



Achievements and Evolution of the export facilitation project through the postal network

EASY EXPORT



General Framework

Main objective

The objective of the project is the development of a simplified national export service based on postal infrastructure in collaboration with stakeholders for the promotion of Micro and Small and Medium Enterprises' exportations in Tunisia.

Specific objectives

- ❖ Reducing bureaucracy and simplifying export procedures.
- ❖ Reducing exportation times by minimizing shipping times and controlling customs clearance times.
- ❖ Reducing costs.
- ❖ Easing foreign trade formalities
- ❖ Promoting economic inclusion of Micro and Small and Medium Enterprises through the postal network.

Deliverables at the beginning

- ❑ Establishment of an Easy Export One-Stop-Shop as a structure acting as a single point of contact and focal point for the project's members.
- ❑ Creation of a web portal allowing MSMEs to access information relating to the Easy Export solution and to submit their membership applications online.
- ❑ Provision of value-added services to complete exportation procedures within a day (technical export control, bank domiciliation of the commercial invoice and customs clearance of the shipment)
- ❑ Establishment of exportation support mechanisms (Possibility of subsidizing transport costs at a rate of 50% by FOPRODEX).
- ❑ Continuous supervision of the MSMEs benefiting from the Easy Export Project and sensitization of other MSMEs to encourage them to join the Easy Export Project

Easy Export



One-stop-shop
(Postal network)

Website
www.easyexport.com.tn

Added value
Advice+clearance
+50% discount on
transport costs

Start date 21/02/2019



Replication of the experience in 12 regions in 2020

Gabes



Tozeur



Sfax



Le Kef



Bizerte



Nabeul



Sousse



Easy Export/Achievements in 2021

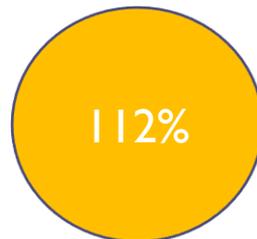
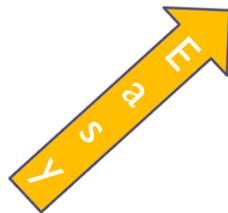
	Deliverables	Achievements
1	Establishment of the Easy Export One-Stop-Shop as a structure acting as a single point of contact and focal point for the project's members.	<ul style="list-style-type: none"> ❑ 12 Easy Export One-Stop-Shops since August 2020 in 12 out of 20 regions in Tunisia. ❑ Generalization programme (all regions).
2	The creation of a web portal allowing MSMEs to access information on the Easy Export solution and submit their applications online.	<p>www.easyexport.com.tn (with a PDF downloadable Easy Export guide)</p>
3	Provide value-added services to complete exportation procedures within a day (technical export control, commercial invoice bank clearance and shipment clearance)	<ul style="list-style-type: none"> ❑ Establishment of 20 customs centers in the regions. ❑ Training of 46 postal agents in transit and customs clearance. ❑ Deployment of TTN (Electronic Single Window for foreign trade formalities) in all regions (currently 12 regions).
4	Acceleration of the implementation of procedures and measures provided for by the regulations to facilitate exportation procedures in the context of e-commerce (Decree 1743 of 1994 modified in 2000)	The implementation of the special regime for exportations in the context of e-commerce allowing the e-exporter to export for a whole month by means of a global customs declaration within 15 days following the month of exportation (March 2022).
5	Establishment of exportation support mechanisms (Possibility of 50% subsidy of transport costs by FOPRODEX).	More than 27,600 shipments through the program to 84 countries with a grant of more than 2.2 million dinars since the beginning in 2019.
6	Continuous supervision of the MSMEs benefiting from the Easy Export Project and sensitization of other MSMEs to encourage them to join the Easy Export Project	<p>Participation in trade exhibitions and fairs for crafts, agriculture, technology, etc. FORUM: SITIC Africa/AFRICA STARTUP GATE SUMMIT /SIAMAP</p> <p>Regional awareness days in partnership with national institutions involved in the foreign trade process and those with support mechanisms for MSMEs.</p>



Main Indicators

Number of items	Grants awarded in 2019 by easy export(DT)	
77	5,135.000	February
143	6,858.000	March
266	15,916.500	April
477	27,504.000	May
813	39,339.000	June
1,268	54,994.500	juillet
531	34,241.000	August
489	33,890.500	September
348	22,640.500	October
4,412	240,519.000	Total

Number of items	Grants awarded in 2020 by easy export (DT)	
279	19,106.500	January
278	27,903.500	February
156	13,764.500	March
237	19,061.000	April
687	51,198.000	May
685	55,682.000	June
1,148	92,535.500	juillet
1,046	86,180.000	August
809	78,250.000	September
733	87,026.500	October
1,680	14,7978.500	November
1,377	95,617.000	December
9,362	774,303.000	Total

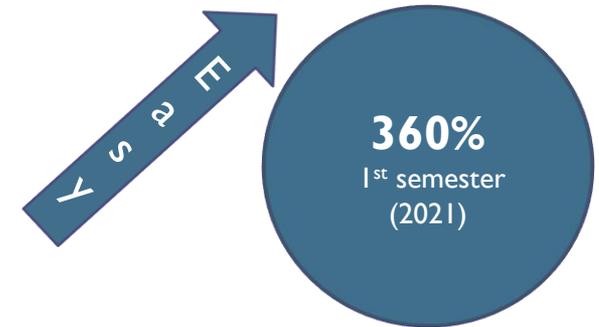


Increase in the fund allocated for subsidies from 300 Thousand Dinars in 2019 to one Million Dinars for 2020



Main Indicators

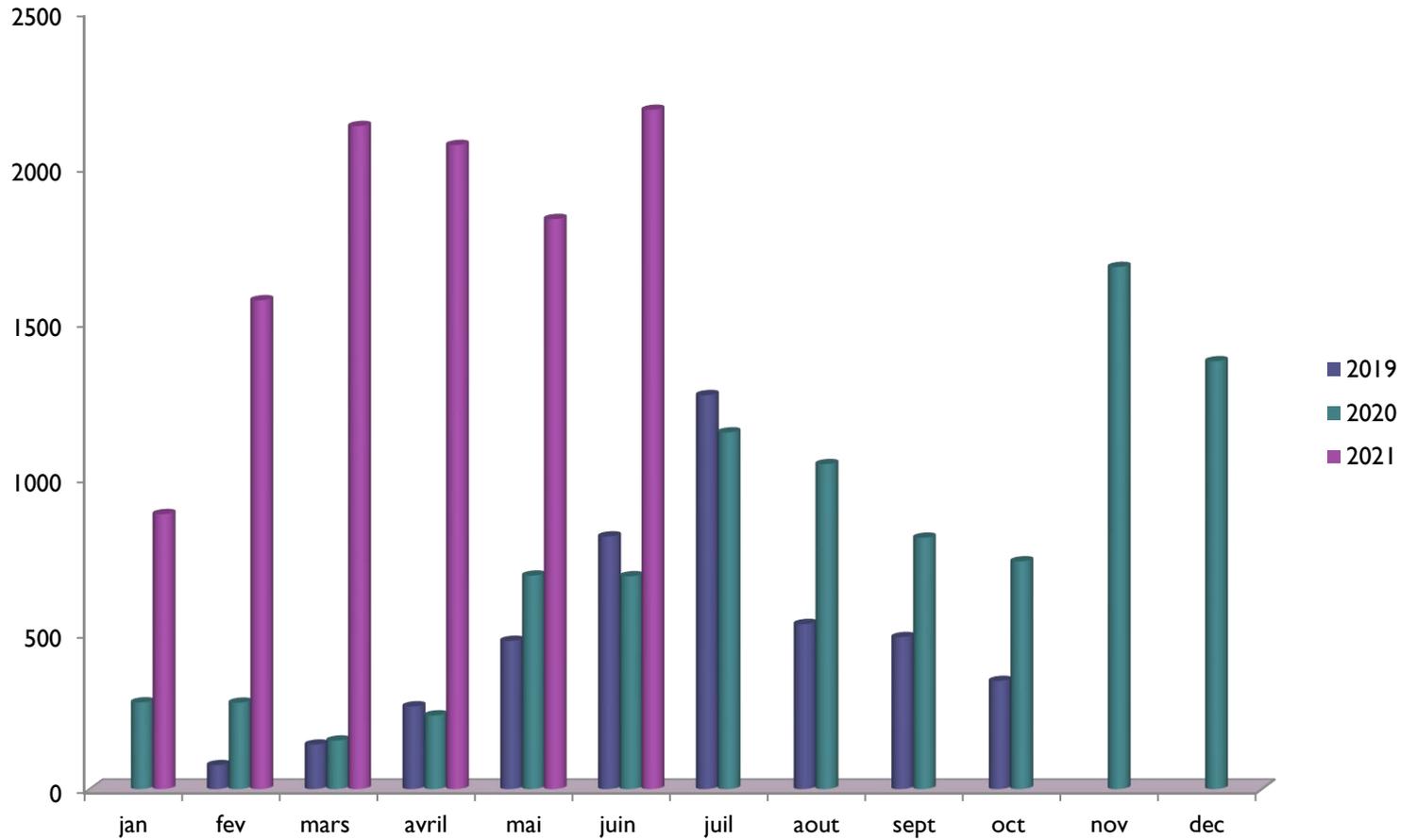
Easy Export 2021		
Month	Number of items	Grants awarded (DT)
Jan-21	885	7,1682.000
Feb-21	1,573	114,606.500
March-21	2,133	149,636.500
Apr-21	2,072	160,879.500
May-21	1,834	126,609.500
Jun-21	2,185	150,554.500
Jul -21	1,204	104,938.500
Total	11,886	878,907



Amount of the grant allocated for 2021 is one Million Dinars



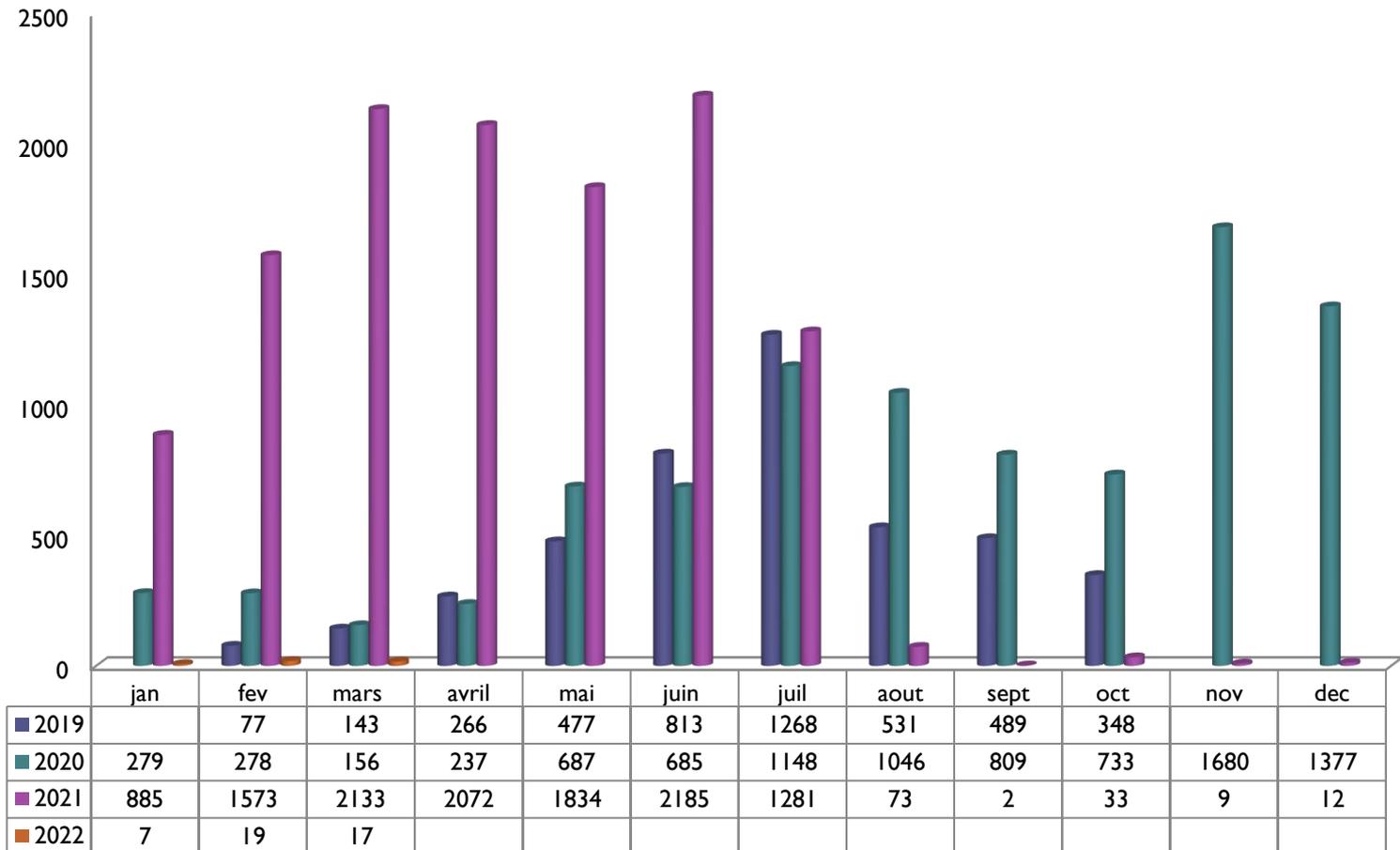
Evolution of the number of shipments since 2019





Evolution of the number of shipments since 2019 (After the grant)

Number of Easy Export shipments before and after the grant (Service suspended since July 2021)

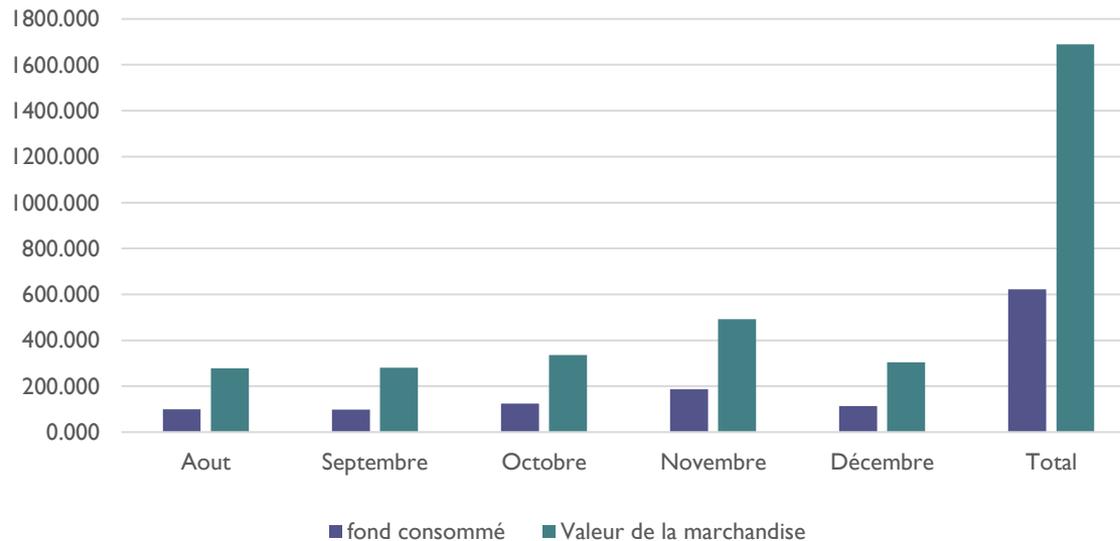




Evolution of the value of exportations from August 2020 to December 2020

Month	Amount of the grant (DT)	Value of the merchandise (DT)
August	100,179.000	277,348.091
September	98,036.000	279,973.506
October	123,810.000	335,832.428
November	186,093.500	492,301.705
December	113,988.000	303,850.470
Total	622,106.500	1,689,306.200

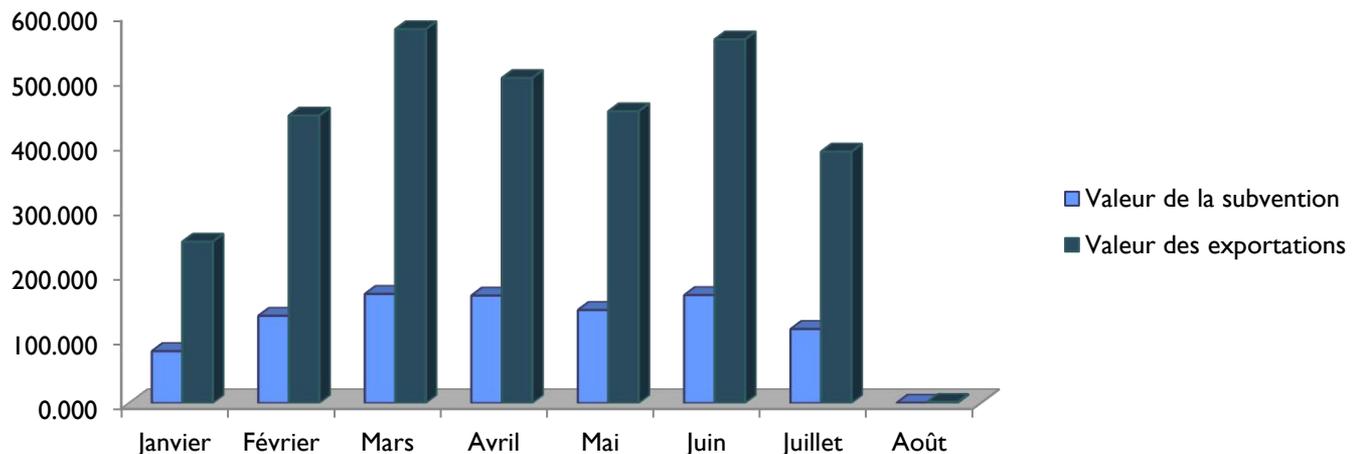
Evolution of the value of exportations Easy Export





Evolution of the value of exportations during the 1st semester 2021

Month	Number	Value of the grant (DT)	Value of the merchandise (DT)
January	1,083	80,451.000	249,608.264
February	1,989	134,991.500	444,588.511
March	2,493	168,829.500	578,013.676
April	2,423	166,324.000	502,658.602
May	2,127	143,950.000	451,109.777
June	2,444	167,023.500	562,170.507
July	1,298	114,568.500	388,724.600
August	12	701.500	1,905.550
Total :	13,869	976,839.500	3,178,779.487





Exports by country of destination

ITALIA	358	1.53%
JAPAN	41	0.51%
JORDAN	2	0.01%
KUWEIT	17	0.20%
LA REUNION	4	0.08%
LAOS	1	0.01%
LATVIA	1	0.00%
LEBANON	2	0.01%
LUXEMBURG	12	0.07%
MALAYIA	11	0.12%
MALTA	7	0.04%
MOROCCO	5	0.03%
MARTINIQUE	5	0.07%
MAYOTTE	1	0.00%
MEXICO	7	0.06%
MONACO	2	0.01%
NIGER	8	0.34%
NIGERIA	1	0.05%
NORWAY	27	0.15%
NEW ZEALAND	21	0.21%
OMAN	2	0.01%
THE NETHERLANDS	78	0.45%
PHILIPPINES	1	0.01%
POLAND	6	0.02%
PORTUGAL	6	0.03%
PUERTO RICO	6	0.05%
QUATAR	62	0.78%
D.R. CONGO	1	0.01%
CZECH R.	16	0.13%
ROMANIA	10	0.07%
UNITED KINGDOM	895	4.64%
RUSSIA	6	0.01%
SINGAPORE	60	0.78%
SLOVAKIA	4	0.02%
SLOVENIA	1	0.01%
SUEDE	53	0.40%
SWITZERLAND	162	0.94%
SWAZILAND	1	0.01%
TAIWAN	4	0.04%
CHAD	2	0.05%
THAILAND	3	0.02%
TURKEY	10	0.04%
USA	5,817	58.49%
YUGOSLAVIA	2	0.01%
Total	13,869	

Country	Number	% compared to the overall
SOUTH AFRICA	6	0,07%
ALGERIA	1	0,01%
GERMANY	534	2,66%
SAOUDI ARABIA	32	0,19%
AUSTRALIA	218	1,95%
AUSTRIA	33	0,18%
BAHRAIN	4	0,02%
BELGIUM	128	0,56%
BIELARUSS	1	0,00%
BOSNIA HERZEG	3	0,01%
BRAZIL	2	0,01%
BRUNEI DARESSALAM	1	0,01%
BULGARIA	2	0,01%
CANADA	545	3,84%
CHILI	2	0,01%
CHINA	5	0,08%
CHYPRE	5	0,04%
GRENADA	1	0,01%
COLOMBIA	1	0,01%
SOUTH KOREA	7	0,12%
COTE D'IVOIRE	1	0,01%
CROATIA	3	0,01%
DENMARK	19	0,12%
EGYPT	5	0,03%
UNITED ARAB EMIRATES	37	0,27%
SPAIN	136	0,66%
ESTONIA	4	0,06%
FINLAND	23	0,12%
FRANCE	4,208	16,15%
FRENCH GUIANA	3	0,03%
FRENCH POLYNESIA	2	0,02%
GEORGIA	1	0,01%
GIBRALTAR	1	0,00%
GREECE	23	0,14%
GUADELOUPE	9	0,26%
HONG KONG	38	1,31%
HUNGARY	13	0,09%
MAURITIUS	1	0,01%
INDIA	5	0,07%
INDONESIA	1	0,01%
IRELAND	61	0,30%
PALESTINE	3	0,03%



Challenges and lessons

Challenges	Lessons learned
<p>Maintaining stakeholders' support for the project owing to the postal operator's commitment.</p>	<p>-Expand coordination between stakeholders by signing specific bilateral and multilateral agreements.</p> <p>Need for the involvement of stakeholders and their commitment to preserve the fundamentals of the project.</p> <p>It is recommended that the UPU seek the involvement of United Nations bodies specialized in trade facilitation to support this program at the regional level, in particular UNCTAD,WTO,WCO, ITC,..</p>
<p>Sensitizing and supervising MSMEs and support them to carry out their entrepreneurial projects and include them in the economic sphere.</p>	<p>-Provide a support and supervision post-export plan for MSMEs: Work to be done by the national institutions concerned before the phase of joining the Easy Export program.</p> <p>-The importance of research and coordination with international support programs for entrepreneurship and entrepreneurship.</p>
<p>Digitizing the end-to-end process</p>	<p>Provide a technological and IT development plan with the provision of the equipment and resources necessary for digitizing the process</p>
<p>Facilitating access to the markets of neighboring countries</p>	<p>Negotiate international trade agreements with postal operators in neighboring countries to create export opportunities to these markets</p>

Perspectives for improvement of Easy Export

One-stop shop duplication

- Generalisation of the Easy Export One-Stop Shop in all regions of Tunisia

Relaxation of the regulatory framework

- Study of proposals for the amendment of the regulatory framework in order to ease the exportation procedures and formalities in the framework of the Easy Export programme

Progressive digitization of exportation procedures via Easy Export

- Integrating the information systems of all parties involved in the exportation process (Post Office, Customs, Airlines, TTN, etc.).
- Carrying out all or part of the exportation procedures via the website www.easyexport.com.tn

Negotiation of bilateral cooperation frameworks for trade facilitation

- Partnership project with postal operators to market Tunisian products online and ensure logistics via Easy Export



Thanks for your attention



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