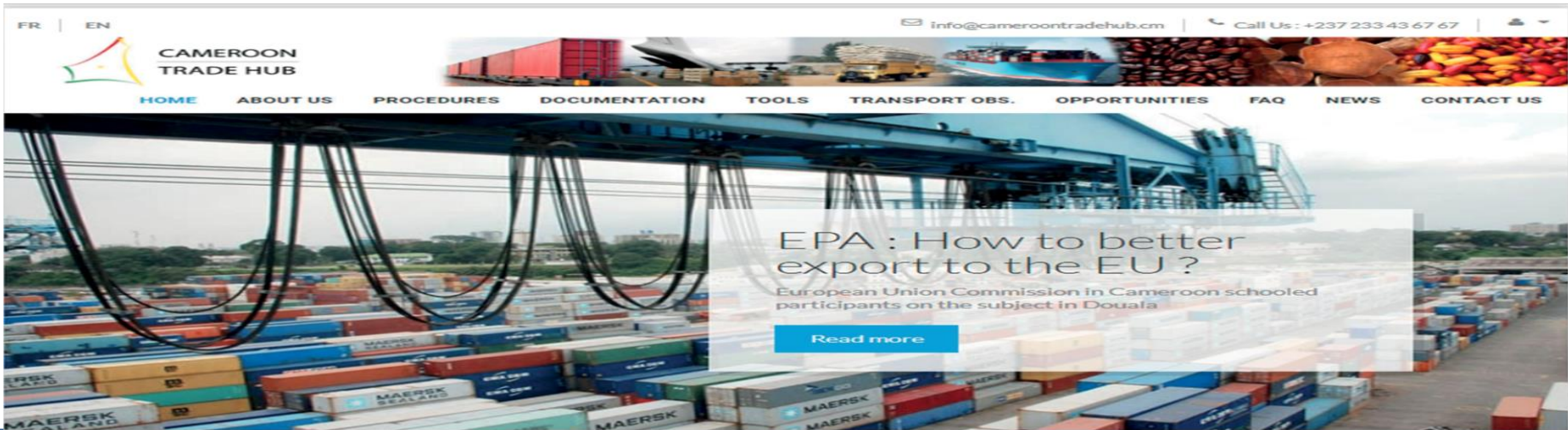




TRADE INFORMATION PORTAL AS A TOOL FOR PORT COMPETITIVENESS: THE CASE OF CAMEROON TRADE HUB



CAMEROON NATIONAL SHIPPERS COUNCIL (CNSC)

Why a trade information portal in Cameroon?

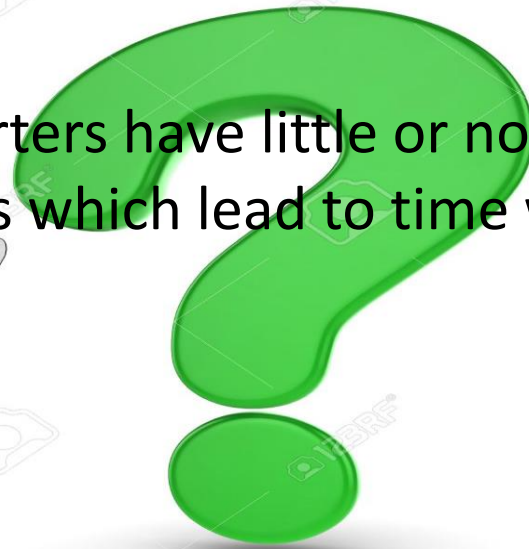
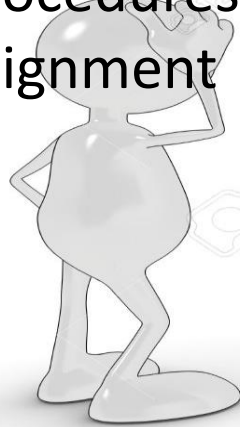
Presentation of Cameroon Trade Hub

Expected outcomes with regards to port competitiveness

Why a trade information portal in Cameroon?

In Cameroon, poor mastery of external trade procedures account for 70 % of time release of goods at the ports

most importers and exporters have little or no knowledge of import/export procedures which lead to time wastage in clearing the consignment



Why a trade information portal in Cameroon?

Which administration best suite my request?



Moreover, importers/exporters are faced with various institutions at different stages of the clearing procedure making it difficult for them to identify which structure to obtain specific information needed at a given stage of the procedure

Why a trade information portal in Cameroon?

Most often importers/exporters needs to move over long distances to reach border points of information just to enquire on the relevant procedures for exporting or importing thereby increasing cost and time for their operations



Why a trade information portal in Cameroon?

Shippers outside Cameroon has little or no idea of what is expected of them when planning shipping operations to Cameroon for clients who are established out of the country.



Presentation of Cameroon Trade Hub

Cameroon Trade Hub can be traced back in 2017 when a team of mixed professionals (IT engineers, Law graduates, Trade specialists, Economist and Statistics Engineers and translators) gathered and nurtured the idea into a matured project. It took the team about 3 months from August 2017 to November 20, when the trade information portal was launched. This project which in other countries have enjoyed financial and technical assistance from UNCTAD, was solely funded and constructed by the Cameroon National Shippers' Council.



The Cameroon Trade Hub portal is based on simple architecture that is easy to scroll through.

The heading “About Us” signed by the Chief Executive Officer of the Cameroon National Shippers’ Council (CNSC). This heading also covers the context, reasons for setting up the portal and its objectives

The heading «Procedures » deals with the fundamental issue, administrative and customs formalities in trade. It provides information on various procedures, notably those relating to imports, exports and goods transiting to Chad, the Republic of Central Africa and to the Republic of Congo as some of its wood passes through Cameroon ports. This page equally shows a list of all public and private partners of foreign trade in Cameroon as well as their “links” for better understanding

The heading documentations covers decree, texts, law and all regulation in force in the area trade in Cameroon. Visitors are equally free to discover a decisions and other compendia of texts from international organization. Priority is given to the new publications, whether national or international trade related issues

Presentation of Cameroon Trade Hub

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Space is reserved for Tracking and ship schedules for shippers expecting their goods. Through this heading, it would be easier to locate cargo in transit. Other important information includes the fact that the shipper would hence forth be informed of the day and time of the arrival of his goods in a Cameroonian port. Details of ship departures with their final destinations are equally provided

The heading “Statistics” of Cameroon foreign trade is another input. It shows Cameroon’s main trade partners in the world, the nature of the main goods shipped to or from Cameroon and their volumes

The heading “Opportunities” enriches the Cameroon Trade Hub with its two main trade regimes, namely AGOA and EPA. This rubric provides shippers with information on the preferential trade regimes Cameroon is engaged in, their nature, objectives as well as their comparative advantages over one another. An assorted range of information on the operation of AGOA and EPA in Cameroon has equally been placed at the disposal of exporters/importers

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The heading Transport Obs. is also an important component. It reviews the presentation of the CNSC Transport Observatory through its missions and actions on the field. Besides current transport issues, legal texts and laws, a graphically represented dashboard provides information on the key indicators in the area of cargo transport

The Cameroon Trade Hub offers visitors information on national and international «Current Affairs» relating to trade and cargo transport. This heading also avails the visitor with a diary of appointments, meetings, national and international seminars or any other event likely to be of interest to exporters/importers in their activities

Finally, the portal has put in place an interactive mechanism that works using the icon «Contact » and «Frequently asked Questions» commonly called «FAQ». The external trade operators are equally given the opportunity of sharing their concerns and waiting for a team in charge of providing suitable answers to respond within a time-lag

Laws, regulations and any other national texts relating to foreign trade and carriage of goods are also available for purpose of transparency;

Documents describing procedures and formalities necessary for cargo transport operations in Cameroon and the sub-region;

Documents describing administrative and customs procedures and formalities concerning imports, exports and transit cargo;

Enquiry reports and studies conducted by the Transport observatory;

Costs (duties, taxes and expenses) applicable to import, export and cargo transit procedures;

International texts relating to trade and transport facilitation.

Expected outcomes with regards to port competitiveness

Cameroon Trade Hub team has embarked on an aggressive sensitization campaign in 2018 aimed at creating awareness on the trade procedure portal in order to reduce time release of goods due to non mastery of procedures from 70% as of 2017 to 20% in 2019 and render Cameroon ports more competitive.

Availability of legal justification of charges payment is expected to cut cost of clearing goods and eliminate pockets of corruption at the ports in Cameroon by 50%.



www.cameroontradehub.cm

THANK YOU



END