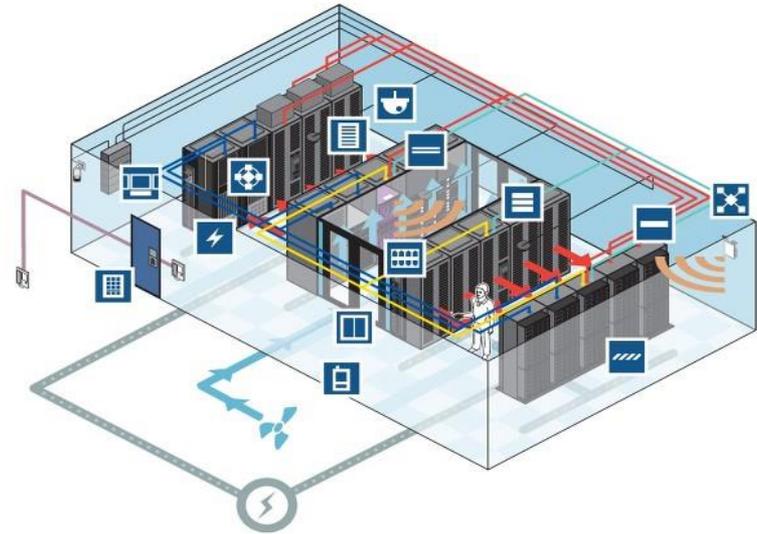
Broadly, there are 2 choices:

## ◆ Internal

- Data Centre
- Communications
- Support
- Service Level Agreement?

## ◆ Service Provider

- Annual Fee
- Cloud?
- Service Level Agreement!

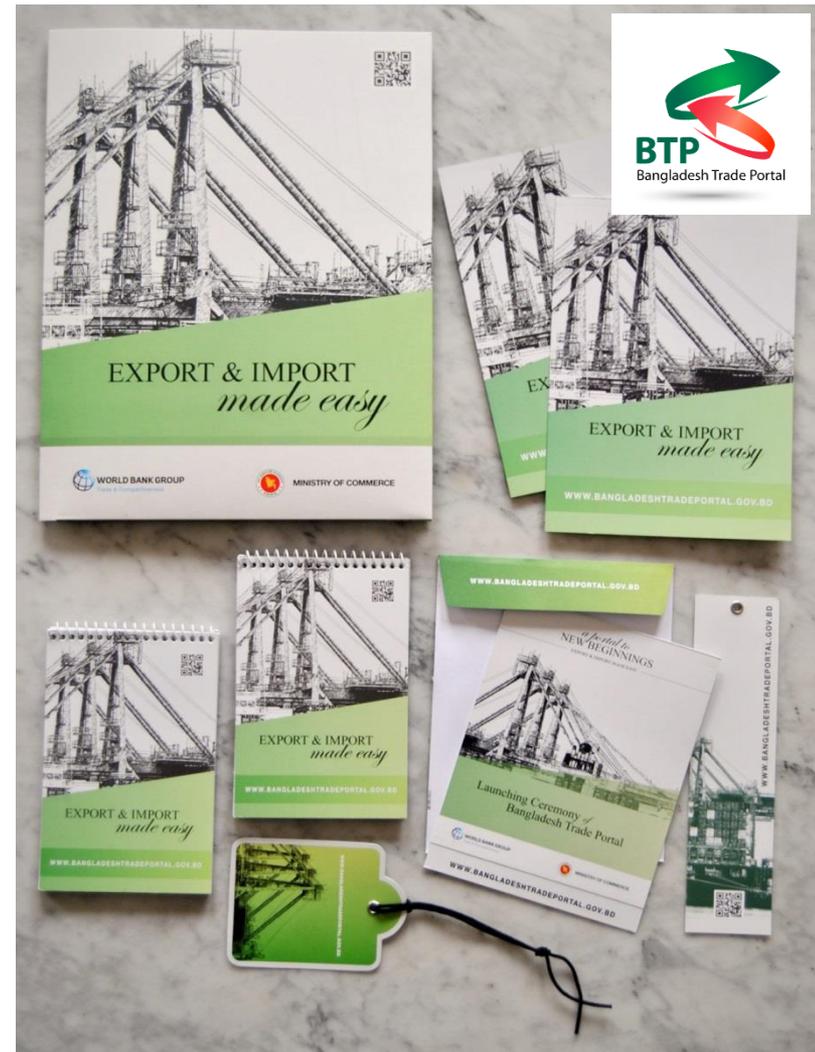


## ◆ Multiple Publicity Channels

- Brochure
- Advertising
- Video
- Advertising
- Newspaper Articles
- Workshops & Events
- Launch Event
- Social Network Channels

## ◆ Start Early!

## ◆ Agree Budget & Plan



## ◆ Macro Economic Drivers

- Trade Facilitation
- Growth in Trade Volumes
- Additional Government Revenue
- Enhanced Balance of Payments

## ◆ Micro Benefits

- Reductions in:
  - transaction processing time
  - error
  - transaction costs



- ◆ Triangulation of research results:
  - Web Statistics:
    - hit rates, dwell times etc
  - Interview & Questionnaire
    - Representative Sample of users
    - Before launch
    - 3 months post launch?
    - Annually?
  - Empirical Evidence
    - Workshops
    - Discussions
    - Feedback



## National Single Window

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# Trade Information Portals

## National Single Window



# Trade Information Portals

## National Single Window

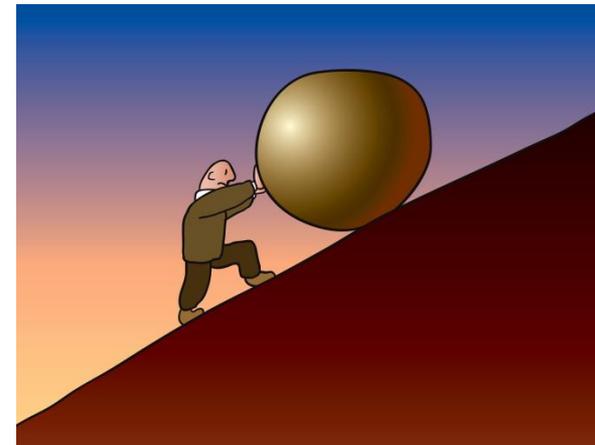


## Challenges & Risks

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- ◆ How much Content is there?
- ◆ How long will it take?
  - Identify
  - Source
  - Analyse & Understand
  - Present
  - Upload
- ◆ Sustainability?
  - **Who** will manage on an ongoing-basis?
  - Resources
  - Knowledge & Skills

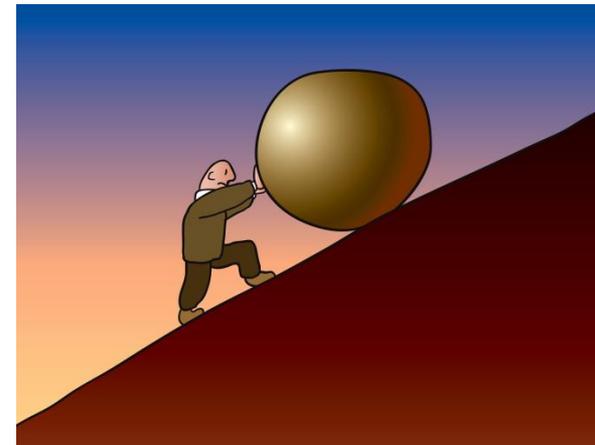


### ◆ Publicity?

- How do reach out to stakeholders?
- Which channels?
- How much to spend?
- For how long?

### ◆ Managing Expectations

- Definition of TIP?
- Private Sector market focus?
- Stakeholder Engagement



## Summary of Lessons Learned

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# Trade Information Portals

## Lessons Learned: Major Risks



Quantity of Documents?

# Trade Information Portals

## Lessons Learned: Major Risks



Sustainability

But also remember:

- ◆ **Publicity**
  - Start early
  - Regularly refresh
  
- ◆ **Software & Hosting**
  - Plan ahead
  - Be risk averse
  - Avoid re-inventing wheels

Thank you!

Questions & Answers?

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