المملكة المغربية
ⵜⴰⴳⵍⴷⵉⵜ ⵏ ⵍⵎⵖⵔⵉⴱ
Royaume du Maroc
Kingdom of Morocco

PORTNET
الشباك الوطني الوحيد لتبسيط مساطر التجارة الخارجية
GUICHET UNIQUE NATIONAL DES PROCÉDURES DU COMMERCE EXTÉRIEUR
Your **competitiveness inspires** us



Expanding the horizon for SMEs in international trade: Role of SW systems

Case of Morocco

https://portail.portnet.ma
https://tradesense.ma

Geneva, 27 June 2019

The economic operator facing the challenges of international trade



Companies incur direct costs related to border crossings, such as fees for providing information and documents to competent authorities, and indirect costs, such as procedural delays, lost business opportunities and lack of predictability of regulations. Surveys to calculate these costs suggest that they can range from 2% to 15% of the value of the goods traded.

Source : OCDE, Octobre 2005, Policy Brief

Analysts point out that, while many small and medium-sized enterprises, which together generate up to 60 percent of GDP in a large number of countries, are not actively involved in international trade, this is much more a result of the complexity of regulatory processes than tariff barriers.

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The economic operator facing the challenges of international trade

According to 2016 transportation and logistics research by PwC “only 10 percent of transportation and logistics companies rate the maturity of their data analytics capabilities as advanced”.

Source : “Industry 4.0: Building the Digital Enterprise – Transportation and logistics key findings”).

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.

National vision

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.

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PortNet, an accelerator of business competitiveness

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.

PORTNET S.A.: A corporate governance involving the national economic operator at the center of its interest.

ROYAUME DU MAROC
Ministère de l'Equipement, du Transport et de la Logistique

ANP
الوكالة الوطنية للموانئ
Agence Nationale des Ports

Royaume du Maroc
Ministère Délégué auprès du Ministère de l'Industrie, du Commerce, de l'Investissement et de l'Economie Numérique
Chargé du Commerce Extérieur

المملكة المغربية
الوزارة المنتدبة لدى وزارة الصناعة والتجارة والاستثمار والاقتصاد الرقمي
المكلفة بالتجارة الخارجية

Royaume du Maroc
OFFICE DES CHANGES

Administration des Douanes et Impôts Indirects

Royaume du Maroc
Conseil National du Commerce Extérieur
CNCE
المملكة المغربية
المجلس الوطني للتجارة الخارجية

سوما بور
somaport

A.P.R.A.M.

mass
céréales al maghreb

Marsa Maroc

الشركة العامة
SOCIETE GENERALE

التجاري وفا بنك
Attijariwafa bank

BMCE BANK

BANQUE POPULAIRE

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PortNet, integrated coverage of foreign trade processes for thousands of operators

- 34 000 — Clients
- 34 500 — Importateurs Exportateurs
- 46 000 — Users
- 1 010 — Fret Forwarders
- 190 — Shipping agents
- 12 — Ports/ Aiports
- 25 — Administrations
- 20 — Banks

Morocco improved its Doing Businness 2017 ranking of 7 places from 75th to 68th place. This result was largely achieved thanks to the improved ranking in the "Cross-Border Trade" indicator where Morocco was able to gain 39 points from 101st to 63rd place.

"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



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Integrated services for trade and logistics community and SMEs

BUSINESS INTELLIGENCE

- Regulatory reporting
- Community BI
- KPIs and dashboards
- Reporting

TRADE SENSE

- Logistic, regulatory and commercial information
- Procedures and processus
- Trade agreements
- Business opportunities

SUPPORT AND ASSISTANCE

- Training
- Technical assistance
- ChatBot

PREPARATION AND PREARRIVAL

- Import commitment
- Import /export licences and permits
- Prearrival notifications
- VGM



PCS / CCS

- Ship arrival notification
- Manifeste
- Dangerous and special goods
- Pointages
- Tracking
- Bon A Délivrer
- Goods arrival notification

TRANSIT

- Customs declaration
- Acquit-à-caution
- Documentary control
- Targeting and risk management

Inspection / Risk Management

- Control results
- Physical inspection appointment
- Containers mouvements

PAYMENTS / TRADE FINANCE

- Imputation douanière
- Multi chanel payments
- International setlments
- Trade Finance

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CLEARANCE / EXIT

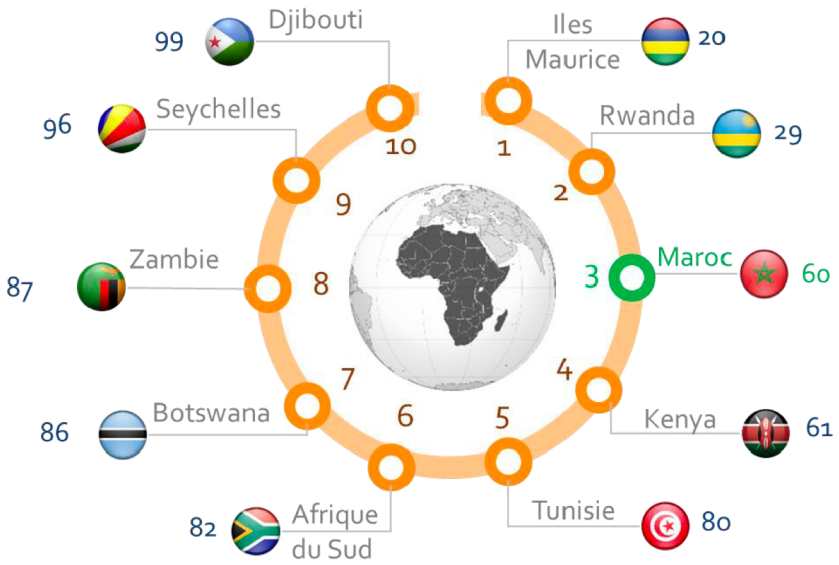
- Clearance notification
- Exit planification
- Appointements

Business environnent impact

Evolution du classement du Maroc parmi les pays de l'Afrique

	Doing Business 2010		Doing Business 2019	
1	17 Maurice		20 Maurice	-3
2	34 Afrique du Sud		29 Rwanda	+38
3	45 Botswana		60 Maroc	+68
4	66 Namibie		61 Kenya	+34
5	67 Rwanda		80 Tunisie	-11
6	69 Tunisie		82 Afrique du Sud	-48
7	90 Zambie		86 Botswana	-41
⋮			87 Zambie	+3
14	128 Maroc			

TOP 10 Afrique – Doing Business 2019



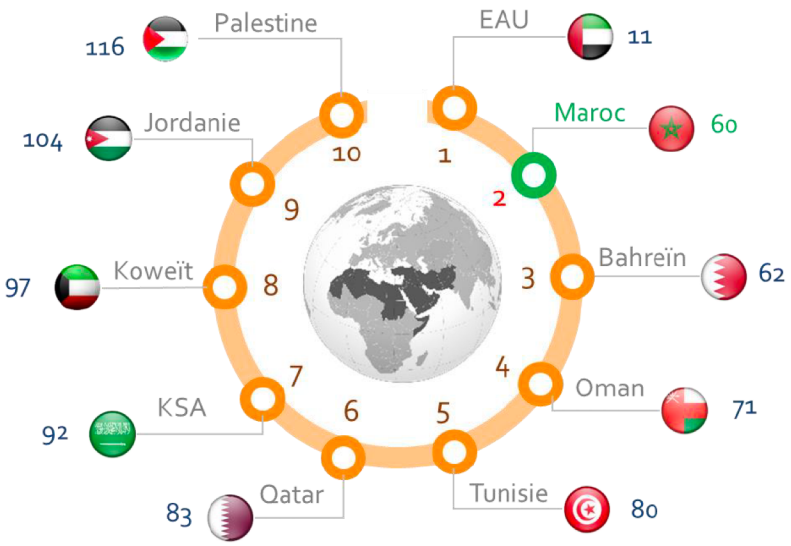
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Business environnent impact

Evolution du classement du Maroc parmi les pays du MENA

	Doing Business 2010		Doing Business 2019	
1	13 Arabie Saoudite	11	EAU	+22
2	20 Bahreïn	60	Maroc	+68
3	33 EAU	62	Bahreïn	-42
4	39 Qatar	78	Oman	-9
5	61 Koweït	80	Tunisie	-11
6	65 Oman	83	Qatar	-44
7	69 Tunisie	92	Arabie Saoudite	-79
⋮		97	Koweït	-36
12	128 Maroc			

TOP 10 MENA – Doing Business 2019

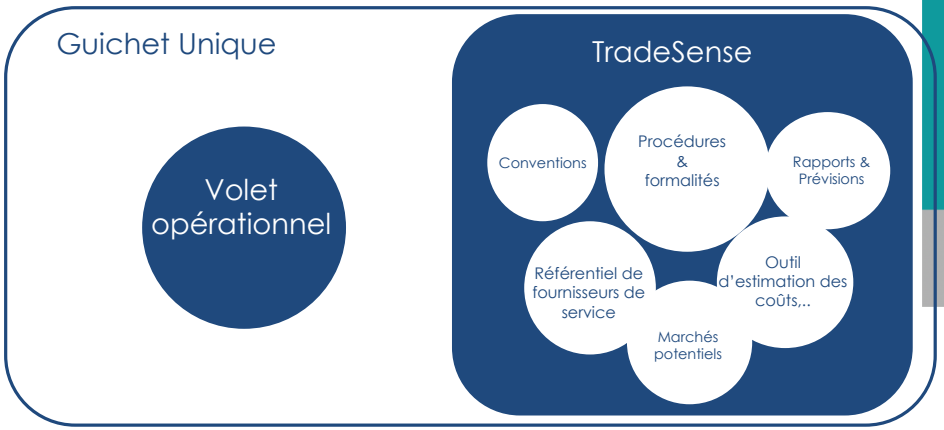


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Trade Sense, logistic, regulatory and commercial information portal

- Decision-making tools
- Procedures and formalities
- New markets,to develop the business
- News, informations and collaborative environnent





https://tradesense.ma

Trade Sense, logistic, regulatory and commercial information portal

TRADE SENSE by PortNet

- Decision-making tools
- Procedures and formalities
- Decision support tools: Services with real added value
- New markets: A tool to develop your business
- News and information exchanges: A collaborative space and e-review

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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 7days / 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 exit of goods
- Anticipation of the next steps of the supply chain
- Streamlining procedures and eliminating queues
- Improving economic activity and competitiveness
- Proximity to services and instant payments **24h/24 et 7 jours/7**

scan the code!

For more information contact us at :

0520 473 100

reclamation.portnet.ma

www.portnet.ma

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Gate management and appointment system for the exit of containers from the port



Electronic appointment *to* ***streamline*** *the exit of your containers from the Port !*

The service

Implementing a new schedule programming process for the exit of containers through the Single Window PortNet. This process consists of making electronic appointments between the importer or his declarant and the terminal operator. The date and the time slot are proposed by the declarant and are validated by the terminal manager as an appointment specifying all the information on the goods, the mode of transport and the carrier.

My capital gains$^{+}{}_{+}{}^{+}{}_{+}{}^{+}$

- Elimination of queues at port's gates and terminals
- Anticipation and planification of the good's exit operations from port
- Fluidification of access and traffic in the port area
- Time saving for carriers and terminal operators
- Reduction of costs related to cargo's removal.

Available since

1st March 2019

SCAN THE CODE!

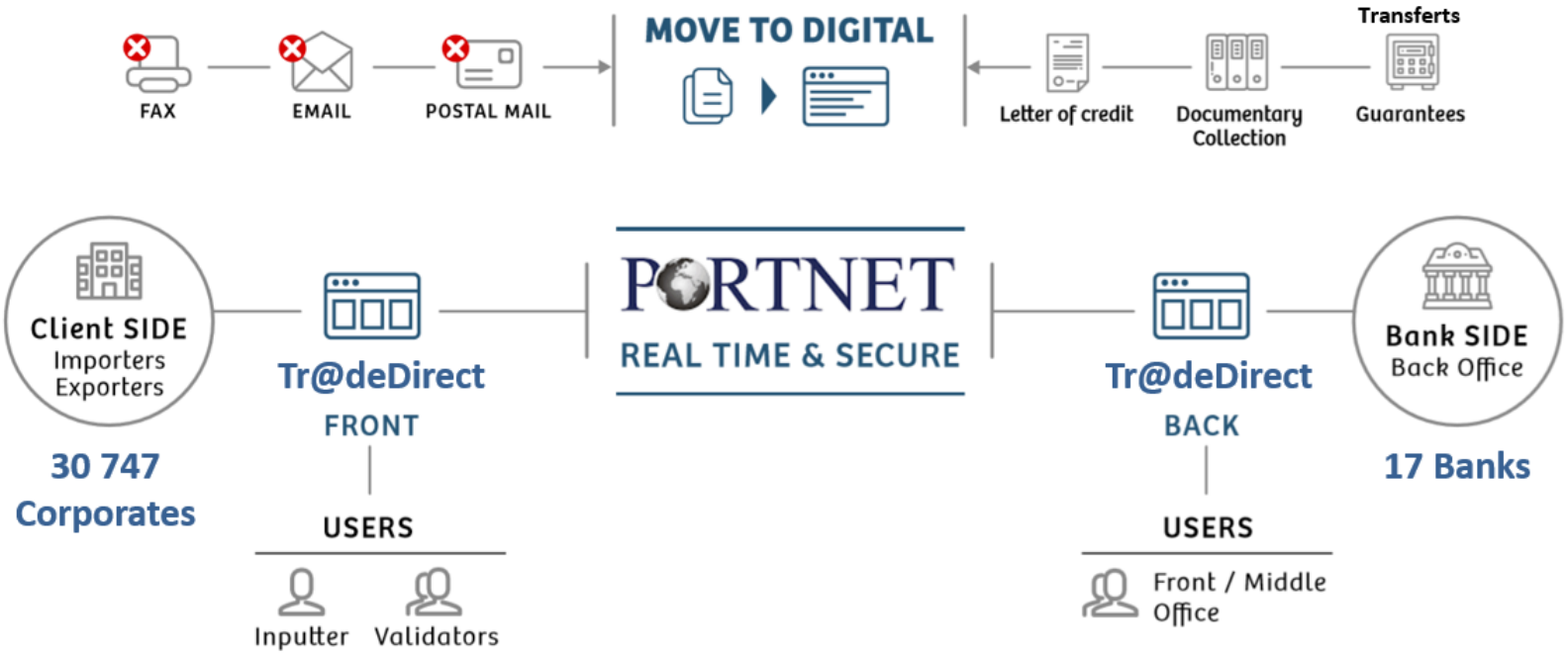
For more information contact us at :

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Tr@de Direct initiative for SMEs inclusiveness



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.

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Tr@de Direct Initiative

- 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 Initiative

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 **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.

Morocco Easy Export Initiative through PortNet

- The UPU's Easy Export Program brings together designated operators and key players in trade facilitation within national governments to help countries implement solutions to strengthen the presence of their micro and small and medium-sized enterprises (MSMEs)) on the export market. Morocco is one of the first countries to pilot the program through its single window PortNet.

- The Easy Export program exploits the extension of the postal network to provide small entrepreneurs with means of trade facilitation even in the most remote corners of the globe.

- This program will play a big role in achieving the United Nations Sustainable Development Goals and expanding the horizon for MSMEs in international trade.

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Helpdesk: PortNet Chatbot



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Regional integration initiatives

IPCSA
International Port Community Systems Association

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;
- E-Certificate of Origin.

AACE
ALLIANCE AFRICAINE POUR LE COMMERCE ELECTRONIQUE

COMCEC
Cooperation for Development

Conducting a feasability 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)

ePhyto
Improving Safe Trade in Plant and Plant Products

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GLOBAL ALLIANCE FOR TRADE FACILITATION

Challenges for SMEs

- Digital capabilities and information excellence are key to close existing gaps and transform for better customer engagement, new business models and the challenges facing all industries
- Supply chain management maturity
- Complexity of international trade supply chain in all its components
- Data quality along the supply chain processes between importers and exporters: Data from the manifest needed to send arrival notice of goods;
- Intrusive regulatory processes
- Decision making capabilities: Make available to SMEs the information needed at the right time and in the desired form regarding (Markets, logistics choices, benchmark, simulation,..)

New paradigme for Customs, SW, and GA

- Better planning and decision making based on prediction and accurate data;
- Regulatory processes and collection of data in a non-intrusive way to the business (Invisible GA, Customs, SW);
- To be a federator of collective intelligence by constituting the critical mass needed for the aggregation of experiences;
- Assist businesses in day-to-day decision making;
- Increased abilities of collective intelligence;



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