“Sustainable freight transport in support of the 2030 Agenda for Sustainable Development”

Case of Morocco
A strategic alliance of port and foreign trade communities for a better competitive economic operator

by
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Rise of digitalisation: Values and benefits of a Port Community Systems, links to Single Window and World Trade Organization Trade Facilitation Agreement

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Vision statement
A program contract related to the national strategy for the competitiveness of the logistics for the period 2010-2015:

• Reduce the weight of logistics costs of Morocco in relation to GDP from 20% to 15%;

• Accelerate GDP growth by gaining 5 points over 10 years through increased value added resulting from lower logistics costs and the emergence of a competitive logistics sector.
By 2020:

- For the National Committee for Business Environment, Morocco should rank among the Top 50 countries of the Doing Business Indicator;
- For the National Ports Authority, ports should go paperless;
- For the National Committee of Foreign Trade Procedures Simplification, the foreign trade process should go paperless.

PORTNET is a tool of the Moroccan government for the implementation of several sectoral strategies for improving the business climate, trade, logistics competitiveness, generalization and innovation in E-Gov services.

A corporate governance involving the national economic operator at the center of its interest.
Goals and services

- Automated reportings and dashboards
- Change management and technical support
- Reducing and simplifying of procedures
- Anticipation on information and action
- Foreign trade community e-network development
- Compliance with international standards
- Dematerialisation of formalities
- Integration and harmonisation of repositories
- Tracking of flows

Gradual implementation

- A pilot EDI projet in the port of Casablanca to dematerialize the manifest in 2000;
- 2011: PortNet started as a National Port Community System:
  - Vessel arrival;
  - Berth request;
  - Manifest.
  - Integration with Customs, Shipping Agents, Terminals and OGAs, ..
- 2014: PortNet become the National Single Window for Foreign Trade.
Morocco improved its Doing Business 2019 ranking of 9 places from 69th to 60th place. This result was mainly achieved thanks to the improved ranking in the “Cross-Border Trade” indicator where Morocco was able to gain 43 points to 62nd place since 2016.

“Morocco made trading across borders easier by further developing its single window system and thus reducing border compliance time for importing.

Source: WB DB 2017 report.
**Trade Sense, logistic, regulatory and commercial information portal**

https://tradesense.ma

Guichet Unique

- Volet opérationnel

TradeSense

- Conventions
- Procédures & formalités
- Rapports & Prévisions
- Référentiel de fournisseurs de service
- Marché potentiel

Outil d’estimation des coûts

**Guichet Unique TradeSense Procédures & formalités Référentiel de fournisseurs de service Outil d’estimation des coûts,..**

**Rapports & Prévisions Marchés potentiels Convertissements...**

**1st national community multi-channel payment solution**

- Secure payment and quick access to all invoices;
- Reduced costs and transit times, and release of goods;
- Fluidification of procedures;
- Proximity to services and instant payments 24h / 24h and 7 days / 7;

**P@YDIRECT**

Le paiement en ligne instantané et sécurisé

**PortNet** provides its ecosystem with the 1st national community solution for multi-channel payments

- Secure payment and fast access to all invoices and requests
- Reduction of costs and times for transit and cost of goods
- Anticipation of the most stops of the supply chain
- Streamlining procedures and eliminating queues
- Improving economic activity and competitiveness
- Proximity to services and instant payments 24h / 24h and 7 days / 7

For more information contact us at:
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www.portnet.ma
• Tr@de Direct, is the result of strategic alliance between Moroccan Banks and PortNet will be a unified, multi-bank, multi-user platform open to companies operating in the import / export sector.

• It will allow both banks and PortNet users better management, taking advantage of end-to-end dematerialization of the entire life cycle of Documentary Credits, Letters of Credit, Standby Letters of Credit, Documentary Remittances, as well as some non-documentary operations.
Tr@de Direct offers many advantages to the banks, economic operators and their partners by allowing:

- the standardization, harmonization and unification of the processes for handling operations;
- a consolidated multi-bank view of documentary transactions for companies operating with all banks;
- to enhance competitiveness and the level of digital maturity by providing SMEs;
- to offer the entire ecosystem, a practical and innovative way to collaboratively and digitally contribute to the processing and monitoring of the data and documents necessary for the accomplishment of operations, while avoiding to each party the reintroduction of a document or the entry of data previously supplied by a party;

A Track & Trace API integrated into PortNet for the exchange of port and airport port information and container shipping information.

- African E-Trade Hub: A trading document exchange platform required for inter and intra-community trade formalities;
- African Trade Portal: An African portal for the promotion of trade;

Conducting a feasibility study and technical and functional convergence of interoperability between and functional convergence of interoperability between the GUCE in Cameroon, TTN in Tunisia and PORTNET in Morocco

- Global initiative for the dematerialization of the Phytosanitary Certificate from end to end
- Exchange of Electronic Phytosanitary Certificates (ePhytos)
KPIs and the continuous improvement

- Monthly and weekly public dashboards with detailed KPI of all the processes: [https://portail.portnet.ma/fr/statistiques](https://portail.portnet.ma/fr/statistiques)

- Regular working and focus groups with direct implication of all the stakeholders including importers and exporters to analyze the gaps and to identify potential improvement possibilities;

- Regular open and external electronic surveys to measure the gaps, the level of satisfaction of the customers, their commitment and the good will of the single window (More than 700 responses in average for each survey);

- An annual national conference and forum discussion with the participation of international and regional organizations and experts.

Success factors and challenges

1. Align the governance of SW projects to the interests of the real cutomers and not only the interests of some comunities or stakeholders;
2. Continuous quick Wins & concrete results and KPIs are important to sustain the interest and the commitment of all the stakeholders;
3. Inclusive cooperation between the private and the private sectors is essential;
4. The support of the single window and its good will are conditioned by its operational efficiency and safety because it is the only way to sustain the commitment and to generate trust;
5. SWS are vitals national infrastructure that have to be safe, efficient and should have an important scalable capacity and performance.
6. Data quality along the supply chain processes between importers and exporters: Data from the manifest needed to send arrival notice of goods;
7. Non intrusive business reengineering processes outputs regarding the way the businesses and service providers are operating in the daily basis: Transparent and invisible SWs based on EDI integration with the IT systems of the importers and the exporters;
Votre compétitivité nous inspire

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