



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF YOUR CASE STORY

Brazil's Foreign Trade Mapping Process:

Mapping trade process through business and government cooperation in Brazil in order to reduce time and costs to export and import

Q2: CASE STORY ABSTRACT

The project is a cooperation between business and government to map foreign trade process in Brazil in order to reduce behind the border barriers that affects trade in goods.

Through a partnership of the National Confederation of Industry (CNI) and Aliança PROCOMEX, in the private sector side, and the Ministry of Finance and the Ministry of Development, Industry and Foreign Trade, the parts developed a work group that delivered the following:

- 1.) a map of actual situation of customs import and export procedures, identifying system, rules and opportunities to improve trade flows;
- 2.) a list of recommendations from the private sector;
- 3.) a map constructed in partnership with Brazil's customs authority and other border agents to better design process that can increase efficiency.

The report has been part of the process to be implemented in Brazil's Single Window project.

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Q3: LONG DESCRIPTION OF THE CASE STORY

The project was a cooperation between business and government to map foreign trade process in Brazil in order to reduce behind the border barriers that affects trade in goods.

Through a partnership of the National CONfederation of Industry (CNI) and Aliança PROCOMEX (a alliance that involves companies and business associations to help modernize customs procedures in Brazil) have developed a project with the Ministry of Finance (where the customs authority is located) and the Ministry of Development, Industry and Foreign Trade that elaborated diagnosys of bottlenecks as well as reccomendations to improve import and export process. The results of it were used by the government as a basis for the construction ofrazil´s Single Window.

The project has delivered (and will still deliver) the following maps and reports for the government:

- 1.) AS IS MAP: a map of actual situation of customs import and export process, identifiyng systems, rules and opportunities to make clearence and release process in Brazil more efficient;
- 2.) TO BE MAP: a list of reccomendations from the private sector based on the AS IS MAP;
- 3.) TO BE FINAL MAP: a map constructed between the cooperation of public (specially customs authority and other customs agents) and private sector used as the basis to better design and change rules in Brazil;

The TO BE FINAL MAP was a result of 59 meetings between public and private sector, that included 118 great companies involved in trade process as well as business associations of the most important sectors.

The project has already concluded five modals' mapping: land, sea and air transportation export processes and temporary admissiion process. The project will stil deliver the following maps: sea, land and air transportation import process and specific regimes process to export.

The deliverable of this project was the basis for the implementation of Brazil´s Single Window and it was used as a case success of private ad public sector partnership by the World Economic Forum publication: Enabling Trade - Catalysing Trade Facilitation Agreement Implementation in Brazil.

CNI is previewing to also help to repeat this project, providing technical and finance assistance, in Uruguay and Paraguay.

Q4: Please add here web links to project/programme materials.

Links:

<http://www.weforum.org/reports/enabling-trade-increasing-potential-trade-reforms>

<http://www.procomex.com.br/projetos/mapas-executados/>

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Q5: YOUR CONTACT DETAILS

Name:	Fabrizio Sardelli Panzini
Company or association	CNI - National Confederation of Industry
Country:	Brazil
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Q6: FUNCTION

Private sector

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Q7: FUNDING SOURCES FOR PROJECT/PROGRAMME Tick the appropriate box(es)	Private sector
Q8: Additional information	
CNI has leaded the project and funded about 90% of the project.	
Q9: START DATE OF PROJECT/PROGRAMME	End of 2012
Q10: STATUS OF PROJECT/PROGRAMME	On-going
Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME	1-3 years
Q12: COST OF PROJECT/PROGRAMME	Between US\$1 million and US\$5 million
Q13: Additional information	<i>Respondent skipped this question</i>
Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME	Grant

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Q15: PROJECT/PROGRAMME TYPE	Single country / customs territory
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Q16: SINGLE COUNTRY/CUSTOMS TERRITORY	BRAZIL
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Q17: REGION (If the region does not appear in the drop down menu, please enter manually)	<i>Respondent skipped this question</i>
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Q18: MULTI-COUNTRY(Enter all countries or customs territories)

Respondent skipped this question

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Q19: CASE STORY FOCUSTick the appropriate box(es)

REDUCING TRADE COSTS FOR MERCHANDISE GOODS

,
Customs reform, Other border agency reforms

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Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box

Very successful

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Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Customs laws amended or updated,
Other border agency law updated,
New customs procedures,
New other border agency procedure

Q22: Additional information(maximum 300 words)

The project is still on-going, so the full implementation of it is expected to bring all this positive outputs.

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Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMMETick the appropriate box(es)

Reduction in storage costs,
Reduction in customs clearance time,
Reduction in other border agency clearance time
,
Reduction in cost of customs clearance,
Reduction in cost of other border agency clearance

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Q24: Additional information(maximum 300 words)

The project is still on-going, so the full implementation of it is expected to bring all this positive outputs.

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Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Increase in domestic investment,
Increase in foreign investment,
Export market diversification

Q26: Additional information(maximum 300 words)

The project is still on-going, so the full implementation of it is expected to bring all this positive outputs.

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Q27: LESSONS LEARNT Tick the appropriate box(es)

Importance of engagement by private sector ,
Importance of agreeing clear project implementation responsibilities
,
Importance of agreeing clear project monitoring and evaluation process and procedures
,
Importance of attention to long-term sustainability
,
Importance of political will and commitment by project partner

Q28: Additional information(maximum 300 words)

The importance of private sector engagement was highlighted by the World Economic Forum in a recent publication.

Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)

M&E framework used, Project baselines set,
Ex post evaluation

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Q30: How did you receive this case story exercise and the electronic link? Please indicate the organization that sent to you the information:

World Economic Forum