



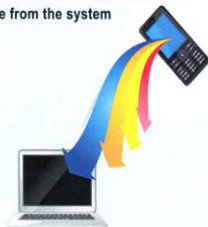
TANZANIA CHAMBER OF COMMERCE, INDUSTRY AND AGRICULTURE

TCCIA Application for 2013 World Chambers Competition **BEST SMALL BUSINESS PROJECT** “THE NTBS SMS AND ONLINE REPORTING AND MONITORING Mechanism”

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New Non-Tariff Barriers (NTBs) Reporting and Monitoring System

TCCIA is introducing a new system designed to simplify NTBs reporting and monitoring process through which the business community and other stakeholders can send their complaints via SMS and get an instant response from the system



HOW TO REPORT YOUR NTB

Go to your cell phone's message menu and write 'NTB' leave a space then write your case

Send your NTB complaint to 15539

The system will acknowledge receiving of your report and will give you a tracking code number



HOW TO CHECK YOUR REPORTED CASE STATUS

Go to the message menu in your cell phone



Write the word TAARIFA leave a space and then type your tracking code number and send to 15539

The system will respond by giving you the status of your case

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Executive Summary

NTBS Project is designed to enable the private sector to address the issue of NTBs through enhancing their reporting, monitoring and elimination. NTBs impact negatively on trade and increase the cost of doing business in terms of time and money. Private sector has a role to play in ensuring that there is proper mechanism of reporting and monitoring the NTBs and collaborate with the government to eliminate the reported NTBs. Tanzania reports relatively few NTBs in the Time Bound Matrix in the EAC and this could mean that the reporting system of the NTBs in the country is poor. Even for the reported NTBs that concerns the country it takes long time for them to be resolved something that hinders the smooth flow of trade in the region. NTBs prevalence is an indeed a regional problem that calls for the efforts from the private sector to ensure that governments take deliberate moves in the removal of NTBs.

The NTBs SMS and Online Reporting and monitoring mechanism's major objective is to simplify the reporting, monitoring and elimination of NTBs. The users of the system include business community, ministries and government agencies, private sector organizations, civil society organizations, researchers among others.

The system is a computer based one in which users can report NTB by sending a message through a specified code (15539) and in turn the system acknowledges the receipt and provides the sender with a tracking code. Through the system it is also possible to report NTB online by logging in through a registered account. The reporting system enables the coordinator to receive NTB on time and work with the responsible agencies to ensure that the problem is sorted out.

The system brings with it several advantages including reduction in number of days required to eliminate particular NTBs as all responsible institutions are connected and have right information on the right time. The system also helps in reducing or eliminating the imposition of new NTBs due to the increased advocacy done through the use of the information from the system. The ultimate impact of the project is to remove the non tariff barriers that hinder the trade from growing within the EAC region.

This project is highly innovative and it is based on the usability of Information technology in the trade area. It is useful to wide range of users including the exporters, importers, government agencies and ministries, researchers and the entire business community. The project is designed to be self sustenance in a long run through the finances that are raised from the SMS subscribers.

The project is intended to contribute in the creation of employment through facilitating the growth of trade and creation of the favorable business environment. Increment of trade flow and creation of favorable business environment will lead to the emerging of new business ventures and increased flow of Foreign Direct Investments that brings along employment and transfer of skills and knowledge to the locals.

The project fits best in the International trade category as it enhances the flow of trade between countries through the removal of Non tariff barriers that are said to be a major setback of the cross border trade.

INNOVATIVE NATURE OF THE PROJECT

Non-Tariff Barriers (NTBs) impact unfavorably on business, increasing the cost of doing business through official and unofficial payments to clear goods at the borders; general expenses incurred by businesses at border points; lost business opportunities; value and quantity of wasted products during inspection and cost of time lost in understanding and complying with un-transparent and cumbersome procedures.

Furthermore, the time waste and costs rising from the corruption paid by the truck drivers at the police roadblocks and weighbridges add up to the total cost of doing business. This has a direct bearing on the country's competitiveness and the EAC region as whole.

Despite several initiatives that have been in place, NTBs remains a big challenge to cross border trade in EAC. Tanzania lacks a proper mechanism of reporting NTBs encountered by business community. Not all NTBs that are on the ground are reported to the responsible institutions.

In relation to other EAC countries, Tanzania reports very few NTBs in the EAC Time Bound Matrix. Further on this, NTBs that are reported by other countries and by local traders take long time before they are eliminated. This is contributed by the fact that, responsible institutions are not always on the same understanding about a particular reported NTB.

It becomes very hard to collect information from the responsible institutions pertaining to NTBs and it's only in the NMC meetings which are also rarely conducted where these institutions/agencies meet. Sometimes in the same meetings there is no consistence of attendance lead to the lack of proper people to address NTBs and ultimately this delays their elimination.

It is from the same understanding that Tanzania Chamber of Commerce Industry and Agriculture (TCCIA) came up with the NTBs SMS and Online Reporting and Monitoring Mechanism to simplify the reporting and elimination of NTBs in Tanzania.

I. OBJECTIVES OF THE SYSTEM

NTBs SMS and online reporting mechanism/system has the following objectives;

- To simplify the process of reporting NTBs
- To simplify monitoring of the reported NTBs
- To help in advocating the elimination of reported NTBs

II. USERS OF THE SYSTEM

- Business community
- Ministries, Departments and Agencies (MDAs)
- Private Sector Organizations (PSOs)

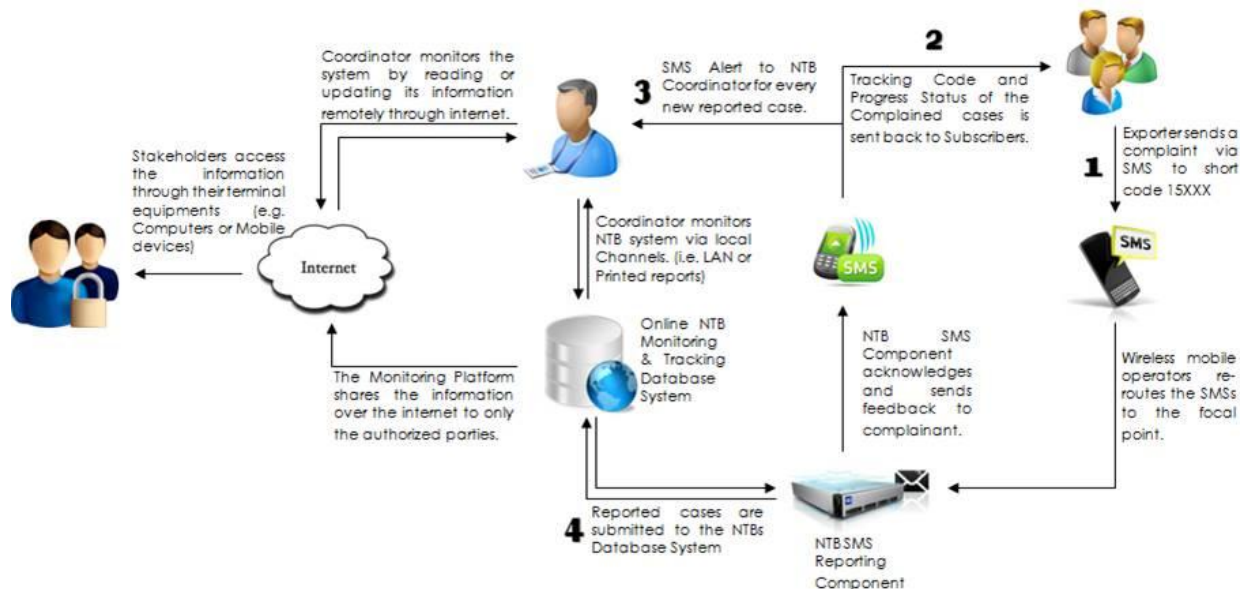
- Other interested stakeholders i.e researchers

III. INNOVATIVE CHARACTER

The project aims at integrating the mobile technology and IT solutions to assist the business community reporting smoothly the NTBs to the relevant authority for action. Such integration will favor the growth of trade flow within the EAC regional economic block.

A trader reports a case via SMS to a specified short code, the system captures the reported information and stores it in the database followed by receipt confirmation and tracking code.

NTBs Coordinator is then notified about the reported issue via his cell phone, the reported cases are then reviewed by the coordinator before being submitted to the online monitoring system for further processing by other stakeholders.



IV. INNOVATIVE METHODOLOGY.

The NTBs Systems wants to create a new kind of link between the Business Community and the Government authorities who are in charge in Trade facilitation that would provide Exporters/Importers with both easy way of reporting problems and easy way of getting feedback of the reported problems.

In order to simplify the reporting of NTBs by the business community, TCCIA has developed a system that fits the purpose. The system enables a trader to report encountered NTB through SMS by going to the message menu in his/her mobile phone and write "NTB" leave a space then write a case.

The message is sent to a short code of **15539**. The system captures the reported information and stores it in the database followed by receipt confirmation and a tracking code. NTBs Coordinator is then notified about the reported issue via his cell phone. He reviews the reported case before he allows for further processing by other stakeholders.

The system gives also an option for a trader to check for the reported case's status by writing "TAARIFA" leave a space and then write the tracking code. The message is sent to **15539** and the system responds by giving the status of the reported case.

V. HOW TO REPORT YOUR NTB

- ✓ Go to your cellphone's message menu and write "NTB" leave a space then write your case.
- ✓ Send your NTB to 15539.
- ✓ The system will acknowledge the receipt of your report with your tracking code.

VI. HOW TO CHECK YOUR REPORTED CASE STATUS

- ✓ Go to the message menu in your cell phone.
- ✓ Write the word TAARIFA leave a space and then write your track code.
- ✓ Send the message to 15539
- ✓ The system will respond by giving you the status of your case.

VII. HOW TO REPORT ONLINE

- ✓ You need to be registered in order to be able to login.
- ✓ After you are registered and given you user name and password, you can log in via www.tccia/ntbs.

THE IMPACT OF THE PROJECT ON THE CHAMBER AND/OR THE BUSINESS COMMUNITY

The impact of the project on the Chamber, its members and the broader community has been extremely positive.

An immediate outcome of the program has been the strengthening of business networks at a regional level by providing a platform for Exporters/importers to enhance the report mechanism of the all issue related to barriers to trade. Apart from reporting but also their can track the status of cases and getting feedback.

This Project has resulted in an increase in requests for the Chamber to assist other EAC Partner states to build their same system like ours that will expand their reach and market. Being a not for profit organisation, TCCIA offers marketing consulting services at a reduced fee TCCIA is demonstrating its ability to service not its members needs but the Business Community at large.

I. Results and influence of this project:

- ✓ The business community is able to save time in reporting NTBs.
- ✓ Traders are able to track the progress of the reported case by enquiring the status through SMS.

- ✓ The system allows the responsible agencies/ministries to get the information about a particular NTB on time and this will ease the process of elimination.
- ✓ It reduces the bureaucratic procedures in reporting the NTBs to the responsible agencies.
- ✓ It gives opportunity to other stakeholders to login and interact in a certain level depending on the type of the user.
- ✓ It ensures that all stakeholders have similar information about a particular reported NTB.
- ✓ It reduces the cost of reporting, monitoring and eliminating NTBs

II. Benefits:

- Increased number of NTBs that are reported for elimination.
- Reduced number of days required to eliminate particular NTBs as all responsible institutions are connected and have right information on the right time.
- Reduce or eliminate the imposition of new NTBs due to the increased advocacy done through the use of the information from the system.

MEASURABLE OUTCOMES

I. Financial

The NTBs project is partially funded by the Trademark East Africa and TCCIA provided substantial in-kind contribution by way of design of the system, Hosting and Maintenance, Marketing support and project management. In a long run the system is intended to be self sponsoring. The system is expected to generate a substantial income for its survival through the finances that are being generated from the SMS. When a subscriber sends a message to the system he is charged a minimal amount that is shared equal between TCCIA and a mobile phone company. In addition to that, due to the impact that is expected to be caused by the system in the EAC region, it is also expected that it will attract other donors to market it and increase its usability in the region.

II. BUSINESS, JOB CREATION AND KNOWLEDGE SKILLS

The NTBs SMS and Online Reporting and Monitoring system is intended to help in the elimination of NTBs in Tanzania and in the region as a whole. Elimination of NTBs has various economic impacts to the region. Because NTBs are considered to be a major drawback of trade growth between countries. Existence of NTBs can hinder the speed at which a country exports and imports from others. It is also evident that, NTBs can deteriorate economic growth of a country by creating difficult business environment. Another impact of NTBs would be that, they substantially create difficult in investments flow. It becomes difficult for Foreign Direct Investments (FDIs) to flow in a country with NTBs. If a country has difficulties in trading with other countries and in doing business within its borders, there is no way such a country would create employment opportunities to its people as it becomes difficult for new business ventures to emerge and even the existing one cannot work in their full capacities. FDIs bring with them employment opportunity to the host country and also it enhances transfer of knowledge and

skills to the local. The NTBs SMS and Online reporting and Monitoring System is intended to create a conducive business and trade environment leading to creation of employment to the locals. Also through this system there will be a conducive environment for the flow of Foreign Direct investment increasing the possibility of employment but also the transfer of knowledge and skills to the locals.

III. PARTICIPATION RATES

The Online NTBs Program had tremendous participation rates since the introduction of the Program both internally through the Chamber movement and externally through participant attendance.

Internally, the collaboration and uptake by participating of TCCIA regional and district offices was very encouraging with our other business association and government agency which act as trade facilitator by actively promoting the program to their Members/stakeholders and attending the Launching workshop.

Externally, the collaboration with different development partners was very encouraging our program and gives it more mileage to other members states.

THE RELEVANCE OF THE PROJECT IN THE TARGET CATEGORY

The relevance of the project in the target category of Best Small Business Project is unparalleled. The development of online NTBs Reporting and Monitoring System have many potentials to contribute in the growth of international trade through the creation of favorable environment for the flow of exports and imports. When the barriers are eliminated, the cross border trade increases and this contributes to the strengthening of trade ties between the countries.

The Online NTBs not only offers a mechanism that assists Business community to reach the market very smoothly but also enhance the relationship with other trade facilitators. TCCIA whose core reason for being is to support business with information, support and advice.

Is on the same spirit TCCIA motivated to apply for the 2013 World Chambers Competition in ICC given the fact that our major objective as Tanzania Chamber of Commerce, Industry & Agriculture (TCCIA) is to assist business men and women to transact international businesses. Coupled with this, the challenges that we face in the process of fulfilling this noble task convinces us to come up with an Innovation solution to save the intended purpose and by so doing we are honored to share this innovation service to other chambers of Commerce in the world via ICC umbrella by participating in the 2013 World Chambers Competition. We believe that our participation in this competition is going to glitter our spirit and enhance our enthusiasm in promoting the Tanzania's business community.

POTENTIAL FOR THE PROJECT TO BE SUCCESSFULLY ADOPTED BY OTHER CHAMBERS OF COMMERCE

The Online NTBs Reporting and Monitoring System is in-house IT based solution created by the Tanzania Chamber of Commerce Industry and Agriculture. Tanzania through the chamber is the first country in the EAC to come up with this kind of innovation addressing the issues of Non tariff barriers. Although this is a country initiative it indeed has a regional impact as the problem of NTBs is not a single country issue. The potential for this program to be adopted by other Chambers in the EAC and beyond then high due to the nature of the system which uses the modern technology to solve a crucial issue in the elementary business world. The program is designed in such a way that it is easy replicate and license to other Chambers of Commerce or business associations.

As the prove of the system's potentiality to be adopted by other countries, Tanzania Chamber of Commerce industry and Agriculture has received a request from other EAC partner states requesting us to share the said solution, and to start with we are planning to deploy the system to Uganda and Burundi next year 2013.

As the NTBs system is compatible to internet and mobile technology any Chamber can access the content displayed across the globe. In addition, both the website and the system can be rebranded and customized to include any brand and content specific to the participating Chamber or business association.

CONCLUSION

Tanzania Chamber of Commerce industry and Agriculture congratulates the World's Chamber Federation for creating this important opportunity for it to participate in the competition. We further believes that the initiatives that is constantly shown by the WCC will have a much bigger effect in this eras of increasing trade involvements between countries and in the eras that technology has dominated the way countries trade.

If there are further questions regarding this application, please do not hesitate to contact Daniel Machemba on dmachemba@tccia.com. We look forward hearing from you concerning this application.

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In reply please quote:

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21th November, 2012

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RE: 2013 CHAMBER COMPETITION

It has come to our knowledge that The International Chamber of Commerce (ICCA) under its global awards programme is planning to recognize the most innovative projects undertaken by Chambers of Commerce and Industry from around the World.

The Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA) is a member of the International Chamber of Commerce and it is aspiring to participate in the aforementioned year 2013 competition under the category of best International Trade Project with their Non Tariff Barriers (NTBs) SMS and Online Reporting and Monitoring Mechanism Project.

As you will recall, Tanzania is implementing the Southern Africa Development Community (SADC) Trade Protocol on Trade at the stage of a Free Trade Area (FTA) and also the East African Community Common Market Protocol.

However, in order for Tanzania to benefit in these stages, Partner States must eliminate all sources of NTBs and refrain from imposing new ones in order to allow free flow of goods and services.

In order to ensure that NTBs are eliminated in Trade, This Ministry as the Focal Point has established a National Monitoring Committee which is tasked for the reporting, monitoring and removal of NTBs in trade. The TCCIA as the Private Sector is the Enquiry Point collaborates with the Ministry to ensure that reported NTBs are directed to the necessary authorities for action. TCCIA has offices all over the country. For efficiency of reporting cases of NTBs encountered by the business community it has introduced an online reporting system through SMS of encountered NTBs. This system has enabled the Chamber to receive information regarding NTBs faced by the business community wherever they are and assist the Ministry and the Chamber to take prompt necessary actions. This system which is a trade support services to this Ministry to a great extent has accelerated the pace of removing NTBs and thereby promote intra regional as well as international trade.

It is for these reasons therefore we are considering the SMS Project done by the TCCIA as an integral part of the Ministry's efforts in the removal/ elimination of reported NTBs and humbly request your good office to take TCCIA as one of the candidates during the 2013 competition.

We thank you for your continued cooperation.



Beniface A.N. Michael
PERMANENT SECRETARY