**UPU Easy Export Programme for MSMEs**

**Application to act as a pilot country**

For the postal network to remain relevant, it must address the development challenges facing governments and at the same time meet the needs and requirements of MSMEs as a trusted, reliable, affordable, efficient and always-present business partner. By facilitating international trade and e-commerce for MSMEs through the postal service, designated operators contribute to wealth and employment creation, poverty reduction, economic development and social inclusion. The projects implemented under this programme will also sup­port the development of appropriate interfaces and linkages with customs and payment networks, thereby simplifying the export-import process, reducing high administrative overheads and logistics complexities, and strengthening the capacity of the postal network to expand the MSME market.

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| *Duration of pilot project:* | 2015–2016 (dependent on availability of funds) |
| *Implementation costs per country:* | 200,000–350,000 CHF |

1 Country:

2 Designated operator:

3 Contact details of person responsible:

Who is the key contact person in your organization on matters related to this programme or trade facil­itation for MSMEs through the postal channel?

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| --- | --- | --- | --- | --- | --- |
| Full name | |  | |  | |
|  | Ms |  | Mr |
| Position/title | | | | | |
| Organizational unit or department | | | | | |
| Address | | | | | |
| Tel. | Fax | | | | |
| E-mail | | | | | |