eCommerce
Week
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Towards inclusive e-commerce

Single Window as an enabler for e-Commerce Development

AACE
AFRICAN ALLIANCE
FOR E-COMMERCE

"Making Africa
a partner for
e-commerce"

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Agenda

1. Single Window for Trade
2. Crossborder e-Commerce
3. How can SW help to enhance e-Commerce development
4. Challenges
5. Conclusions

1.Single Window for Trade

Single Window for trade

"The Single Window for Foreign Trade is national or regional facility mainly built around an IT platform, initiated by a Government or ad hoc authority to facilitate import, export and transit formalities, by offering a single point for the submission of standardized information and documents, in order to meet all official demands and facilitate logistics"

AAEC, SW implementation guide, 2017

Mainly used by countries to facilitate borders by a better management of physical flow, information flow and financial flow related to crossborder commercial transactions.

Single Window for trade

Almost all the international organization involved in trade facilitation are recommending the implementation and maintenance of SW

- e.g: Recommendation 33, 35, 36 UNCEFACT, Art 10.4 WTO TFA, IMO, WCO, AU agenda 2030-2063, etc.

Many countries successfully implemented that important tool concerning conventional supply chain.

- Singapore, China, S-Korea, Senegal, Cameroon, Mauritius, Morocco, etc.

- More examples available in the Single Window Repository (http://www.unece.org/cefact/single_window/welcome.html) or the AAEC members reporitory (http://www.african-alliance.org/fr/alliance-africaine-ecommerce/membres)

Single Window for trade

AAEC defined three main Single Window models based on the experience of its member countries:

- **Single Window for Foreign Trade Formalities** (handles all administrative formalities (public and private) required for Foreign Trade operations);

- **Single Window for Logistics Coordination** (Often located in a port/airport and aiming to process the flow of information related to shipment and mainly involving logistics and customs stakeholders);

- **Integral Single Window** (Generally at a national level, a combination of the previous 2 around the same technical platform and governance framework).
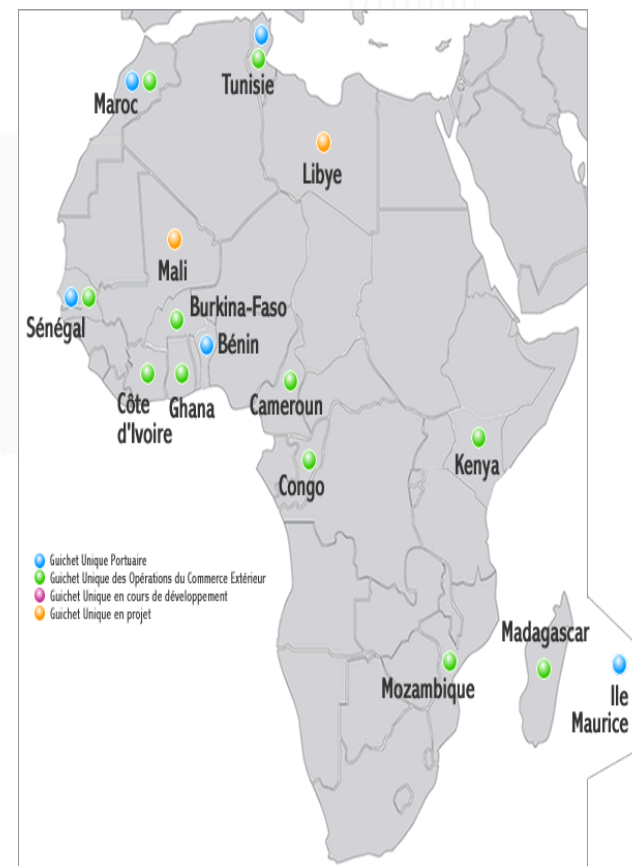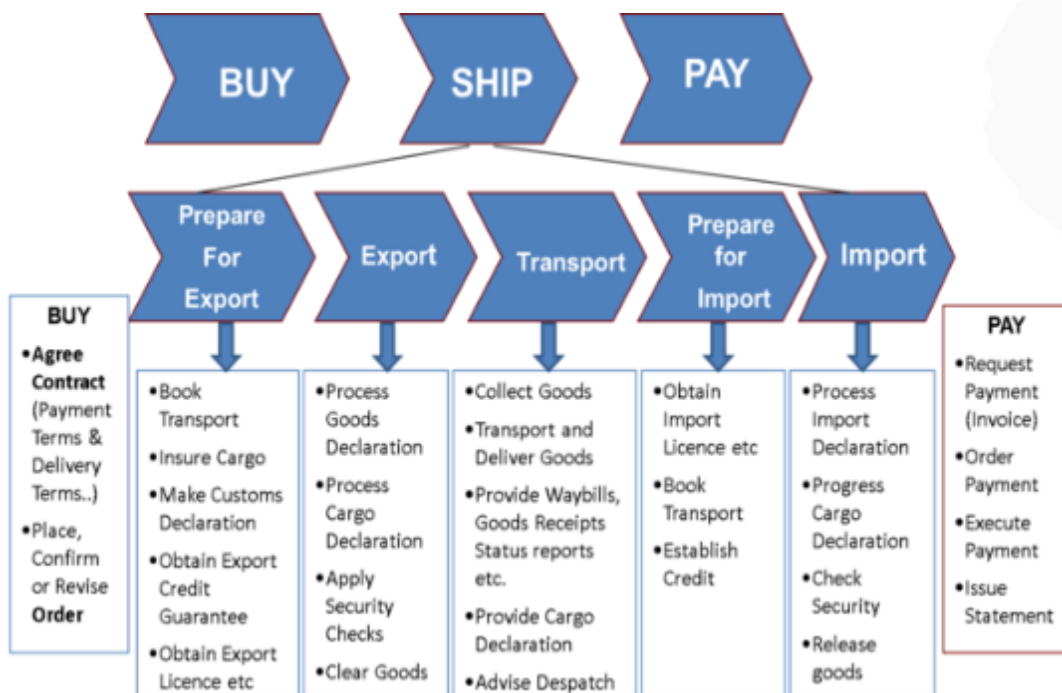
Single Window for trade

Single Window when successfully implemented always bring value to supply Chain.

In their implementation, almost all the countries focus on the « Ship » Process of the International supply chain reference model. The Buy and Pay are rarely covered by SW systems

Results of the SW implementation in some LDCs (Peer review Study, WB, AAEC

SENEGAL	
Time Saving	Up to 90%
Cost Reduction	Up to 65%

CAMEROON	
Time Saving	Up to 50%
Increase in Tax Collection	Up to 30%

GHANA	
Time Saving	Up to 70%
Increase in Tax Collection	Up to 34%

2. Crossborder e-Commerce
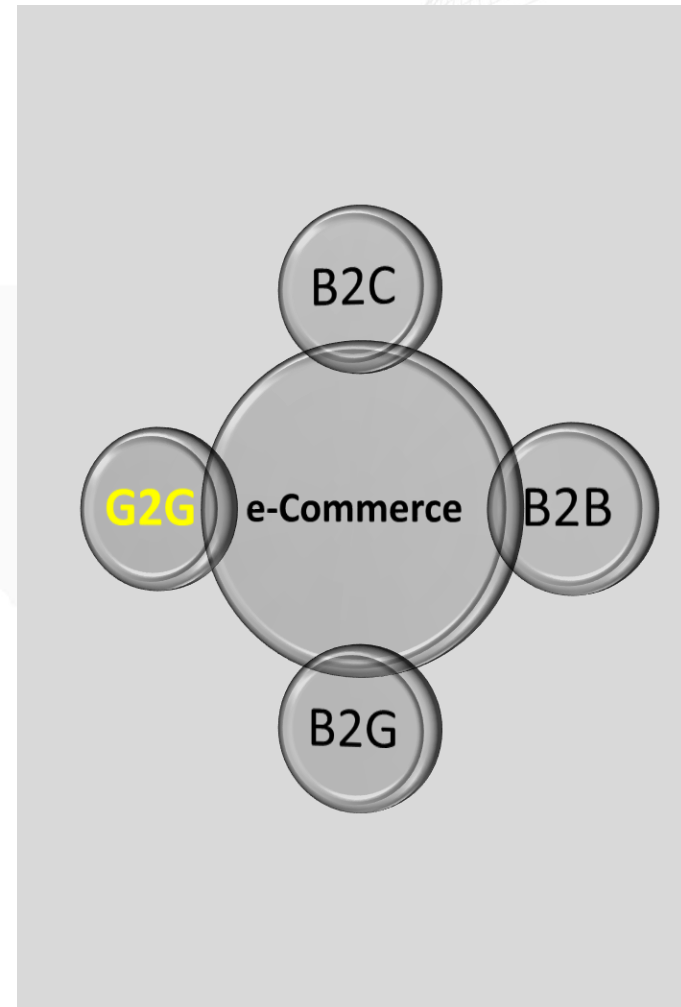
Crossborder e-Commerce

E-Commerce can be defined as the transaction of buying and selling using electronic means.

In the 70's, The ARPANET is used to arrange a cannabis sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology. This was later described as "the seminal act of e-commerce".

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail.

Opportunities provided by today's technology is such that e-Commerce is one of the IT sector subject to a more rapid development (Mobiles, etc.).

Some famous e-Commerce companies: eBay, Amazon, AliBaba, Jumia (Africa), etc.

Crossborder e-Commerce

When it comes to deliver goods that are bought, the companies often provide direct delivery services in limited destination due to crossborder regulations that can be specific at a regional or country levels.

LDCs rarely benefit from those opportunities and need more intermediary service providers to get the goods delivered.

Delivering Goods across borders required sometimes very complex organization (Financial partners, Well-trained intermediaries , Collection Points, etc.).

The more complex the organization is, the more crucial real time information is to guaranty efficiency.

Crossborder e-Commerce

Example of a process of buying online from Cameroon on an eCommerce platform based in Europe

Buyer

BUY, PAY

Seller

Start Delivery

Crossborder Procedures

Crossborder procedures

Collection Point

Collection Point

3. How can Single Window help to enhance e-Commerce development
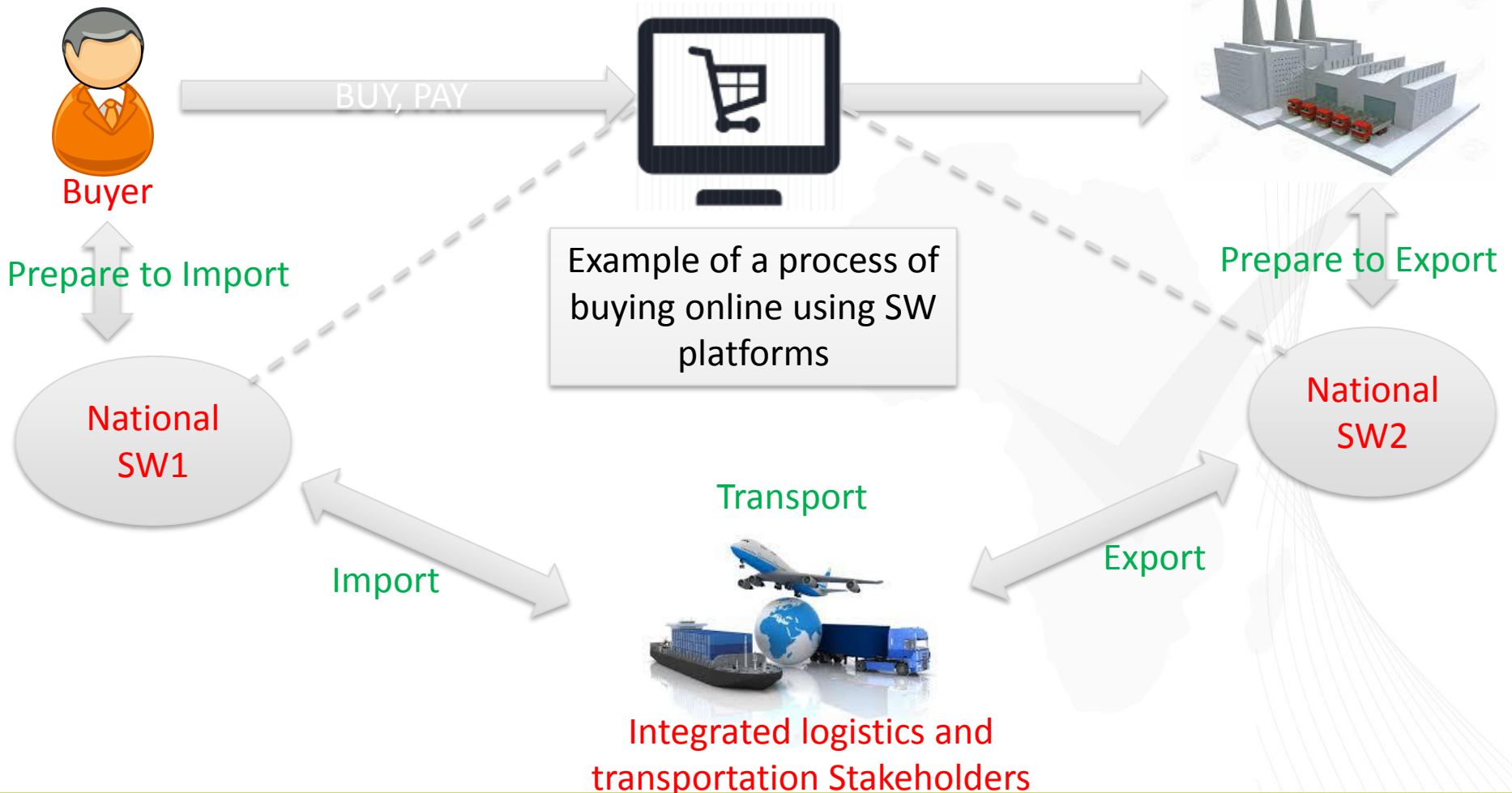
SW enhancing e-Commerce

SW are mainly implemented to facilitate the borders procedures.

The SW operators have to provide functionalities that help the buyer and seller since the beginning of their operations. In most Countries member of the AAEC, you may require a license before importing a good that is issued throw a SW. This is necessary since the ordering process.

Documents such as invoice, packing lists, Payment Confirmation, etc. that are available on e-Commerce platform have to be reusable via the SW. Standards format exists for almost all of the documents processed by e-Commerce platforms (EDIFACT, …)

Base on the categorization of SW models by the AAEC Integral, Integral SW is solely the model that can better help enhancing e-Commerce because of the total integration of physical, information and financial flows

SW enhancing e-Commerce

Seller

BUY, PAY

Buyer

Prepare to Import

Prepare to Export

Example of a process of buying online using SW platforms

National SW1

National SW2

Transport

Import

Export

Integrated logistics and transportation Stakeholders

4. Challenges

Challenges

1. The need of harmonization of standards for e-Commerce and SW;

2. The need of harmonization of messages, documents and references;

3. Absence of mutual recognition of electronic documents and security infrastructures (PKI, …);

4. Lack of Regulation at national level and at a Global Level for e-Commerce

   – Existing legal framework for e-Commerce: Senegal, Cameroon, Kenya, Morocco, Congo, …

5. The technology gap from SW domain to reach the level of e-Commerce and Supply Chain industry;

6. Only few LDC countries in the world are running effective integral SW (WTO TFA recommends implementation of SW).

5. Conclusions

Conclusion

- e-Commerce is quickly evolving in Africa and buying online will soon become a common habit;

- The solutions providers are implementing more and more sophisticated functionalities (Chatbots, Artificial Intelligence, Mobile Payment, etc.).

- The traditional shop will soon be replaced by collection point of products bought online.

- With the e-Marketting, and development on social media, buyers will want to deal directly with brands, sellers, factories, etc.

- The SW solution provider have to eliminate the technology Gap now existing with the e-Commerce industry.

- By optimizing the border procedures, SW will facilitate the delivery process that is actually a mess for people buying online

Abdoullahi FAOUZI

- Chief Operation Officer, Single Window for Foreign Trade Operations Cameroon

- ADB/WB focal Point for the CEMAC Transport and Transit project

- Vice Chair of the Technical Committee of the African Alliance for Electronic Commerce

- Member of Permanent Secretariat of National Trade Facilitation Body of Cameroon

- +237 677114316

- faouzi@guichetunique.org, faouzi77@gmail.com

THANK YOU!

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