

Enhancing Paperless Trade for SME Exports

Session 1: e-Trade for SME Integration in Regional/Global Value Chains



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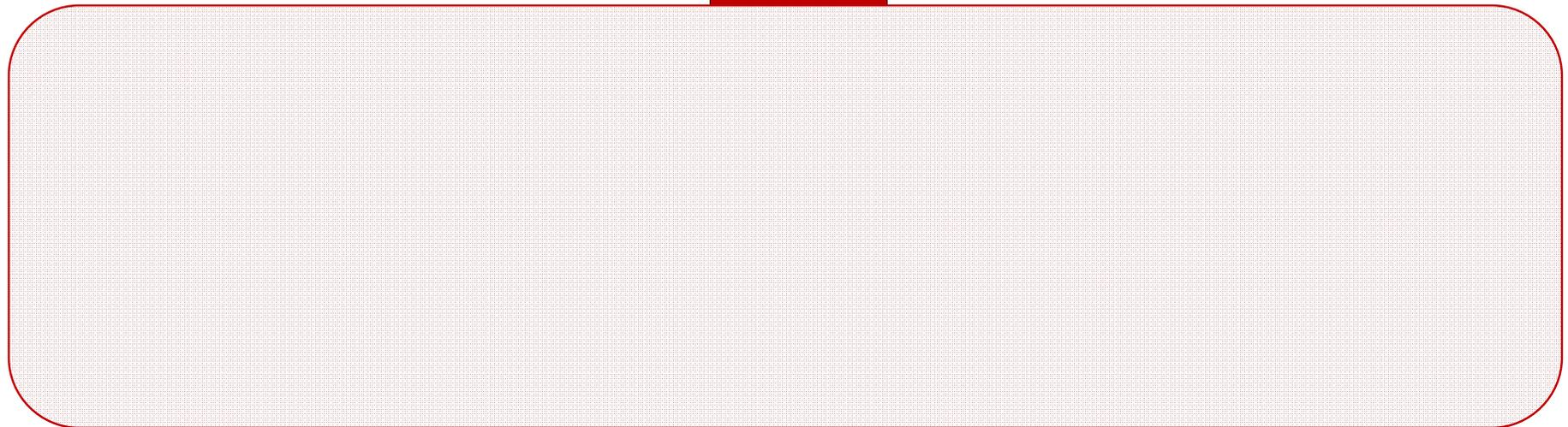


ASIA-PACIFIC
TRADE FACILITATION FORUM 2012

30 - 31 October 2012, Colombo, Sri Lanka

Objectives of this presentation

1. To discuss **how electronic trade facilities** can facilitate **SME value chain integration** and **access to global markets**.
2. To address **the challenges for SMEs** to gain benefits from the implementation of paperless trade systems



Key Strategies for Successful Trade

based on value chain management (with examples on agriculture trade)

1. Demand-driven:

Understand the needs & requirements of buyers and consumers, e.g.

- Food quality, food safety (chemical-free) & traceability are key requirements of major importing countries.

2. Production Capability: Produce the products that meet the requirements of the consumers with differentiation, e.g.

- Chemical-free agricultural produces, e.g. organic vegetables

3. Sound business models: Self-sustained financially viable, e.g.

- Association of smallholder farmers sharing cost & effort for internal control, external certification, post-harvesting, bargaining power,...

4. Efficient business processes and good management, e.g.

- Farm & crop information management, quality inspection support systems with traceability, trade & logistics support, etc.

Applying ICT as enabling tools to realize the above strategies

What is food traceability?

q The ability to track any food, feed, food producing animal or substance that will be used for consumption, through **all stages of supply chain** from raw materials, production, distribution/logistics and reaching consumers (*EU*), by means of **recorded identifications** (*ISO, 1995*).

- **Consumers** expect their foods to be **safe & traceable**.
- **Certification bodies/schemes** require some forms of evidential documents about product and process information.



Smallholder farmers working together through a Cooperative

sharing cost & efforts on post-harvesting, traceability, trading and export management

Farmers bring 70-75%-maturity bananas to the coop for selection, traceability, trade and transport operations.



cleaning



tagging



transport

Ready for truck transportation and exporting to Japan by ships

Traceability information, e.g. each banana package coming from which farm, is available on the internet for international consumers to access and check.



ICT system managing members & crop Information management, packaging & barcode labeling with traceability features



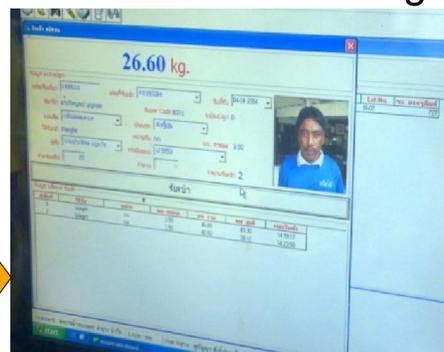
selection



bar-coding



data-entry



Value Chain for Exporting Banana (Thayang Agriculture Cooperative Ltd.)

About 400 individual banana farmers/smallholders

Contract Farming
with price guarantee and
also annual revenue sharing
from the co-op

Production
(Chemical-free
banana)



Post Harvest & Export
(Cleaning/Packaging/Trading)

Thayang Cooperative
Petchaburi Province, Thailand

Otento (Thailand)
Co., Ltd

Selling

**Land Transport/
Freight Forwarding**

Transport Company with
Controlled-Temperature Container

Transport Company with
Controlled-Temperature Container

Transport

Sea Transport

Sea Carrier

**Tops Supermarket,
Hotels,
Retailers,
Bakery,
Farmer Markets.**

**Market/
Consumption**

Import

WAGO Co., Ltd.
Japan

Consumption

**Toto Consumer
Cooperative Society**
Japan

International Market

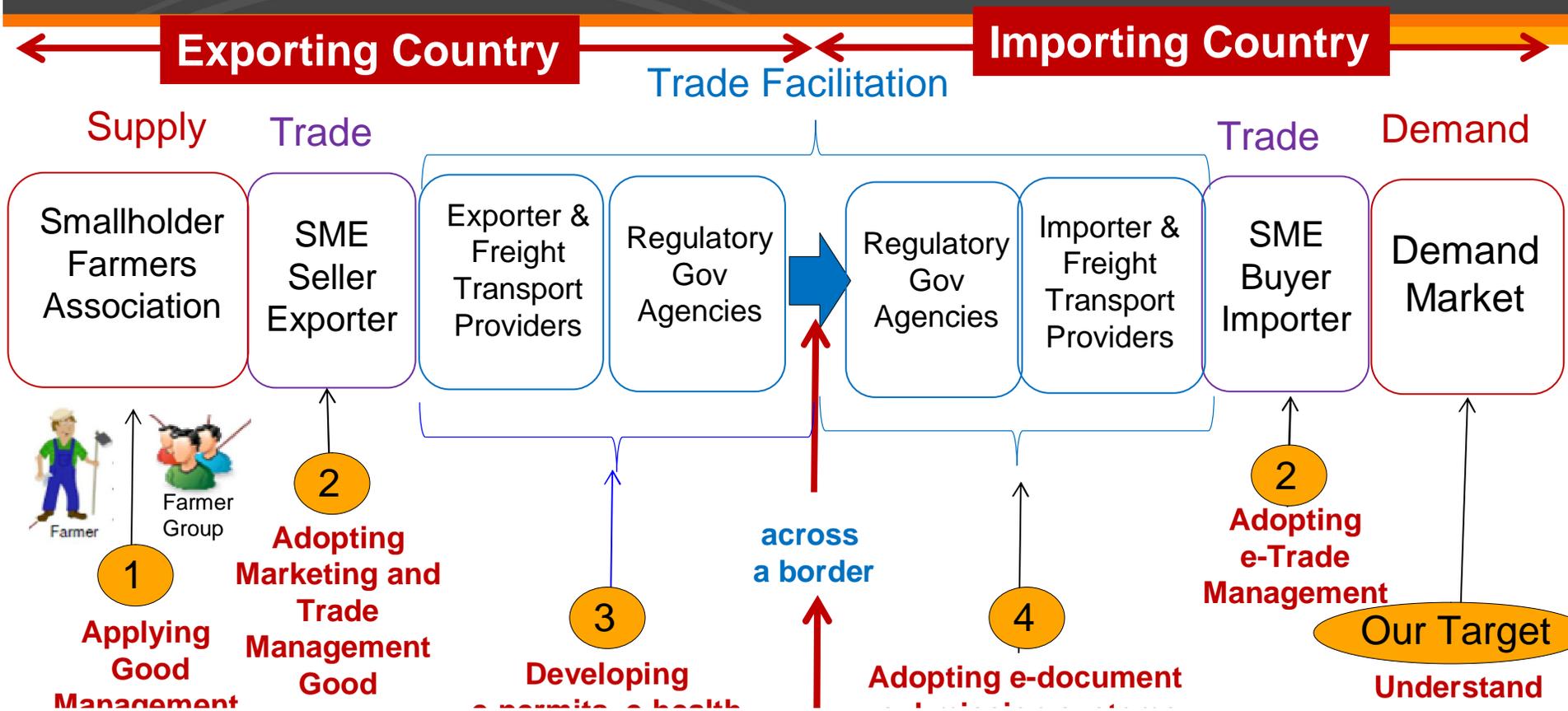
Domestic Market

Proposed Development Opportunities



for smallholder farmers and SME traders/exporters
to be able to export their agriculture products
to the global markets

Development Opportunities for Cross-border Value Chain Agriculture Trade



预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_6504

