

# Enhancing Online National Trade Portals/Repositories

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

## Module 6 – Other Quality Attributes of the Contents

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# Module Objective

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To discuss about

- ▶ Other quality attributes of the contents that should be offered by an effective NTP/R.
- ▶ How they could be evaluated and improved?

# Qualities of the Contents published in a NTP/R

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- ▶ **Accessibility, Relevancy/Understandability, and Performance/Features/Functions** of the portals are important, and not too difficult to be evaluated by the users outside.
- ▶ **Other quality attributes of the content** are more important, and even more difficult to be evaluated, i.e.
  - ❖ **Accuracy** = How could the traders know that the contents are accurate?
  - ❖ **Timeliness** = Are those contents up-to-date, e.g. new rules are just enacted but the available contents have not been updated
  - ❖ **Consistency** = The contents of the same nature appear in multiple pages and there are in-conflicted, which one is correct?
  - ❖ **Completeness** = How could the traders know that all information received have already all regulatory obligations?

**Very Difficult to Achieve, and Quite Serious for Traders!**

## Legal Aspects on **Accuracy** and **Timeliness** of Contents published on NTP/R

- ▶ Accuracy and timeliness of contents published on NTP/R is particularly important for legal information, e.g. laws, regulations, notifications.
- ▶ The users must be given confidence that by acting according to the information provided on the NTP/R, they will be compliant with the laws/regulations. **Otherwise, the users may encounter possible penalties.**

**Therefore, each country's NTR must seek some ways on how to**

- ▶ **Achieve the high standard quality in order** to provide the information with accuracy and timeliness, **or otherwise**
- ▶ **Publish an appropriate disclaimer on the NTR.**

# How to increase **accuracy & timeliness of information** as published on the NTP/R?

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## **Establish/Institutionalize a High Standard Quality Governance Process** (Plan, Consolidate/Publish, Operate, Measure & Improve) (1/2)

- 1. Collaborating closely with all regulatory agencies** to aggregate and publish all relevant information from those agencies, e.g. laws, rules & regulations, procedures & documents required, forms, estimated cost & time, etc.
  - ▶ **The right data sources are needed**, i.e. knowledgeable representatives from the right regulatory agencies must participate actively during the consolidation, publications and reviewing processes of information
- 2. Enhancing the Quality of the Processes**, e.g. with peer reviews (verification/validation) of information by knowledgeable representatives during the consolidation and publication processes

# How to increase **accuracy & timeliness of information** as published on the NTP/R?

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## **Establish/Institutionalize a High Standard Quality Governance Process (Plan, Consolidate/Publish, Operate, Measure & Improve) (2/2)**

3. **Establishing quantitative measures reflecting qualities of the contents**, i.e. measuring accuracy, timeliness, consistency, completeness and relevancy of the contents **by the internal NTR's management**.
4. **Routinely receiving feedback from traders/users**, e.g. after the users have used the information obtained from the website and esp. if they faced any penalties or difficulties, or to regularly receive feedbacks and suggestions for improvement from the users
5. **Continuously innovatively improving** contents, services, process & technology of the portal, i.e. putting in places “**defect detection**” (ML-4) and then “**defect prevention**” mechanisms (Maturity Level 5).



## Examples on how to **quantitatively measure** the **accuracy & timeliness** of information?

- ▶ **Number of HS codes**, and **their tariff rates** that are **reviewed** for **accuracy** and **timeliness** by knowledgeable representatives from regulatory agencies and private sector.
- ▶ **Number of documents** - descriptions, procedures, documentary requirements, related laws and regulations that **have been periodically verified and validated** for accuracy and timeliness.

## Examples on how to **quantitatively measure** the **consistency** of information?

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- **The numbers of the same information** available/accessible from multiple sources (different official web pages/web sites) that are in conflicts, or that are in-consistent.

**Who could do it or should have the mandate to do these tasks?**

**Which agency has the authority to reconcile the existing conflicts in rules and regulations Enforced from different Ministries?**

**Which agency has been mandatorily tasked to detect these “defects”, and then escalate the issues to the right authority.**

**Have your country's NTR established such a systematic **Defect Defection Mechanism** yet?**

**Your Goal for Maturity Level 4!**



## Examples on how to **quantitatively measure** the **completeness** of information as much as possible?

The following information should be made transparent as much as possible to the user community.

- ▶ **Number of participating government agencies** in providing information for the portal (comparing to the total number of government agencies involving in regulatory trade procedures)
- ▶ **Full/complete** information, or **partial information** from each participating agency as available or published on NTP/R, or **which parts (of the published information) that are still under construction.**

# Examples on how to quantitatively measure the relevancy of information?

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Statistics about the information that may be useful to users in different aspects, e.g.

- information that are frequently accessed, e.g. this type of information should be regularly checked for accuracy & timeliness since it is of the most interest to the user community
- keywords that are searched, but no information is available, e.g. perhaps this type of information should be provided or improved
- Statistics or findings of some use case scenarios, e.g. some case scenarios could give ideas for easier accessibility improvement

# In the next module

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We'll discuss further about the concept of the capability maturity model for highly effective NTRs.

Thank you for your kind attention.

Have a good day and  
see you in the next module.