

Enhancing Online National Trade Portals/Repositories

UNESCAP-ARTNeT-ITD Online Course on Trade Facilitation for Sustainable Development

Module 3 – A Governance Framework for effective NTP/Rs

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The objective of this module

is to introduce **a governance framework**
that can be used as
an assessment and roadmap model
for effective and sustainable NTRs.

This framework is a guideline on how to

- ❖ assess the “**as-is**” (how easy it is to access and understand trade regulatory info of a country)
- ❖ analyze “**difficulties-pain points/improvement opportunities**”
- ❖ generate “**recommendations**” for possible future improvement

What the country should offer – **a good NTR?**

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- ▶ **A website*** where one can obtain all information about regulatory requirements needed to undertake international trade with a particular country.
 - ▶ **from one single source** or **one single point entry**
 - ▶ **all information** necessary for traders to comply with national obligations **for clearing goods at the border** as well as **before and after clearance** **(covering import, export and transit regime)**
 - ▶ **easy to find** and **easy to understand** those legal requirements and procedures pertaining to specific goods

An aggregated regulatory information portal for trade

Whose mandate is this?

- ▶ The term “**website**” or “**portal**” here might be misleading to think that this is just a one time or website development project
- ▶ But actually, it's a national-level strategic one.
- ▶ **A good policy mandate** for every government agency is needed, e.g.

**Government as
the Business-centric Information Provider**

**Business-First Strategy, or
Government as Information Facilitator**

- ▶ Eventually in order to continuously aggregating and (one more step) harmonizing all regulatory information from all related government agencies within a country, **an institution must be established**.
- ▶ For this reason, the term “**repository**” is a better terminology as a step toward this direction!



Interestingly, in EU the term “**Trade Helpdesk**” for Exporting to EU is used. It's much more than just a web site!

What kinds of contents that should be aggregated and published on a NTR?

- ▶ descriptions and flows about procedures, required forms and documents
- ▶ rates of duties, taxes, fees and charges
- ▶ rules for the classification/valuation of products for customs purposes
- ▶ laws, regulations, and administrative rulings, e.g. rules of origin, import/export-related certificates and permits
- ▶ penalty provisions for breaches of import, export, or transit formalities
- ▶ etc.

Everything that **business people*** must understand to comply and to fulfil all regulatory requirements for conducting their international trade!

* traders, freight forwarders, customs brokers, etc.

What “as-is” development level of your country’s NTR?

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- ▶ **Does not exist**
- ▶ **Exist but** in different **silos** of information, e.g. in different government department’s websites
- ▶ **Exist** in an **aggregated** or **semi-aggregated** website **but** the information is **in-complete** Or **out-of-date**, e.g. not covering the entire spectrum of information that a trader may wish to obtain

It is quite a challenge to create such a platform where all trade regulatory information are aggregated from all gov agencies with accuracy, timeliness, completeness, ...

**A government framework
as an assessment tool and
as a continuous development roadmap
is proposed!**

A Governance Framework for Enhancing NTRs (1/2)

(a capability maturity model as an assessment tool and roadmap)

For example,
what “as-is” development level
of Thailand’s NTR?

As-Is Assessment Result of Thailand NTR
= **Maturity Level 3**

Next Improvement for Thailand
as suggested in this Roadmap
= **Maturity Level 4 and 5**

5 Areas of Improvement

	0. None	1. Initial	2. Managed	3. Standardized	4. Advanced	5. Optimized
5. Quantitative Continuous Improvement	No NTP/R	Trade portal exists but managed informally or without inter-agency policy support	NTP/R exists but managed in different siloes or contents not consolidated from all agencies	NTP/R exists with consolidated contents from all regulatory agencies (expected content are availability)	NTP/R exists with consolidated contents from all regulatory agencies, with quantitative content quality assessment	NTP/R exists with consolidated contents from all regulatory agencies, quantitative content quality assessment, feedback from private sector, and systematic continuous improvement
5. Quantitative Continuous Improvement	✗	✗	✗	✗	✗	✓
4. Content Quality Quantitative Improvement	✗	✗	✗	✗	✓	✓
3. Leadership, Collaboration & Consolidation	✗	✗	✗	✓	✓	✓
2. Governance Process	✗	✗	✓	✓	✓	✓
1. Governance Structure	✗	✓	✓	✓	✓	✓

Adapted from Data Governance Readiness Assessment, <https://www.dga.or.th/th/content/920/12692/>, and Capability Maturity Model, <https://cmmiinstitute.com/>

A Governance Framework for Enhancing NTRs (2/2) (9 Critical Success Components in 3 Groups)

1. **Effective Contents** (1. accessibility, 2. relevancy/understandability, 3. features/functions/performance, 4. accuracy, 5. timeliness, 6. consistency, 7. completeness)

A. Effective Contents

2. **Leadership & Stakeholders Collaboration**
3. **Lead Agency & Mgmt/Operating Team Capability**
4. **Infrastructure & Tools** [e.g. ICT/Cloud infrastructure, Software Tools]
5. **Budgets** [ongoing adequate budget, and other resources]

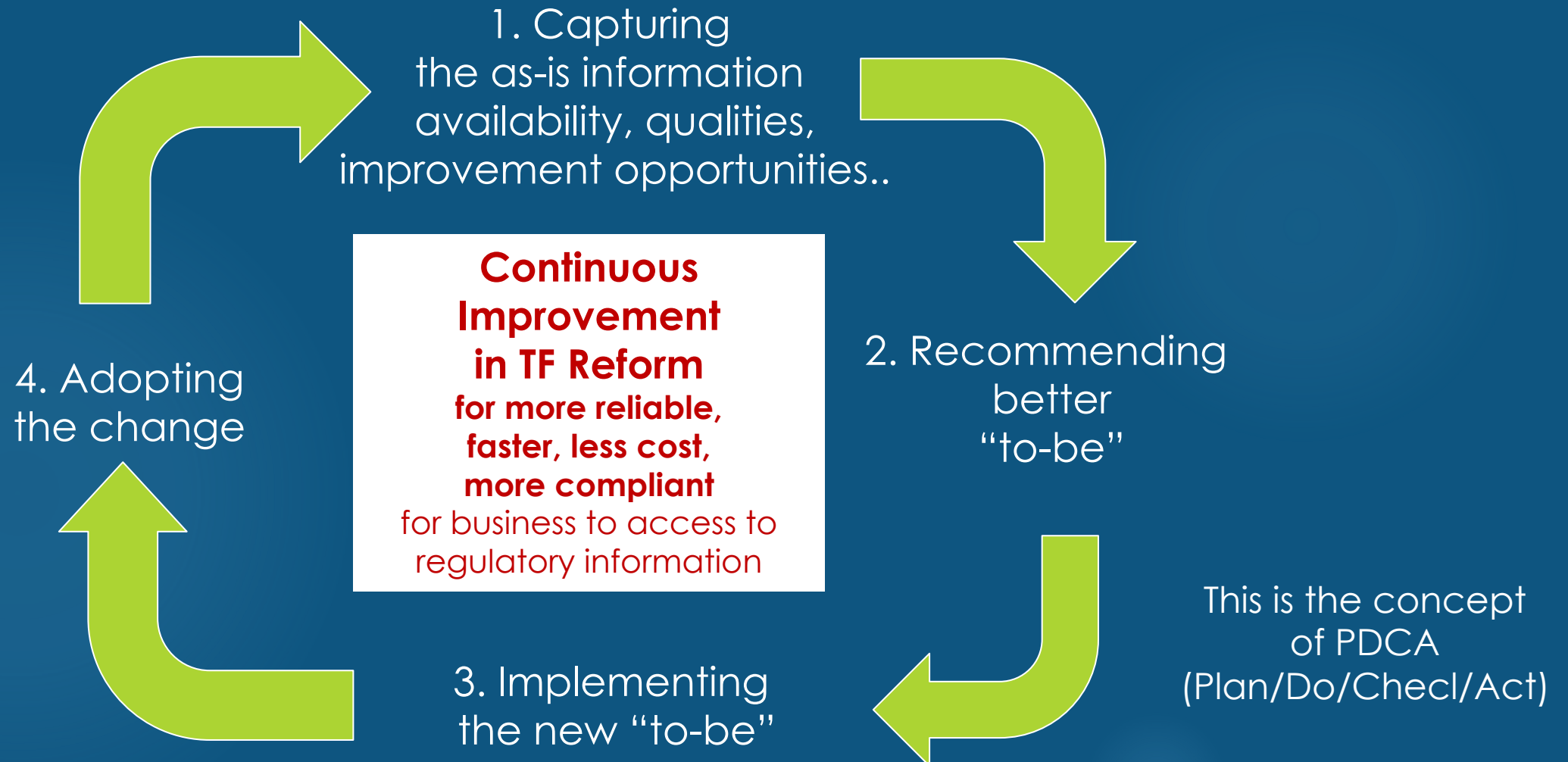
B. Sustainable Governance Structure & Resources

6. **Planning**
7. **Consolidating/Publishing** [the contents on the web portal]
8. **Operating** [ngoing operations including helpdesk, feedback, etc.]
9. **Measuring & Improving**

C. Continuous Improvement Process

Trade Facilitation Reform in how the government facilitates business with aggregate trade regulatory information at the national level!

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Module Conclusion

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A governance framework for establishing and sustaining a highly-effective NTRs

- ▶ A Maturity Model as an Assessment tool and Roadmap
- ▶ 9 Critical Success Components organized in 3 Groups

	0. None	1. Initial	2. Managed	3. Standardized	4. Advanced	5. Optimized
5. Continuous Improvement	x	x	x	x	x	✓
4. Content Quality Assessment	x	x	x	x	✓	✓
3. Leadership, Collaboration & Consolidation	x	x	x	x	✓	✓
2. Governance Process	x	x	✓	✓	✓	✓
1. Governance Structure	x	✓	✓	✓	✓	✓

1. Effective Contents

(1. accessibility, 2. relevancy/understandability, 3. features/functions/performance, 4. accuracy, 5. timeliness, 6. consistency, 7. completeness)

2. Leadership & Stakeholders
Collaboration

3. Lead Agency & Mtg/Op Capability

4. Infrastructure & Tools

5. Budgets

6. Planning

7. Consolidating/Publishing

8. Operating

9. Measuring & Improving

This Governance Framework for NTR

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Developed and adapted from the followings:

- ▶ Capability Maturity Model Integration (CMMI) - <https://cmmiinstitute.com/cmmi>
- ▶ A Data Governance Framework
[e.g. <https://www.dga.or.th/th/profile/2108/>,
<http://www.datagovernance.com/the-dgi-framework/>]
- ▶ A Model of Web Governance [Shane Diffily, <http://diffily.com/>]

Also, several inputs are from the followings:

- ▶ “Reducing the Cost of Non-Tariff Measures in ASEAN: An Exploratory Review of National Trade Repositories” [Suji Kim and Yann Duval, a UNESCAP technical paper, 2020]
- ▶ “Developing a Trade Information Portal,” the World Bank, 2012
- ▶ “draft Recommendation - Guidelines for establishing a Trade Information Portal,” UN/CEFACT – ITP-PDA/SWD TIP – P1085, public review draft, 8th July 2020.

In the next module

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We'll discuss about

- ▶ How to assess the effectiveness of the NTR in term of the accessibility and relevancy of **the expected contents that should be available on or through this repository?**

Look forward to the materials in the next module.

Thank you for your attention.