

WORK PLAN FOR THE ESTABLISHMENT AND OPERATION OF A TRADE POINT

Before starting the implementation of the Work Plan below, the Government and institutions wishing to set up a Trade Point can obtain a full set of supporting documentation from UNCTAD

1. Assessment of local conditions regarding potential participation in the Trade Point Programme

Done by: the Government; UNCTAD (a preparatory mission is organized if funding is available)

Supporting documentation: Preconditions for the establishment of a Trade Point – checklist for Governments
Terms and conditions applicable to technical assistance provided by UNCTAD to Trade Points
Model for a Government request concerning the establishment of a Trade Point

Action:

- Assess the need for Trade Point services in the country.
- Evaluate trade support services provided by different institutions in the country and, after consultations with UNCTAD, identify the institution that will take the lead in the establishment of the Trade Point (including the person/coordinator responsible for liaising with UNCTAD).
- Send a letter from the Government to UNCTAD requesting assistance in the establishment of a Trade Point.

2. (Self-)assessment of the organization designated to lead the creation of the Trade Point, as well as its potential partner institutions, with regard to conditions required to operate a Trade Point

Done by: the entity designated by the Government to lead the establishment of the Trade Point; UNCTAD (a preparatory mission is organized if funding is available)

Supporting documentation: Trade Point Guide: Part II A Preconditions to becoming a Trade Point
Part II B.1 Getting started: Application

Action:

- Submit a summary report to UNCTAD about trade support services, telecommunication facilities and trade-related expertise in the institution(s) that intend(s) to create the Trade Point.

3. Signature of Part I (Formation of the Trade Point) of Terms and conditions applicable to technical assistance provided by UNCTAD to Trade Points.

Done by: the entity designated by the Government to lead the establishment of the Trade Point

Supporting documentation: Terms and conditions applicable to technical assistance provided by UNCTAD to Trade Points
Model terms and conditions defining the relationship between the Trade Point and its client(s)

Action:

- Submit signed Part I of the Terms and conditions (Formation of the Trade Point) to UNCTAD

TRADE POINT HAS REACHED THE FEASIBILITY STAGE
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4. Setting up of the legal framework for the Trade Point

Done by: the entity designated by the Government to lead the establishment of the Trade Point

Supporting documentation: Models of Trade Point statutes

Action:

- In the case of an independent legal entity, identify the founders of the Trade Point, define their respective roles (who is hosting the Trade Point, who provides financial support or other contributions) and draft the statutes of the Trade Point.

In the case of the Trade Point being set up within an existing institution, define the way the Trade Point will be integrated into the overall services of the hosting institution, and draft an annex to the statutes of this institution.

- Submit the draft legal document to UNCTAD for approval.
- Register the Trade Point locally in the case of a new legal entity or get the annex to the statutes of the hosting institution adopted by the highest organ of this institution, and send a copy of the legal registration/signed annex to UNCTAD.

5. Drafting of a business plan

Done by: the entity designated by the Government to lead the establishment of the Trade Point

Supporting documentation: Trade Point Guide: Part II B.5 Getting started: Business plan

Action:

- In the case of a legally independent Trade Point, carry out a market evaluation, design the services to be offered by the Trade Point, conduct an investment analysis for the Trade Point operation, calculate the operational budget and estimate cash flows and prepare a marketing strategy. In the case of a Trade Point hosted by an existing institution, evaluate the situation in the market, design services to be offered by the Trade Point and describe how these services will be provided within the framework of the hosting institution, including a marketing strategy.
- Submit the business plan/simplified business plan, including the above elements, to UNCTAD for endorsement.

6. Signature of Part II (Operation of the Trade Point) of the Terms and conditions applicable to technical assistance provided by UNCTAD to Trade Points.

Done by: the Trade Point

Supporting documentation: Terms and conditions applicable to technical assistance provided by UNCTAD to Trade Points

Action:

- Submit signed Part II of the Terms and conditions (Operation of the Trade Point) to UNCTAD

**TRADE POINT HAS REACHED THE DEVELOPMENT STAGE
NOW IT CAN START TO:**

- **USE THE TRADE POINT NAME AND LOGO**
- **PROVIDE SERVICES UNDER THE TRADE POINT NAME**
- **PARTICIPATE IN THE GTPNet**

7. Providing the Trade Point with adequate premises, equipment and staff

Done by: the Trade Point; UNCTAD (if funding is available)

Supporting documentation: Trade Point Guide. Part II B.3 Getting started: Technical requirements for setting up a Trade Point
Part II A.3 Preconditions: The human resources level

Action:

- Rent/acquire/assign suitable premises for the Trade Point. Design configuration for computer hardware and software, purchase, install and test it.
- Recruit/assign Trade Point staff (in addition to the Trade Point manager/director, the following specializations may need to be covered: trade information, database management, trade facilitation/trade transactions, electronic commerce and marketing).

8. Creation of a trade information centre/service

Done by: the Trade Point; UNCTAD (if funding is available)

Supporting documentation: Trade Point Guide: Part II B.4 Getting started: Trade Point services

GTPNet guide

Action:

- Connect the Trade Point to the Internet.
- Collect and process local/national trade-related data and make a minimum set of these data available on the Trade Point website and gradually also on the central GTPNet website (“minimum service” requirement). In order to reach a wider range of clients, it is also recommended to develop a version of the website in English. Internationally agreed standards (such as the Harmonized System and ISO codes) should be used wherever possible when presenting data.
- Send a database of local companies to UNCTAD, to be uploaded on the central GTPNet website (“minimum service requirement”).
- Design a system of collection of Electronic Trading Opportunities from local companies, as well as a system of dissemination of ETOs received from the GTPNet to local enterprises in order to be ready for the participation in the exchange of ETOs (“minimum service” requirement).
- Develop market research services.
- Start to exchange information and services with other Trade Points.

9. Setting up of trade facilitation/trade transaction services

Done by: the Trade Point; UNCTAD (if funding is available)

Supporting documentation: Trade Point Guide: Part II B.4 Getting started: Trade Point services

Action:

- Initiate cooperation with providers of trade transaction services (banking and insurance, transportation, customs clearance, etc.).
- Collect information about service providers in the country/region and the range of services that they offer to clients (“minimum service” requirement) and display it on the Trade Point/GTPNet website.
- Provide advice/consulting on all aspects of international trade transactions (“minimum service” requirement), and advice in relation to electronic commerce.
- Provide international trade transaction/trade facilitation services (banking and insurance, transportation, customs clearance, etc.) on Trade Point premises (physical Trade Point).

- Establish an electronic network connecting providers of trade transaction/trade facilitation services, the Trade Point and its clients (virtual Trade Point) and providing electronic commerce services to Trade Point customers.

10. Marketing of the Trade Point amongst the local business community

Done by: the Trade Point; UNCTAD (if funding is available), including through the GTPNet

Action:

- Prepare a marketing plan and develop promotional material.
 Provide UNCTAD regularly with information about the Trade Point activities that could be advertised on the GTPNet

11. Reaching operational status

Done by: the Trade Point

Supporting documentation: Work plan for the establishment and operation of a Trade Point
 Letter requesting full participation in the GTPNet

Action:

- Submit a summary report to UNCTAD showing that the preceding steps have been taken, including the preparation of promotional material.
 Send a letter to UNCTAD requesting full participation in the Global Trade Point Network.

**THE TRADE POINT HAS REACHED THE OPERATIONAL STAGE
THIS MEANS THAT**

- **IT IS GRANTED A CERTIFICATE OF AN OPERATIONAL TRADE POINT BY UNCTAD**
- **IT CAN FULLY PARTICIPATE IN THE GTPNet, INCLUDING ACCESS TO RESTRICTED PARTS OF THE WEB SITE, POSTING OF ETOs AND DIRECT UPDATING OF TRADE POINT INFORMATION ON THE GTPNet.**

12. Maintaining the operation status

Done by: the Trade Point

Supporting documentation: Form for the submission of annual activity reports for operational Trade Points

Action:

- Submit a short annual activity report to UNCTAD in order to maintain the Trade Point's operational status.