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# ISMIT

## Integrated Services for MSMEs in International Trade

### An Overview

Presented by ISMIT Team Member

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## Traditional Commerce VS eCommerce

Some Key Elements	Traditional Commerce	E-commerce
Accessibility	Limited Time	24 x 7, 365 days
Customer Interface	Face to Face	Electronic
Communication	Personal	Technology mediated
Business Process	Manual	Automated
Customer Interaction	Seller Influenced	Self Service
Product Type	Perishables, Feel & Touch	Commodity
Technical expertise	Not needed	Basic Level
Governance	Simpler and sometimes unregulated	Regulated and Governed by law

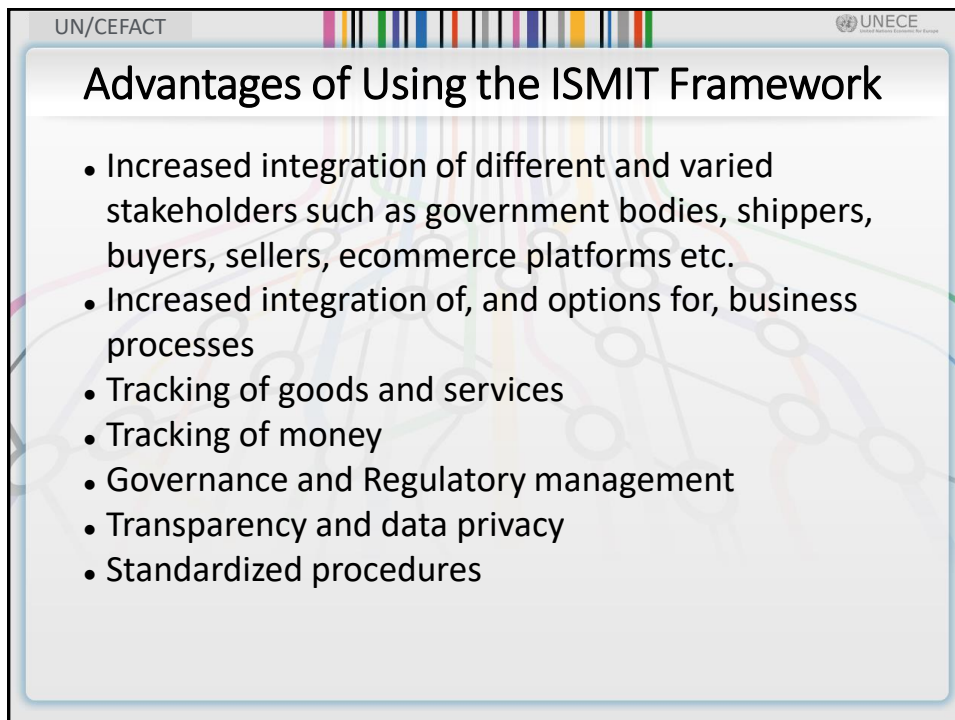
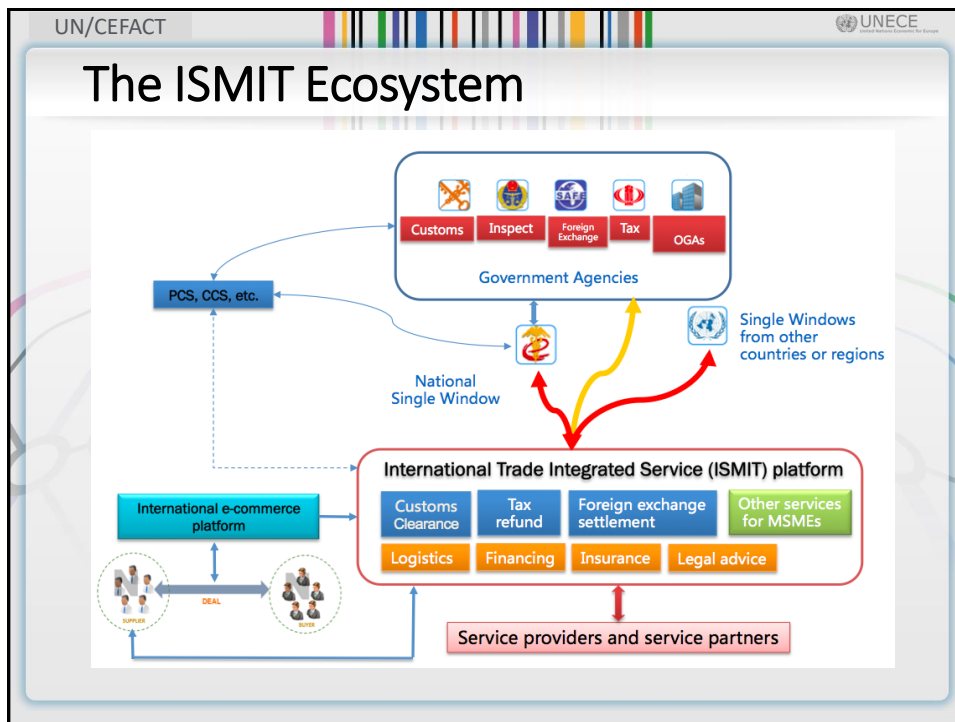
## Some Trade Challenges for MSMEs?



- 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



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### 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

\* <http://theconversation.com/how-blockchain-is-strengthening-tuna-traceability-to-combat-illegal-fishing-89965>

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### 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



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## Status of ISMIT Project as of April 2018

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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!**

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## Further details and contact information

**ISMIT Project Page:**  
<https://uncefact.unece.org/display/uncefactpublic/ISMIT+-+Integrated+Services+for+MSMEs+in+International+Trade>

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

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