



The Postal Sector as a Driver of MSMEs Trade Inclusion

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Posts as digital one-stop-shops



- ❑ **71%** of posts promote economic inclusion through **e-commerce** services.
- ❑ **70%** of posts promote digital inclusion through **digital connectivity** services.
- ❑ **58%** of posts promote financial inclusion through **digital financial** services.
- ❑ **51%** of posts promote social inclusion through **e-government** services.
- ❑ **11%** of posts promote universal health coverage through **digital health** services.

=> Populations living in rural and underserved areas, MSMEs, small entrepreneurs, women-owned businesses



Digital services with a human touch

- ❑ Postal network's **extensive physical reach**
- ❑ Combination of **online and in-person options** for digital services
- ❑ **Digital and trade inclusion** with no one left behind



Counter in Post Office



Totem



Advanced ATM



Call center



Web



Delivery staff



TradePost

❑ Develop a simplified and harmonized export, import and transit process for MSMEs

=> postal network used as a one-stop-shop for all trade formalities

=> optimization and the interoperability of the postal supply chain with relevant stakeholders
(eg. Interfacing postal and customs clearing systems)

❑ Enhance trade inclusion of MSMEs and women in rural and remote areas

=> capacity-building and training of postal staff

=> development of Trade Post information portal



❑ Strengthen regional integration

=> creation of TradePost corridors

=> support of regulatory harmonization

=> simplification of refund and return of goods procedures



=> Next launch: Cote d'Ivoire and Belize (December 2025), Nigeria (February 2026)



Connect.post

- ☐ **Connect all post offices to the Internet by 2030**
- ☐ **Enable them to leverage digital services to the traditionally hardest-to-reach populations, especially in rural and underserved areas**
 - => Digital readiness assessments
 - => Technical assistance
 - => Advisory services
 - => Capacity-building





With TradePost
Everyone can be a seller
Everyone can trade

Start Export Import
Business from Home



Thank you.

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