

WORLD BANK GROUP **TRADE INFORMATION PORTALS**

OUR EXPERIENCE & LESSONS LEARNT

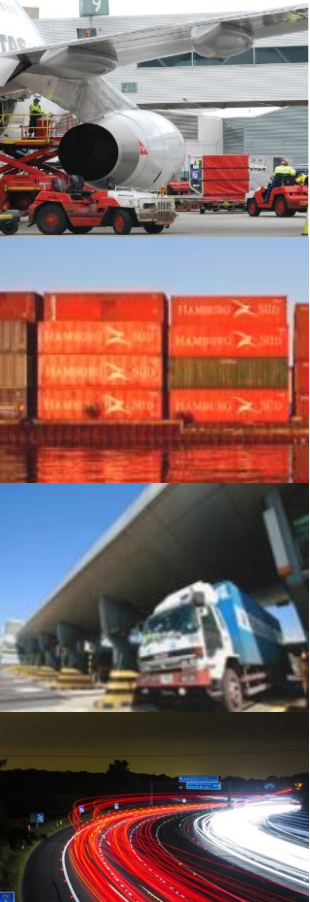


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WBG IS A MAJOR PROVIDER OF TRADE RELATED ASSISTANCE



Analysis and Diagnostics
Technical Assistance
Financing of major trade infrastructure and institutional reform projects
Research and data products (LPI/Doing Business)
Global advocacy and partnerships

The current portfolio is over \$7 billion for trade facilitation projects.

The World Bank Group has implemented more than [120](#) customs, border management and trade facilitation projects over the past 20 years that have resulted in major improvements in terms of reduced time to import and export, as well as better transparency, predictability, and reduced transaction costs for traders.



Part of this is the WBG's support to the WTO's TFA agenda through the Trade Facilitation Support Program (TFSP)

The Trade Facilitation Support Program (TFSP)

The TFSP assists developing countries in reforming and aligning their trade facilitation laws, procedures, processes, and systems toward **full and effective implementation** of the WTO TFA.

- Launched in 2014
- Hosted by the WBG - draws on the expertise of both the **World Bank** and the **International Finance Corporation**
- Designed to provide **practical** and **demand-driven** assistance with a whole of government approach
- Helps client countries identify constraints, plan reforms implementation, and align procedures with international standards covering import, export, and transit activities
- Focus includes providing support to enhance transparency and predictability through **Trade information portals and NSW systems**
- With support from:



WBG EXPERIENCE AND LESSONS LEARNT IMPLEMENTING TRADE INFORMATION PORTALS



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Why implement a trade portal?

- International Obligations
 - Article X of GATT
 - Article 1 of Trade Facilitation Agreement
 - Information to be published through Internet
 - Enquiry Points
- Transparency reduces costs both for traders and government
- Greater predictability for traders
 - Less time to discover information
 - Less likelihood of rejection because of wrong procedures
 - Less opportunity for interpretation of laws, regulations, etc.
- Transparency attracts investment

What is the World Bank's Trade Information Portal?

- NOT a *B2B Marketplace*
- NOT an *Export Promotion* website
- NOT a *domestic trade information* website

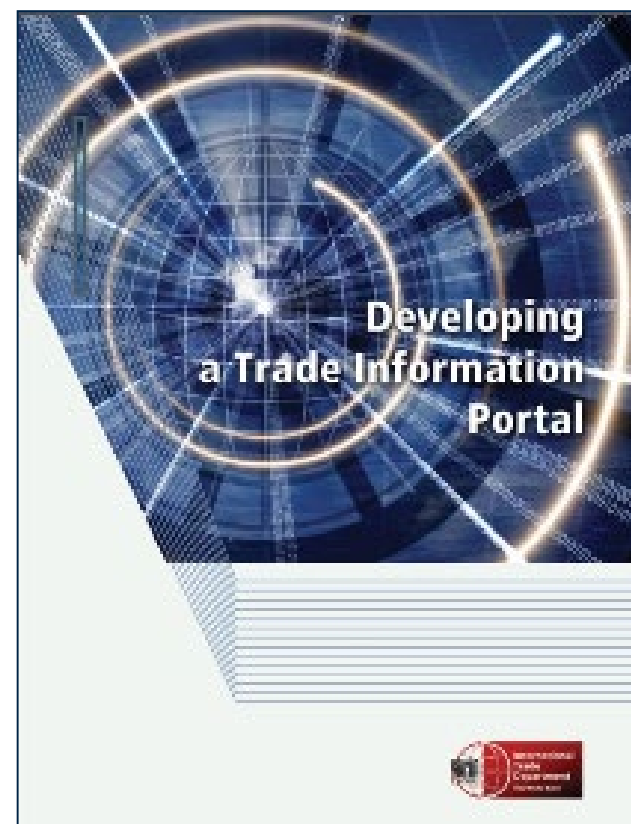
TIP is a website that contains ALL regulatory trade related information for import/export/transit combining information from all agencies involved in import/export control, e.g.:

- Customs
- Agriculture
- Health
- Quarantine
- Transport
- Science/Technology
- Etc.

The Methodology

The WB assists with the development of the Trade Information Portal by providing:

- Trade Portal Software Toolkit
- Project implementation support
- Financing for implementation and initial operation
- Technology transfer
- Ongoing hosting and software support if required



What “Information” is published on the TIP?

- All laws, regulations and other legal instruments
- All license and permit requirements, prohibitions, restrictions, SPS or TBT measures (NTMs)
- Technical standards
- Entire commodity classification and tariffs
- All procedures for license/permit application and clearance
- Copies of all forms/documents
- News, announcements
- Trade related publications
- Plain language instructions
- Trade statistics

- Optional Modules
- Market access information, and
- **Trade in Services**

The WB TIP Toolkit

A software toolkit that aligns with the Recommendation 38 & enables development of a website with specialized facilities for trade related information and “good practice” methodology for implementation and operation

Configurable “look and feel”

Database designed to allow logical structuring of information

All information indexed, cross-referenced and dynamically presented to answer traders’ queries

Contact Form for queries targeted to specific agencies

Plain language web page design facilities

Help features

Latest news, announcements, events and publications

Value added subscription facilities

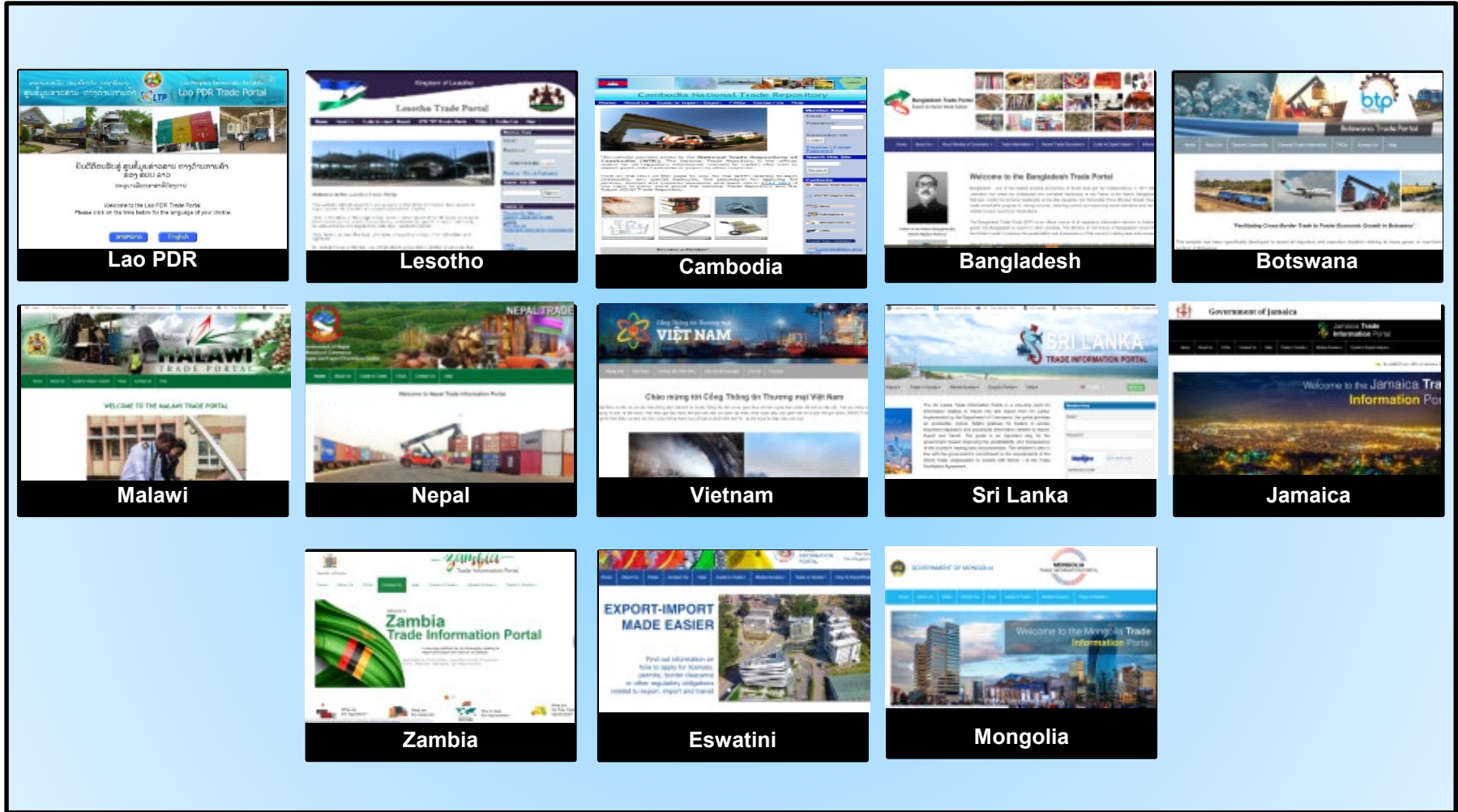
Dual language

Open Source technology

Lessons Learned - Challenges

- Lack of culture of transparency and collaboration between agencies
- Gathering unstructured information from many different agencies - (Information e.g. laws, regulations are not kept systematically)
- On-going sustainability
- Encouraging public to use the website
- Measuring the benefits of transparency
- Regional Versus National – Rec 38 critical in this regard

The History of the World Bank TIPs – 13 countries



Critical Success Factors ...



Critical Success Factors.....

- Identify lead agency with commitment and mandate for TF
- Create a collaborative management structure (e.g. Steering Committee linked to the NTFC)
- Formalize collaborative arrangements between stakeholders (e.g. MOU or legal instrument)
 - Define “information”
 - Define roles and responsibilities of Lead Agency and stakeholders
 - Define on-going collaboration
- Kept private sector involved throughout via NTFC
- Integrate into future automation - NSW
- Monitor usage and feed back “success” perception

Sustainability....

- Funding is major challenge as TIP is a new initiative and governments have to find new budget
 - It takes time to establish a new budget line
- Operational costs (e.g. hosting, support) are minimal but must be sustained
- Dedicated staff is major cost
- Start process of establishing a budget line at the outset
- Consider other funding alternatives (e.g. through NSW)

Measuring benefits....

- Conduct baseline “satisfaction” surveys before launch
- Conduct comparative surveys after launch and regularly
- Conduct online surveys
- Obtain informal feedback from the trade
- Analyze website usage statistics
 - e.g. growth in regular readership, demographics, etc.

The Trade Portal and the Single Window

Points of Convergence

Both facilities provide trade with single access point to many different government agencies

- *Potentially this could be a single portal*

Both facilities share common data, e.g. commodity classification, tariff, reference codes (currencies, places, etc.), measures...

- *System architecture could take advantage of this*

Logical step from “*how do I do this?*” to “*now let’s do it!*”

- *Common software can link and drive both processes*

TIP and SW - Synergies

Different government agencies must collaborate!

Trade Portal

- Exchange information pro-actively
- Agree mechanism for on-going operation

Single Window

- Operate a common technical and functional platform
- Agree to changes in operational model
- Agree to sharing operational information

Potential for a common management and policy making governance structure

THANK YOU!



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