UNCTAD Multiyear Expert Meeting on Transport, Trade Logistics and Trade Facilitation
21-23 November 2018, Geneva

"Sustainable freight transport in support of the 2030 Agenda for Sustainable Development"

Case of Morocco
A strategic alliance of port and foreign trade communities
for a better competitive economic operator

by
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Portnet Morocco

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GUICHET UNIQUE NATIONAL DES PROCÉDURES DU COMMERCE EXTÉRIEUR

UNITED NATIONS
U N C T A D

المملكة المغربية
+₀ⵅⵏⵍⵣⵜ I ⵀⵍⵢⵄⵥⴻ
Royaume du Maroc
Kingdom of Morocco

Case of Morocco

**A strategic alliance of port and foreign trade communities
for a better competitive economic operator**

**Rise of digitalisation: Values and benefits of a Port Community Systems, links to Single Window and
World Trade Organization Trade Facilitation Agreement**

"

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November 27th, Geneva

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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.

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Vision statement

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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A SW as business competitiveness trigger

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.

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

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Goals and services

Automated reportings and dashboards

Change management and technical support

Reducing and simplifying of procedures

Anticipation on information and action

Dematerialisation of formalities

Foreign trade community e-network development

Planning and optmizing control and inspections

Compliance with international standards
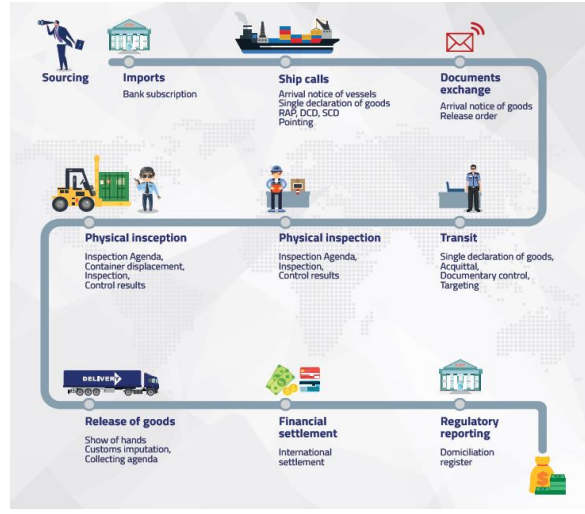
Integration and harmonisation of repositories

Tracking of flows

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Gradual implementation

- A pilot EDI projet in the port of Casablanca to dematerialize the manifest in 2000;

- 2011 : PortNet started as a National Port Community System:
  - Vessel arrival;
  - Berth request;
  - Manifest.
  - Integration with Customs, Shipping Agents, Terminals and OGAs, ..

- 2014 : PortNet become the National Single Window for Foreign Trade.

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Integrated coverage of foreign trade supply chain processes

+ 34 000 Clients and partners
+ 39 000 users
+ 33 000 Importers and exporters
1 143 Customs brokers

139 Shipping Agents
11 Ports
7 Administrations
17 Banks

Morocco improved its Doing Businness 2019 ranking of 9 places from 69th to 60th place. This result was mainly achieved thanks to the improved ranking in the "Cross-Border Trade" indicator where Morocco was able to gain 43 points to 62rd place since 2016.

"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

- **Sourcing**
- **Imports** — Bank subscription
- **Ship calls** — Arrival notice of vessels / Single declaration of goods / RAP, DCD, SCD / Pointing
- **Documents exchange** — Arrival notice of goods / Release order
- **Physical insception** — Inspection Agenda, Container displacement, Inspection, Control results
- **Physical inspection** — Inspection Agenda, Inspection, Control results
- **Transit** — Single declaration of goods, Acquittal, Documentary control, Targeting
- **Release of goods** — Show of hands / Customs imputation, Collecting agenda
- **Financial settlement** — International settlement
- **Regulatory reporting** — Domiciliation register

En projet

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Business environment impact

Doing Business 2017	Morocco	80

TRADING ACROSS BORDERS

In economies around the world, trading across borders as measured by *Doing Business* has become faster and easier over the years. Governments have introduced tools to facilitate trade—including single windows, risk-based inspections and electronic data interchange systems. These changes help improve the trading environment and boost firms' international competitiveness. What trade reforms has *Doing Business* recorded in Morocco (table 9.1)?

Table 9.1 How has Morocco made trading across borders easier—or not?
By *Doing Business* report year from DB2011 to DB2017

DB year	Reform
DB2015	Morocco made trading across borders easier by reducing the number of export documents required.
DB2017	Morocco made trading across borders easier by further developing its single window system and thus reducing border compliance time for importing.

Source: Doing Business database.
Note: For information on reforms in earlier years (back to DB2006), see the *Doing Business* reports for these years, available at http://www.doingbusiness.org.

DOING BUSINESS 2019

Doing Business: Evolución del ranking de Marruecos a nivel del continente africano

Doing Business 2010			Doing Business 2019			
1	17	Mauricio	1	20	Mauricio	-3
2	34	Sudáfrica	2	29	Ruanda	+38
3	45	Botsuana	3	60	Marruecos	+68
4	66	Namibia	4	81	Kenia	+34
5	67	Ruanda	5	82	Tunéz	-11
6	69	Tunéz	6	85	Sudáfrica	-48
7	90	Zambia	7	88	Botsuana	-41
14	128	Marruecos	14	120	Zambia	+3

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Slide 1

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Trade Sense, logistic, regulatory and commercial information portal

https://tradesense.ma

TRADE SENSE by PortNet

Guichet Unique
- Volet opérationnel

TradeSense
- Conventions
- Procédures & formalités
- Rapports & Prévisions
- Référentiel de fournisseurs de service
- Outil d'estimation des coûts,..
- Marchés potentiels

Slide 2

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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
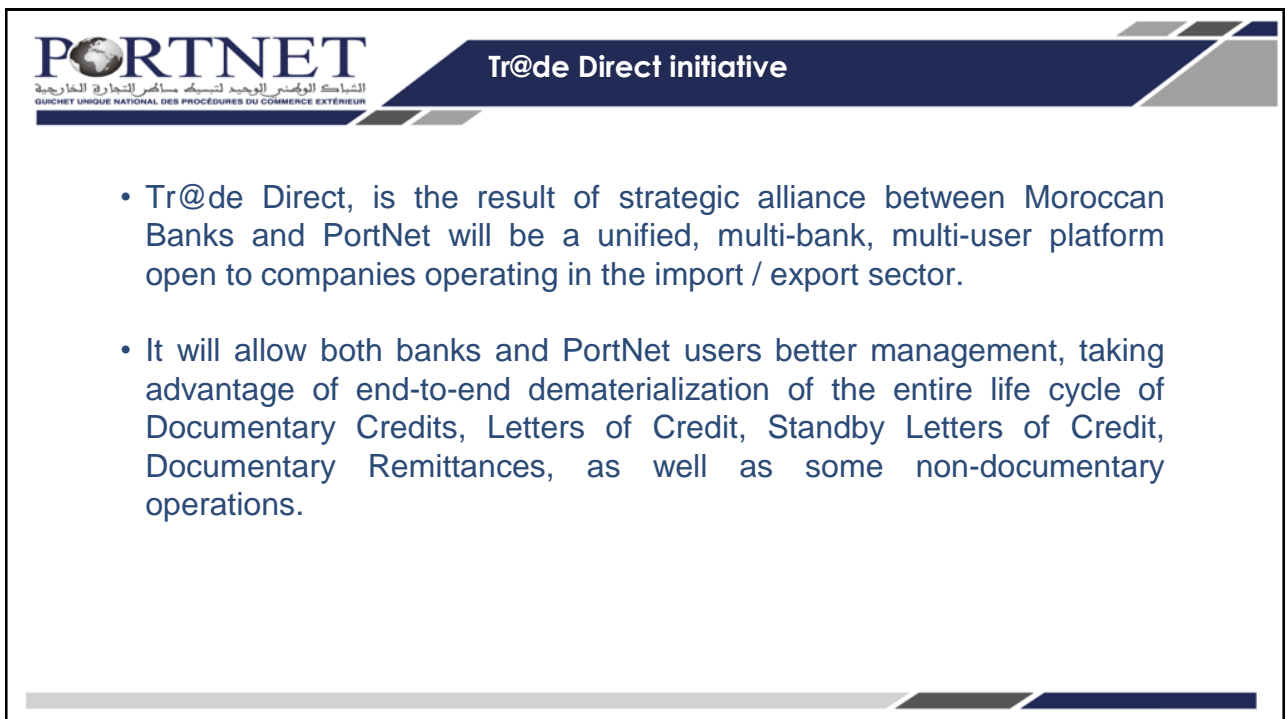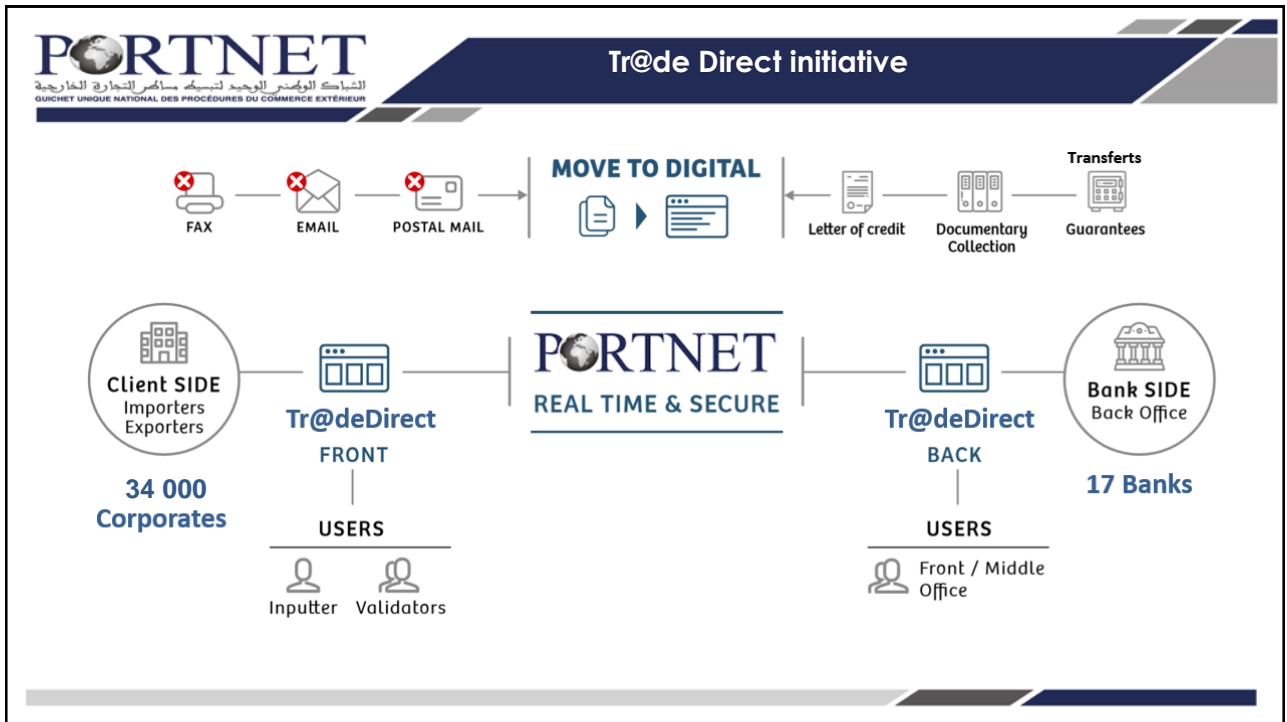- Proximity to services and instant payments 24h/24 et 7 jours/7

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🌐 reclamation.portnet.ma
www.portnet.ma

- 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.

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Tr@de Direct initiative advantages

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 consolidated 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 ;

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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

GLOBAL ALLIANCE
FOR TRADE FACILITATION

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KPIs and the continuous

- Monthly and weekly public dashboards with detailled KPI of all the processes: https://portail.portnet.ma/fr/statistiques

- Regular working and focus groups with direct implication of all the stakeholders including importers and exporters to analyze the gaps and to identify potential improvement possibilities;

- Regular open and external electronic surveys to measure the gaps, the level of satisfaction of the customers, their commitment and the good will of the single window (More than 700 responses in average for each survey);

- An annual national conference and forum discussion with the participation of international and regional organizations and experts.

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Success factors and challenges

1. Align the governance of SW projects to the interests of the real cutomers and not only the interests of some comunities or stakeholders;
2. Continuous quick Wins & concrete results and KPIs are important to sustain the interest and the commitment of all the stakeholders;
3. Inclusive cooperation between the private and the private sectors is essential;
4. The support of the single window and its good will are conditioned by its operational efficiency and safety because it is the only way to sustain the commitment and to generate trust;
5. SWS are vitals national infrastracture that have to be safe, efficient and should have an important scalable capacity and performance.
6. Data quality along the supply chain processes between importers and exporters: Data from the manifest needed to send arrival notice of goods;
7. Non intrusive business reengineering processes outputs regarding the way the businesses and service providers are operating in the daily basis: Transparent and invisible SWs based on EDI integration with the IT systems of the importers and the exporters;

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