Asian Development Bank

Trade Information Portals

Lessons Learned

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Manila, Philippines
19 September 2016
V1.2

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Trade Information Portals
Agenda

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

Source: National Board of Trade: Sweden

Trade Information Portals
Introduction

- 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
Introduction

- Trade Information Portals:

Bangladesh

BTP Bangladesh Trade Portal

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

Malawi

MALAWI TRADE PORTAL

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

Vietnam

Cổng thông tin thương mại VIỆT NAM

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

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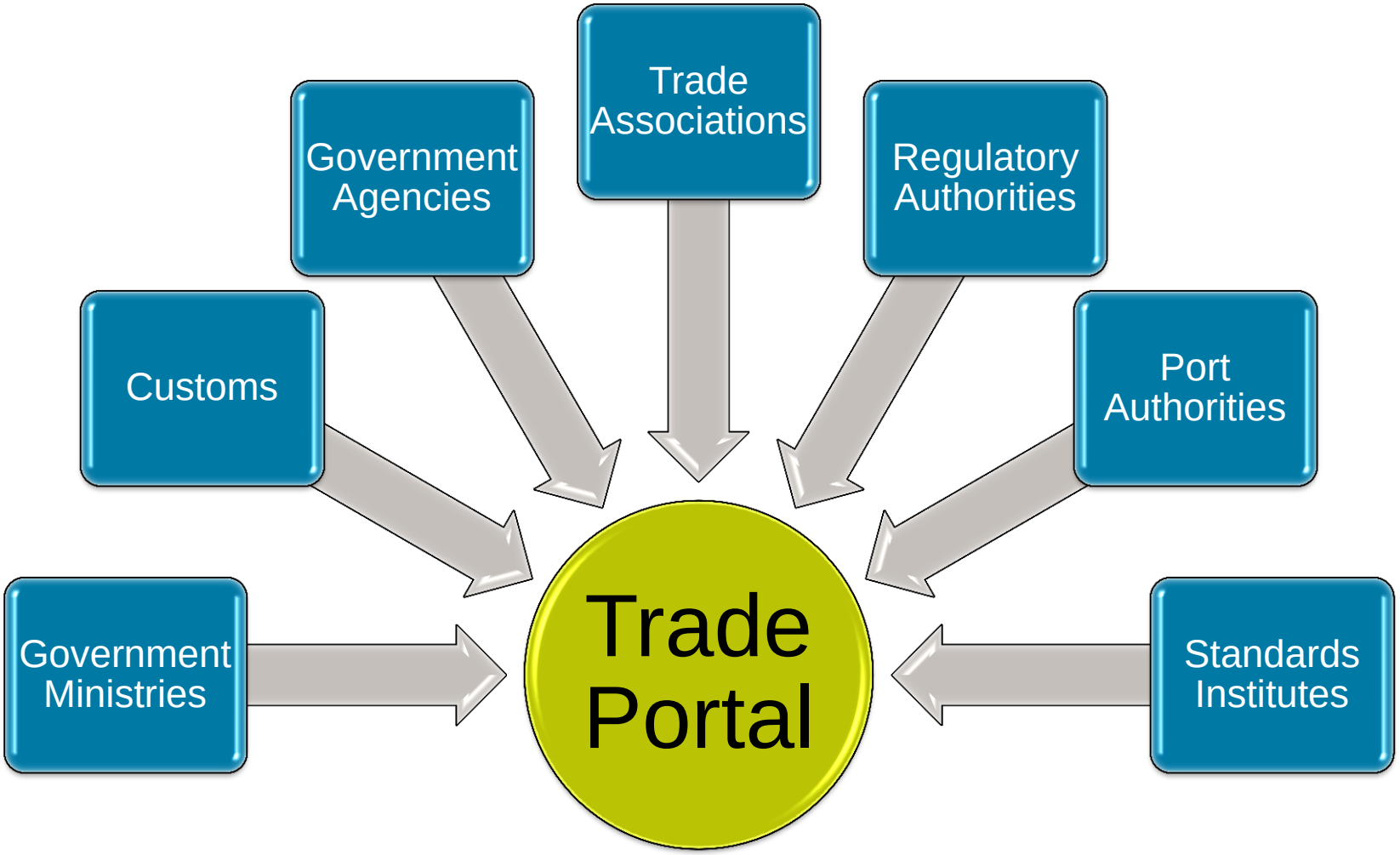
What is a TIP?

Trade Information Portals
What is a TIP?



Trade Information Portals
What is a TIP?

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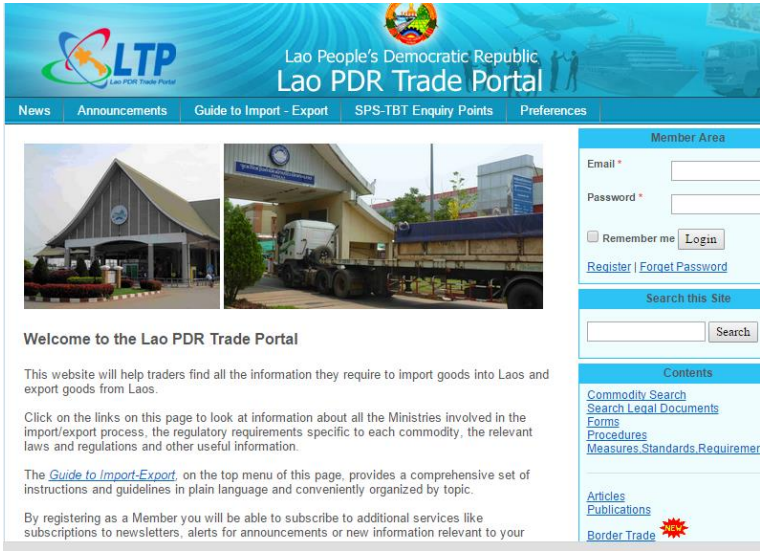
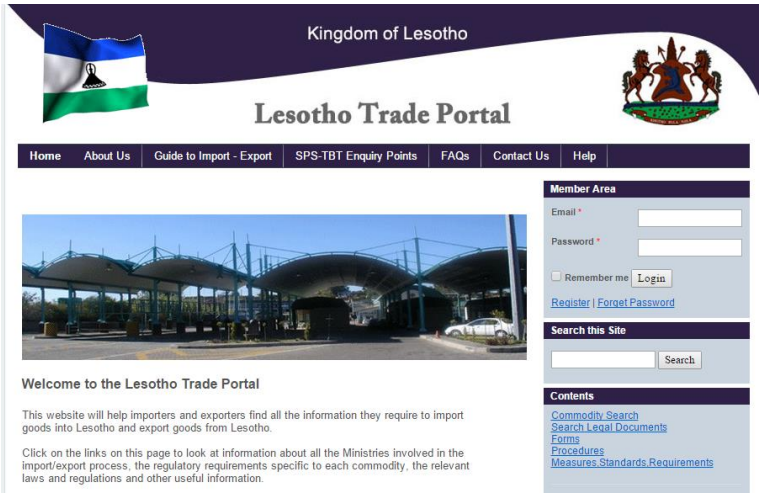
What is a TIP?





Trade Information Portals
What is a TIP?

and what it isn't?

- B2B Marketplace
- Export Promotion website
- Investment Promotion website
- Domestic trade information website
- Trade Statistices website

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

Why have a TIP?

Trade Information Portals
Why have a TIP?

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

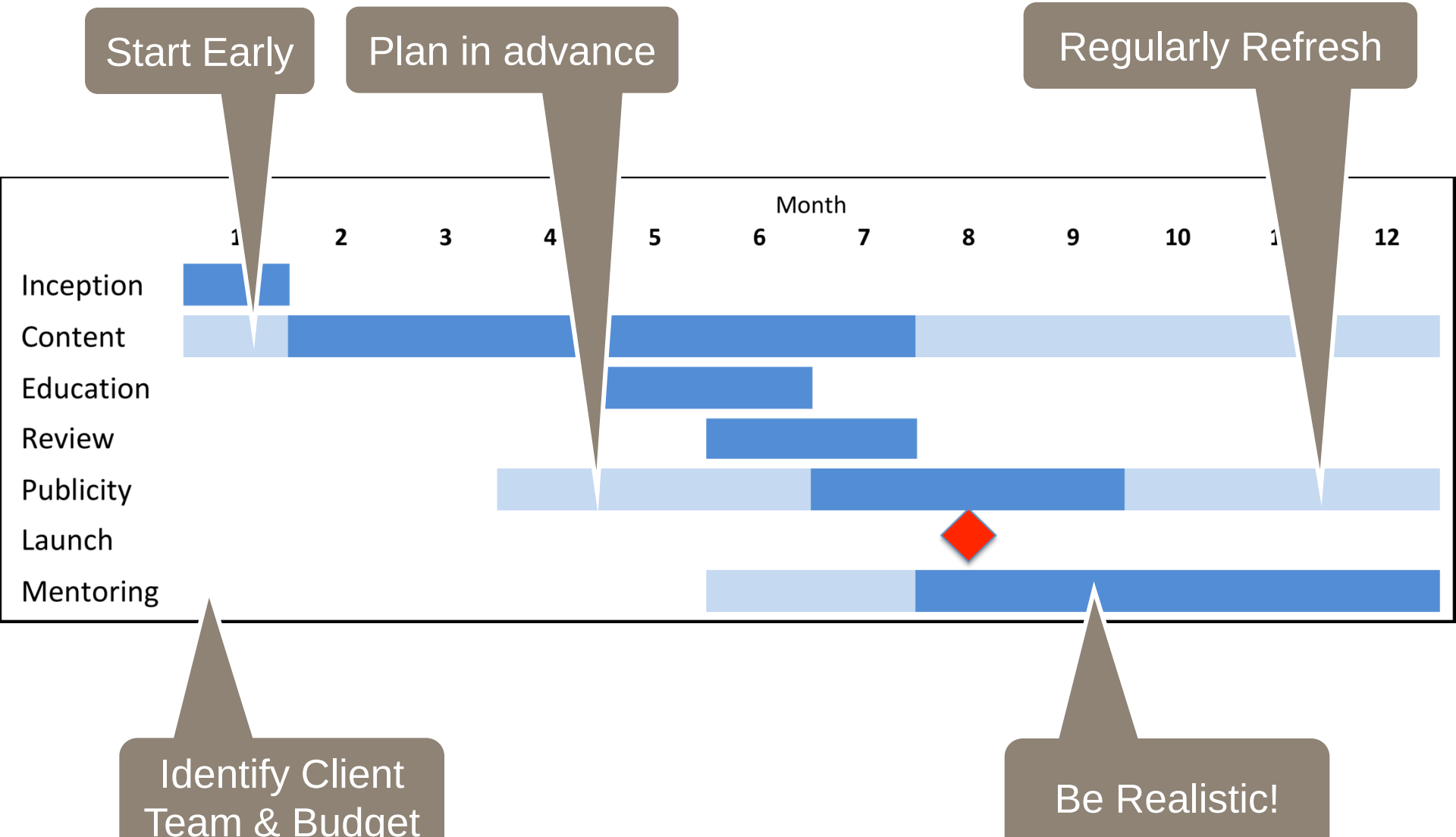
Reduce Cost

Reduce bureaucracy

Aligns WCO & WTO trade obligations, international agreements, TFAs etc.

TIP Implementation

Trade Information Portals
Indicative Timeline



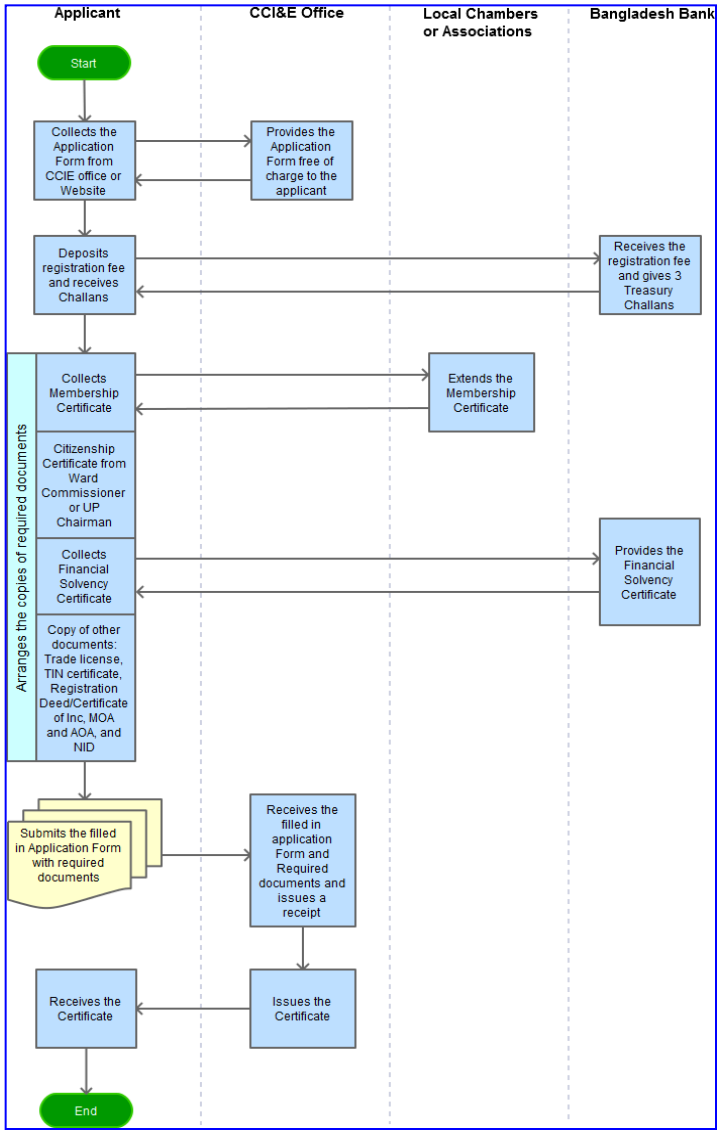
Trade Information Portals
Content

Three broad areas of possible content:

Yes	Maybe	No
Laws, rules, regulations etc which must be followed in order for goods to be imported or exported.	Non-compulsory rules etc. which a Trader may choose to follow. Where we think it will be helpful.	Laws, rules, regulations which relate to import/export/transit of services. Internationally maintained information.
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.	**Eg:** • Non compulsory procedures, laws, regulations. • Measured required to obtain export subsidies and credits • Chamber of Commerce certificates • Patent (mark) certificates	**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



Trade Information Portals
Stakeholders

- Public Sector
  - Commerce, Industry, Trade
  - Agriculture
  - Health
  - Customs
- Private Sector
  - Chambers of Commerce
  - Trade Associations
  - Logistics Sector
  - Traders

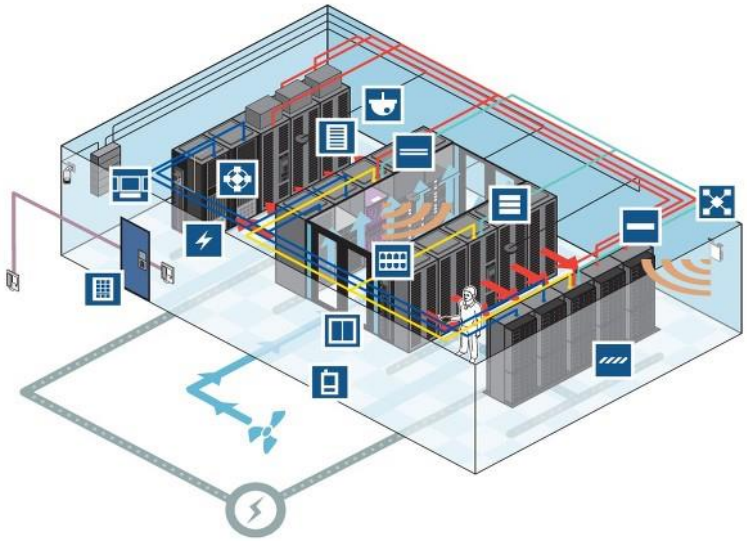
Trade Information Portals
Stakeholders

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

Trade Information Portals
Hosting

Broadly, there are 2 choices:

- Internal
  - Data Centre
  - Communications
  - Support
  - Service Level Agreement?
- Service Provider
  - Annual Fee
  - Cloud?
  - Service Level Agreement!



Trade Information Portals
Publicity

- Multiple Publicity Channels
  - Brochure
  - Advertising
  - Video
  - Advertising
  - Newspaper Articles
  - Workshops & Events
  - Launch Event
  - Social Network Channels
- Start Early!
- Agree Budget & Plan

Trade Information Portals
Evaluation?

- 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

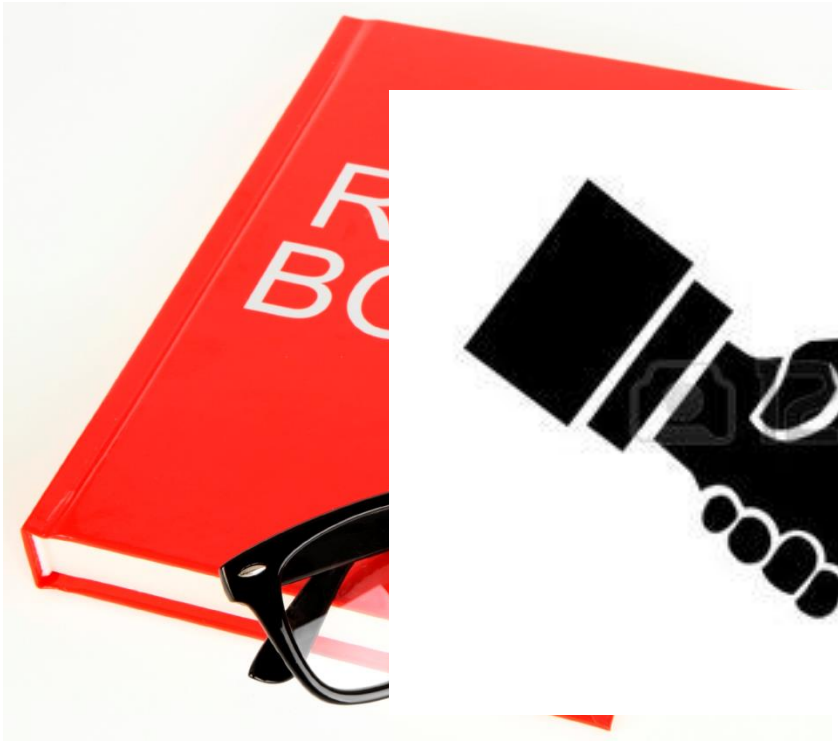
Tade Information Portals
Evaluation?

- 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

Trade Information Portals
National Single Window

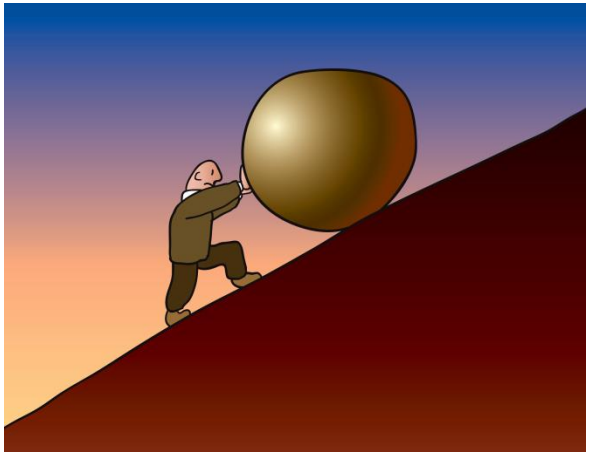
Trade Information Portals
National Single Window



Challenges & Risks

Trade Information Portals
Challenges & Risks

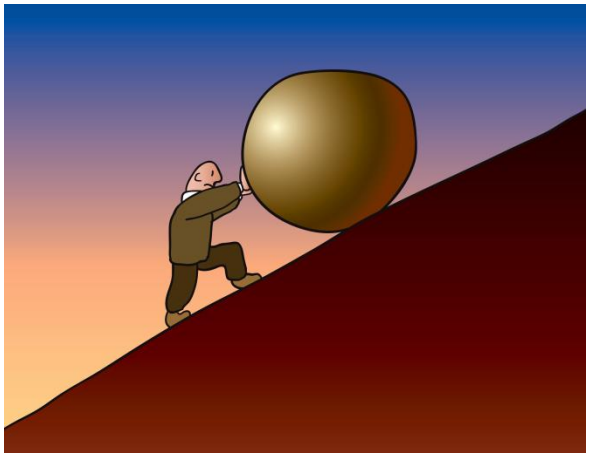
- How much Content is there?
- How long will it take?
  - Identify
  - Source
  - Analyse & Understand
  - Present
  - Upload
- Sustainability?
  - Who will manage on an ongoing-basis?
  - Resources
  - Knowledge & Skills



Trade Information Portals
Challenges & Risks

- 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

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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