



International  
Trade  
Centre

TRADE IMPACT  
FOR GOOD

# Trade Facilitation Portals

*Facilitating trade for first-time traders and paving the way for simplification of trade procedures*

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- 1 Introducing Trade Facilitation Portals
- 2 Demonstrating the use of Trade Facilitation Portals
- 3 Trade Facilitation Portals as a tool for the simplification of procedures

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# What is a Trade Facilitation Portal

*A Trade Facilitation Portal (TFP) is a **one-stop-shop** providing all information on trade procedures in an easily accessible manner.*

Online platform designed for traders ...

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providing useful, clear, precise and up-to-date information ...

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on import, export and transit formalities.



# Greater transparency and participation of business in trade

## Problem



**Lack of information** forces traders to invest additional time and resources to understand regulations, laws, and trade-related procedures. It also often leads to **lack of compliance with regulations**



## How TFP addresses it

Trade Facilitation Portals increase transparency, thereby reducing time and costs for traders.



**Lack of understanding of trade requirements** creates challenges for businesses. Many traders, SMEs in particular, do not have the financial and technical resources to navigate the procedures.



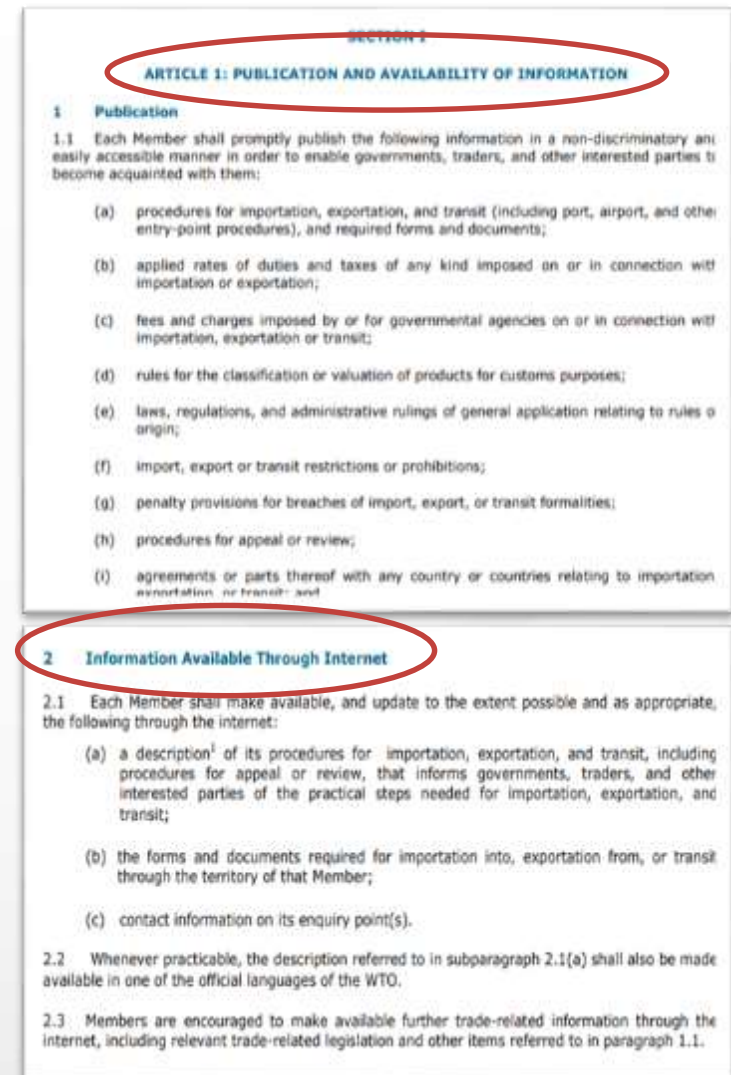
Trade Facilitation Portals make it easy for all traders to understand and comply with trade formalities.

# Compliance with the WTO Trade Facilitation Agreement

## Article 1.2:

*“ each Member shall make available through the internet a description of its procedures for importation, exportation and transit of goods ”*

By making available information on the practical steps needed for trade procedures, **Trade Facilitation Portals enable governments to become more compliant** with Article 1 of the TFA.



# TFP objectives and benefits

## Objectives

- ✓ Provide trade-related information from traders' point of view in an easily accessible manner
- ✓ Increase transparency of trade procedures
- ✓ Identify inefficiencies, redundancies and bottlenecks
- ✓ Identify opportunities for procedural simplification
- ✓ Measure impact of simplification reforms

## Benefits

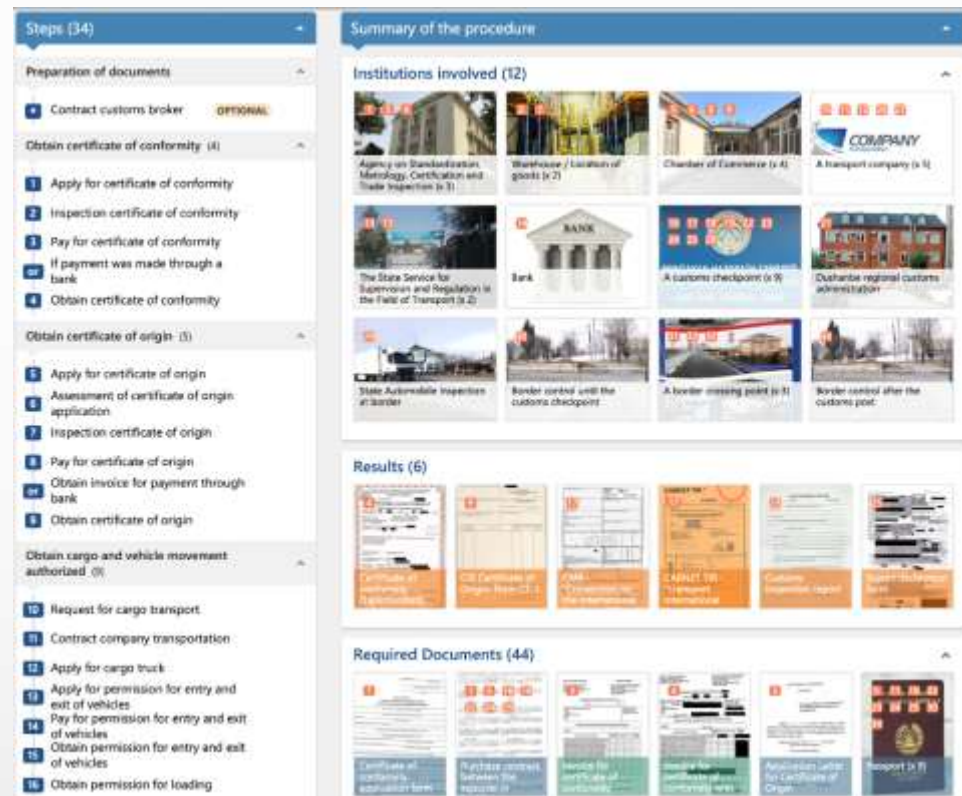
- ✓ Increases compliance and predictability of border formalities
- ✓ Standardize border agencies' procedures and requirements
- ✓ Possibility to compare trade procedures with other countries and set international benchmarks
- ✓ Reduces time and costs for traders
- ✓ Greater competitiveness of trade

# Trade Portal Standard Functionalities

*Trade Facilitation Portals include 4 standard functionalities:*



**Step-by-step description  
of trade formalities**



The screenshot displays a web application interface for trade formalities. It is divided into two main sections: 'Steps (34)' and 'Summary of the procedure'.

**Steps (34):** This section lists 34 steps, grouped into four main categories:

- Preparation of documents:**
  - 1. Contract customs broker (OPTIONAL)
- Obtain certificate of conformity (4):**
  - 1. Apply for certificate of conformity
  - 2. Inspection certificate of conformity
  - 3. Pay for certificate of conformity
  - 4. Obtain certificate of conformity
- Obtain certificate of origin (5):**
  - 5. Apply for certificate of origin
  - 6. Assessment of certificate of origin application
  - 7. Inspection certificate of origin
  - 8. Pay for certificate of origin
  - 9. Obtain invoice for payment through bank
  - 10. Obtain certificate of origin
- Obtain cargo and vehicle movement authorized (6):**
  - 11. Request for cargo transport
  - 12. Contract company transportation
  - 13. Apply for cargo truck
  - 14. Apply for permission for entry and exit of vehicles
  - 15. Pay for permission for entry and exit of vehicles
  - 16. Obtain permission for entry and exit of vehicles
  - 17. Obtain permission for loading

**Summary of the procedure:** This section provides a visual overview of the process, including:

- Institutions involved (12):** A grid of 12 images representing various institutions involved in the process, such as 'Agency on Standardization, Metrology, Certification and Trade Inspection (x 3)', 'Warehouse / Location of goods (x 2)', 'Chamber of Commerce (x 4)', 'A transport company (x 1)', 'The State Service for Supervision and Regulation in the Field of Transport (x 2)', 'Bank', 'A customs checkpoint (x 9)', 'Customs regional customs administration', 'State Automobile Inspection at Border', 'Border control until the customs checkpoint', 'A border crossing point (x 3)', and 'Border control after the customs point'.
- Results (6):** A grid of 6 images showing the results of the process, including 'Certificate of conformity', 'Certificate of origin', 'A certificate of origin', 'A certificate of origin', 'A certificate of origin', and 'A certificate of origin'.
- Required Documents (44):** A grid of 44 images showing the required documents for each step, including 'Certificate of conformity', 'Certificate of origin', 'A certificate of origin', 'A certificate of origin', 'A certificate of origin', and 'A certificate of origin'.

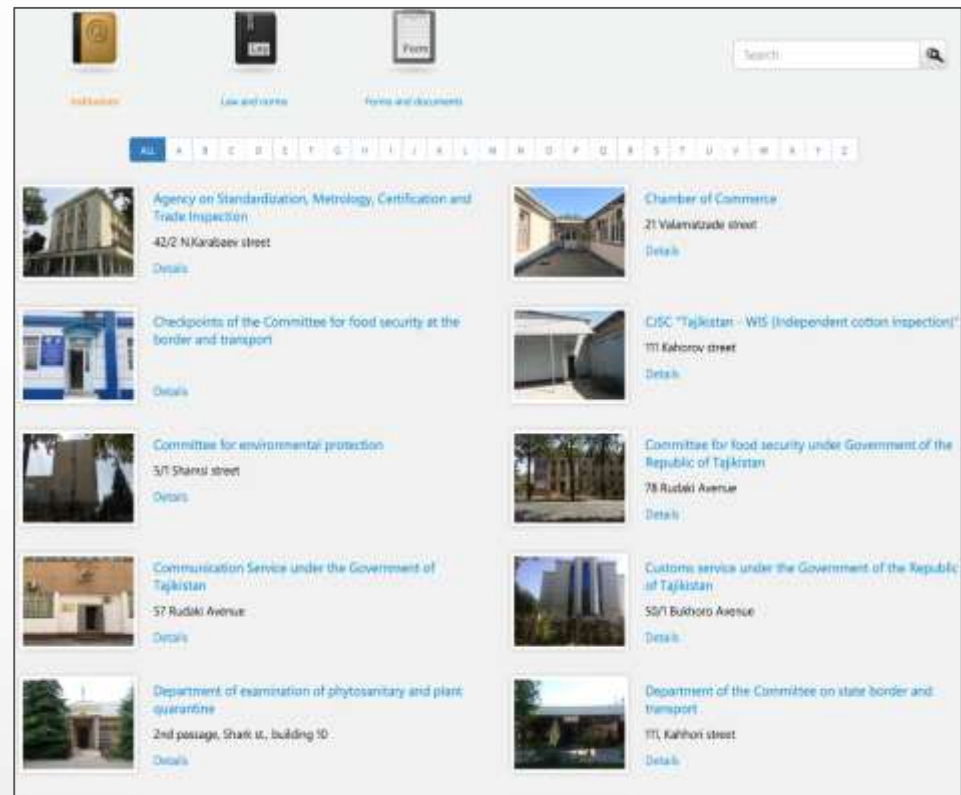


# Trade Portal Standard Functionalities

*Trade Facilitation Portals include 4 standard functionalities. :*

✓ Step-by-step description  
of trade formalities

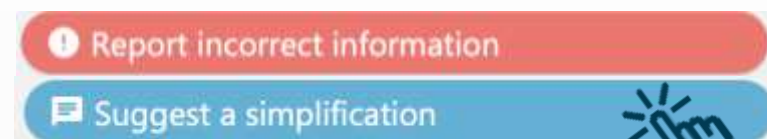
✓ Trade information directory



# Trade Portal Standard Functionalities

*Trade Facilitation Portals include 4 standard functionalities. :*

- ✓ Step-by-step description of trade formalities
- ✓ Trade information directory
- ✓ Online information point



Comments and suggestions

[Suggest modification or new procedure \(1/3\)](#)

Choose objective:

Export: ▾

Cereals: ▾

Export of cereals via road (full proced): ▾

▾

▾

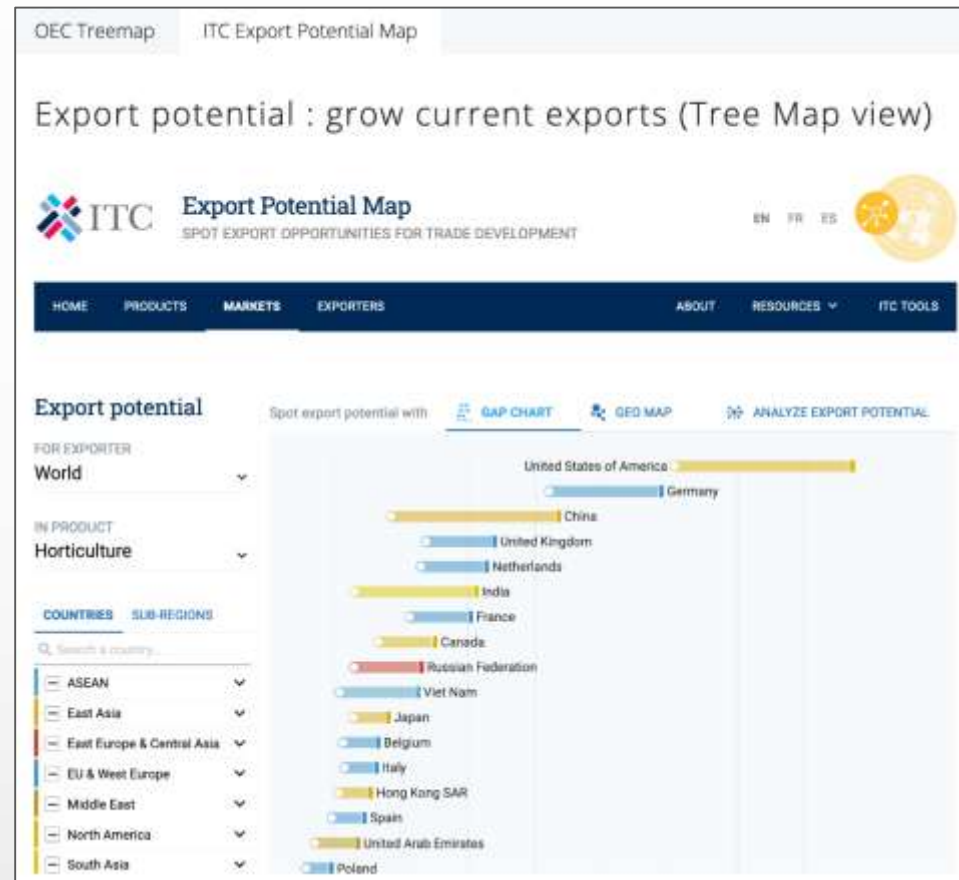
Complaint details:

Continue

# Trade Portal Standard Functionalities

*Trade Facilitation Portals include 4 standard functionalities:*

- ✓ Step-by-step description of trade formalities
- ✓ Trade information directory
- ✓ Online information point
- ✓ **Trade Statistics**



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# Demonstration



[https://www.youtube.com/watch?v=hTmzOjfIAHk&feature=emb\\_title](https://www.youtube.com/watch?v=hTmzOjfIAHk&feature=emb_title)

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# Simplification through full transparency

*“Simplification is the process of eliminating all unnecessary elements and duplications in trade formalities, processes and procedures”*

– UNECE, UN/CEFACT

➤ Full transparency of trade procedures is **a prerequisite for simplification**

- TFP fully map out trade processes
- TFP make procedures transparent and accessible

allowing  
the  
identification of

- ✓ **Inefficiencies**
- ✓ **Redundancies**
- ✓ **Bottlenecks**
- ✓ **Potential improvements**

➤ Simplification makes trade formalities simpler and more efficient, while **still allowing governments to achieve their policy objectives.**

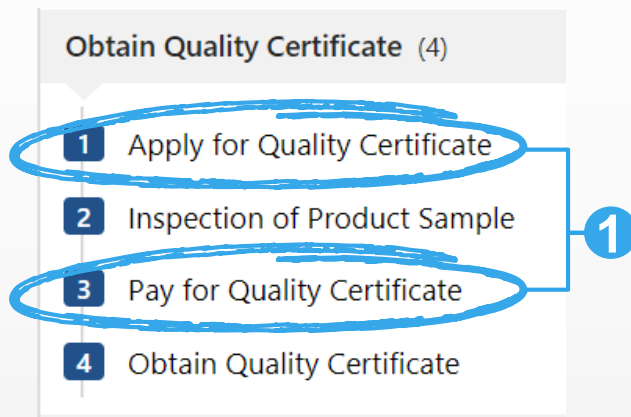
➤ **Simplification helps meet the objective of TFA Art. 10.1** whereby Members must periodically review formalities and documentation requirements with a view towards simplifying or reducing them.



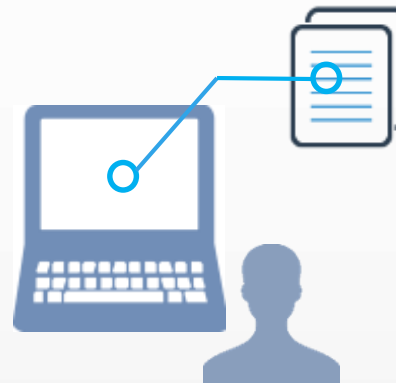
# Simplification reforms

*Various reforms can be implemented to achieve simplification of trade processes, including:*

**Streamlining** procedures  
by merging steps



**Digitisation** of steps or  
full procedures



**Harmonization** of formalities  
across border agencies





## A STEP-BY-STEP GUIDE ON FOREIGN TRADE PROCEDURES

# Example of simplification in Kenya

*Simplification of registration as importer/exporter with Kenya Plant Health Inspectorate Services (KEPHIS) based on procedures mapped on InfoTrade Kenya Portal and proposals developed by Kenya National Trade Facilitation Committee*

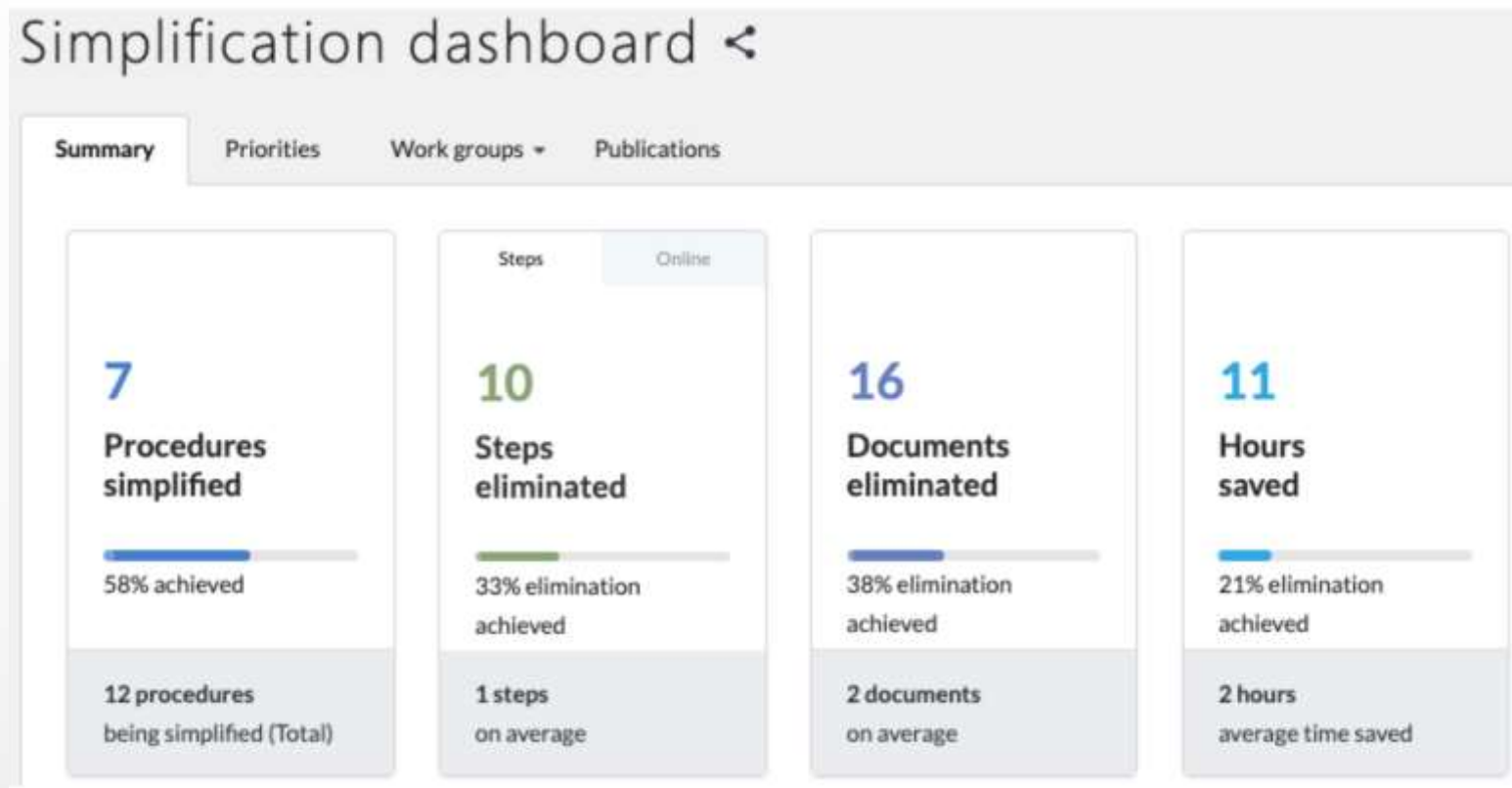
## Reduced administrative burden without any change of laws

- ✓ less steps
- ✓ fewer required documents
- ✓ less costs
- ✓ less time

Original procedure		Simplified procedure
<b>10</b> individual steps	→	<b>5</b> individual steps
<b>13</b> documents required	→	<b>2</b> documents, <i>standardized application form</i>
<b>40,197</b> KES in administrative costs	→	<b>15,287</b> KES in administrative costs
<b>28</b> days maximum	→	<b>14</b> days maximum

# Measuring simplification on TFP

*TFP provide a Simplification Dashboard that allow businesses, government agencies and policy-makers to measure impact of simplification reforms*



# International benchmarking can be used as justification for simplification reforms

TFP make it possible for users to:

- ✓ **Compare trade procedures** across countries
- ✓ **Set international and regional benchmarks**

EAST AFRICAN COMMUNITY REGIONAL TRADE INFORMATION PORTAL					
Measure	Burundi*	Kenya	Rwanda	Tanzania	Uganda
Number of steps	40	56	20	40	36
Number of institutions	8	23	11	14	14
Required documents	23	59	21	48	51
Estimated Cost (USD)	TBD	602	203	1620	961
Total Duration	25-65 days	28-126 days	1-4 days	9-29 days	12-34 days
Number of Laws	2	26	11	14	8

*\*based on provisional documentation on Burundi Trade Portal which has not yet been launched*

# Thank you for your attention

**Your  
contact  
at ITC**



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