



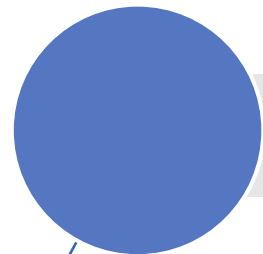
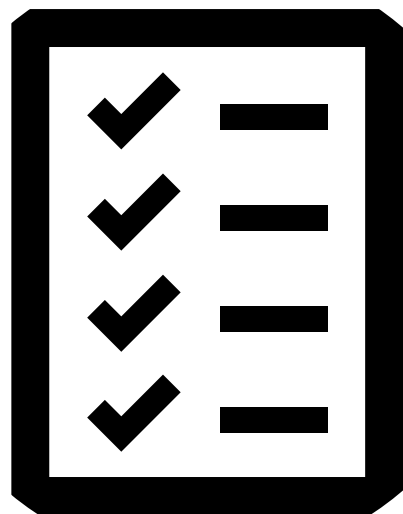
The contribution of the postal sector to enhance the trade inclusion of women

Success stories from postal designated operators: presentation from universal postal union upu

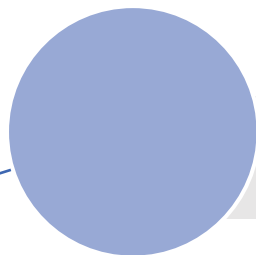
Houssem Gharbi
SME growth and trade expert
Universal Postal Union



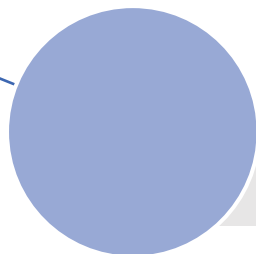
Presentation roadmap



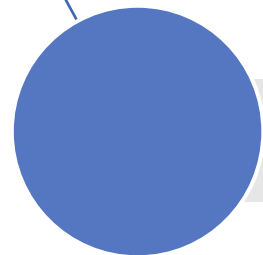
Post and Trade



The Importance of Women Inclusion in Trade



How TradePost Addresses These Challenges ?



TradePost Awards



Post and Trade: Post as a critical trade channel

Relation between Trade and Post **is strong**

1. Economic development

A direct and positive correlation between the postal system maturity of a member country and its economic resilience
(**7% in a country's annual GDP**)

2. Delivery of goods



Postal services are the backbone for delivering goods, especially for SMEs and e-commerce merchants

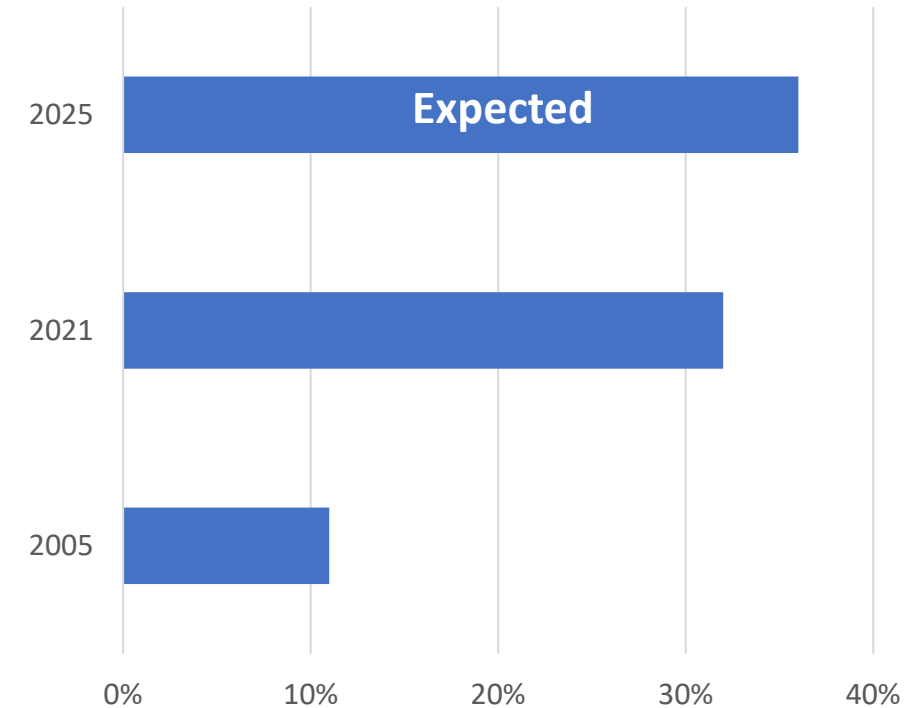


The postal network handle **2/3 of cross-border deliveries of parcel items (WBG)**



Income from parcels and logistics has been on the rise, surging from 11% in 2005 to over 32% in 2021

Growth in Parcel and Logistics Revenue*



The catalyst for this shift appears to be the increasing reliance on e-commerce and online shopping.



Post and Trade: Trade policy implications

Trade inclusion agent

- 2022 UPU Trade facilitation survey - **80,7%** of UPU responding members countries agreed that **postal infrastructure can facilitate trade for MSMEs and under-included communities**
- In Brazil, more than 10,000 SME that had never previously exported were able to do so** between 2002 and 2008 through Exporta Fácil (Easy Export)
- UPU Trade Post program**
 - Focus on advocacy; knowledge and best practice sharing; postal perspective in trade rules
 - Contributing to trade ecosystem - UNCTAD eTrade for All partner; Trade Post Awards; Trade Post forum; WTO Trade Facilitation





Post and Trade: TradePost project



The TradePost project aims to develop **a simplified and harmonized export, import and transit process** for MSMEs and women in trade using the postal infrastructure as a one-stop shop for all trade formalities. .

TradePost projects are now in the test phase in **Morocco** and will be implemented in **Cote d'Ivoire** and **Nigeria** in 2024.



The Importance of Women Inclusion in Trade

Empowerment

Women's inclusion in trade promotes gender equality and empowers women economically, leading to increased financial independence and improved livelihoods

Economic Growth

The active participation of women in trade contributes significantly to economic growth by expanding market opportunities, enhancing productivity, and fostering innovation

Closing Gender Gaps

Promoting a more equitable society and ensuring that women have equal access to resources and opportunities





50% reduction in the gender gap in labor force participation would lead to an additional gain in GDP of about 6% by 2030

Complete absence of postal infrastructure there would be a median reduction of 7% in a country's annual GDP

Support and invest in MSMEs lead by **WOMEN**. It's more profitable for the economy, society and the planet.

&
Rely and invest in postal infrastructure. It's the only network that reaches them all.





How TradePost Addresses These Challenges ?

The UPU's commitment

- promote gender equality
- empower women through its TradePost initiatives

Integration gender considerations and addressing the specific needs and barriers faced by women in trade in TradePost project

- Enhance digital capabilities of women entrepreneurs and craftswomen and prepare them for e-commerce (a tailored online and face-to-face training, webinars, workshops, online course)
- Build a strong business networking with women entrepreneur's associations to provide support and assistance to women in rural areas in order to facilitate business connections





TradePost Awards





Objectives of the Award

To advocate, towards policy makers and development partners, **the key role that the UPU and its member can play in achieving trade inclusion goals**, particularly for MSMEs, women and underrepresented communities.





Jury special recognition for gender inclusion through postal network

Winner : India Post

Project: Post Office Export Centres

One stop facilities catering to export needs of MSME's, Self Help Groups, Women Entrepreneurs to promote commercial exports through postal network.

825 Post Office Export Centres were launched in addition to the development of an online platform which offers one time registration, data upload, API integration, electronic Postal Bill of Export with CN23, label generation, wallet management, tracking etc.

3000 MSME exporters are registered including more than 300 women entrepreneurs.





Success stories



Tunisia

HIBITY MARKET
Hbibty dima maak

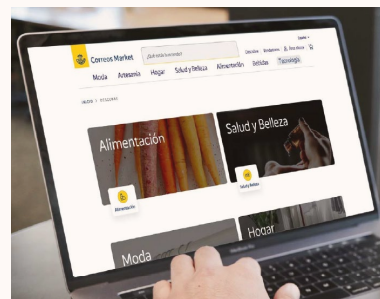


A platform for connecting rural women/artisans with consumers of traditional culinary products. More than 50 women in rural areas joined the platform



Spain

Correos Market



More than 2500 national businesses have joined Correos Market as sellers
150,635 monthly average of users



TRADEPOST



Programa Pymes

Supports the trade inclusion of MSMEs and women through various logistic service from Correos de Costa Rica (easy export, home collection, Pymexpress, Self-service mailbox ...)

20,200 SMEs registered in 2023.
70% leaded by Women
25 000 jobs created



2024 TradePost Awards

Proposed submission categories



Public initiative (Government+Posts) for trade inclusion through the Post

Private sector initiative for trade inclusion

Gender initiative for trade inclusion

UPU-GATF Trade facilitation Award



Milestones



- Launch the call for application for the 2nd edition of the TradePost Awards in **April 2024**
- Jury panel (August 2024)
- Organization of the TradePost Awards ceremony **during the 2024 WTO public Forum in September 2024.**