ISMIT
Integrated Services for MSMEs
in International Trade
An Overview

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Traditional Commerce VS eCommerce

<table>
<thead>
<tr>
<th>Some Key Elements</th>
<th>Traditional Commerce</th>
<th>E-commerce</th>
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<tbody>
<tr>
<td>Accessibility</td>
<td>Limited Time</td>
<td>24 x 7, 365 days</td>
</tr>
<tr>
<td>Customer Interface</td>
<td>Face to Face</td>
<td>Electronic</td>
</tr>
<tr>
<td>Communication</td>
<td>Personal</td>
<td>Technology mediated</td>
</tr>
<tr>
<td>Business Process</td>
<td>Manual</td>
<td>Automated</td>
</tr>
<tr>
<td>Customer Interaction</td>
<td>Seller Influenced</td>
<td>Self Service</td>
</tr>
<tr>
<td>Product Type</td>
<td>Perishables, Feel &amp; Touch</td>
<td>Commodity</td>
</tr>
<tr>
<td>Technical expertise</td>
<td>Not needed</td>
<td>Basic Level</td>
</tr>
<tr>
<td>Governance</td>
<td>Simpler and sometimes unregulated</td>
<td>Regulated and Governed by law</td>
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Some Trade Challenges for MSMEs?

- Knowledge of regulatory requirements, international markets and trade procedures
- Skilled manpower
- Logistics for shipping goods
- Access to tools and services related to International Trade
- Access to trade finance
- Multiple, uncoordinated government processes or an ineffective / complex single window approach

What is ISMIT?

ISMIT is an integrated, end-to-end eCommerce trade services platform for MSMEs that want to trade across borders.

It provides a framework that complements existing trade facilitation instruments and makes them more accessible to MSMEs
Advantages of Using the ISMIT Framework

- Increased integration of different and varied stakeholders such as government bodies, shippers, buyers, sellers, ecommerce platforms etc.
- Increased integration of, and options for, business processes
- Tracking of goods and services
- Tracking of money
- Governance and Regulatory management
- Transparency and data privacy
- Standardized procedures
Use-Case: Access to Cross-Border Applications for Product Traceability: Trade in Tuna Fish

*WWF project to track journey of Tuna from Bait to Plate
Pacific Islands Tuna shipped to other countries
Transactions recorded using Blockchain technology


Technology Enablers for ISMIT Implementation

- Access to affordable, high-speed Internet connections
- Cloud-based Internet Platforms
- Blockchain Technology for recording transactions on a common distributed ledger
- Access based controls for information to ensure privacy and data protection
- Use of Artificial Intelligence, Machine Learning, etc. In particular, for fraud prevention
- Use of Internet of Things (IoT), QR codes, RFID etc. For supply chain tracking
Status of ISMIT Project as of April 2018

Preparation of Whitepaper

Draft Whitepaper being prepared and ready for comments

Recommendations, Guidelines and Repository

Planning Stage

The ISMIT team is looking for Volunteers to contribute to the project!

Further details and contact information

ISMIT Project Page:
https://unefact.unece.org/display/unefactpublic/ISMIT+-+Integrated+Services+for+MSMEs+in+International+Trade

Contact Information for project information, contributions and participation in the ISMIT Team

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