



# **ENHANCEMENT OF THE BUSINESS ENVIRONMENT IN THE SOUTHERN MEDITERRANEAN**





**One stop shop as a tool for  
promoting business  
Fadi Fayad  
Beirut 10.10.14**





# Introduction



- A one stop shop is usually a company or a location or a virtual portal that offers a multitude of services to a client or a customer.
- It is an important compliment in supporting domestic business developments and come in the form of physical offices, phone hotlines or Web portals;
- The one stop shop we should focus on, is one which simplifies interaction of individuals and businesses or other stakeholders with the public administration



# Introduction



One way of summarizing the immediate objectives of an export promotion one stop shop , is the introduction of the business portal for the government of luxemb.

## **PREPARE YOUR BUSINESS**

*Present your products and ideas all over the world! The Ducroire supports your project at all stages. The one stop-shop of the Luxembourg Government designed for the promotion of exports, offers financial incentives in order to efficiently promote your products and services abroad. Once this path accomplished, it may secure your export income by providing export credit insurance.*



# Introduction



So what are the minimal services we should expect from a business and export promotion one stop shop:

- ✓ Registration of start-up companies with access to apply online .
- ✓ To Provide advise or information on growing a business
- ✓ On investment.
- ✓ On access to loans
- ✓ On financial management
- ✓ On promoting goods and services.
- ✓ On market information.



# Introduction



- ✓ On reducing administrative burden and the cost of starting up a business.
- ✓ Capacity building.(training, workshops)
- ✓ Tax information and possibly payments.

The type of services offered can differ from country to country depending on circumstantial parameters, such as existing IT infrastructure ,organization of government institutions , level of the administration organization and efficiency and so on.



# Pre-requisite for a virtual one stop shop



The minimal requirements for an efficient virtual OSS ?

- ✓ An efficient interactive website.
- ✓ Clear and Easy to navigate .
- ✓ At least two languages to serve foreign applicants.
- ✓ Regularly maintained and Updated .
- ✓ Utilization of advanced technology for communication and linkage with other relevant sites.
- ✓ Existence of a valid electronic public infrastructure
- ✓ Sustainability
- ✓ Possess a quality management standard certification.



# One stop shop, Lebanon



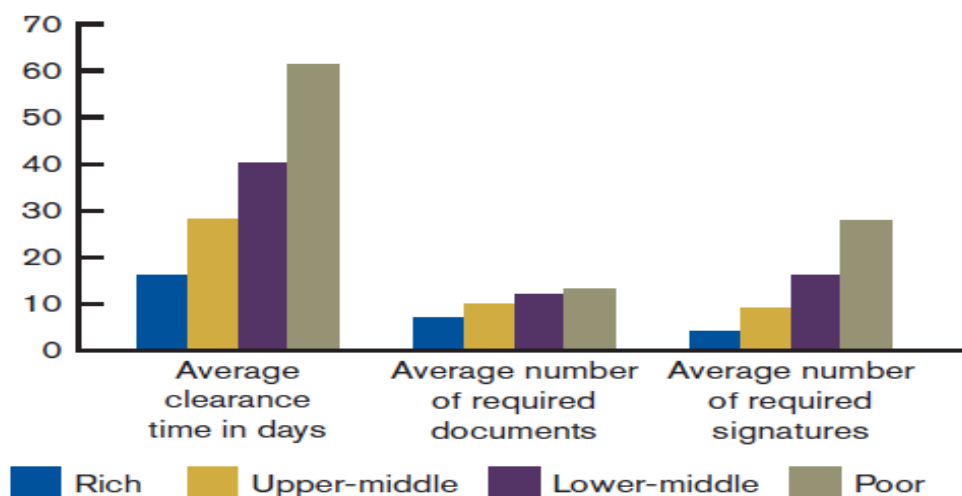
- Lebanon has not been able to sustain a one stop shop portal. There were serious attempts by IDAL, Ministry of economy, Federation of chambers of commerce ,industry and agriculture, even OMSAR , but still there is not one location or portal service available that can provide all the business related information in one place but more important to reduce administrative burden. Major Reasons:
  - ✓ lack of sustainability: no funds/technical resources.
  - ✓ Lack of collaboration between ministries and organization.





- ✓ absence of e-government.
- Lebanon is ranked by the WTO 120 for ease of doing business.

**Figure 6. Correlation between trade facilitation indicators and income levels**



Source: World Bank, Doing Business Index 2005

...enters a number of facilitation measures that will



# OSS Lebanon



- OSS in Lebanon are not interactive portals as much as they are information providers; to complete your task you will always need to call someone and arrange an appointment.
- **IDAL** (Investment and development authority of Lebanon)-Operating under the law 360- its major roles are:
  - ✓ *Assist investors in obtaining required permits for industrial, tourism and real estate projects, in addition to residence and work permits, and other similar formalities*



# OSS LEBANON



- ✓ *Provide necessary information to investors on the legal and administrative aspects, financing options, location.*
- ✓ *IDAL is able to serve its clients under the 360 law to register the company and obtain the relevant licensees for industry however it is a case by case system and not through their portal.*
- ✓ *IDAL is also limited to a number of sectors such as agro-food ,construction, electro-mechanical and Tourism.*
- ✓ *Example of the OSS mechanism at IDAL*



# OSS Lebanon



- **Step 3:** Investors using the "One-Stop-Shop" Service fill out application forms for all the permits needed, with IDAL's assistance when necessary, and submit them to the OSS Department at IDAL along with the necessary documents. The investor is given a receipt showing the application's date of submission and an application reference number.
- **Step 4:** The Head of the "**One-Stop-Shop**" department at **IDAL**, in coordination with the delegates from the various ministries, immediately reviews the applications submitted to ascertain that they are complete. Applications are then registered and the investor notified that his application has been taken into consideration. The applications are then transmitted without delay to the concerned ministries and public authorities delegates to be studied and processed. When an application does not meet the requirements, the investor is asked to provide the missing information within 3 working days.
- **Step 5:** The applications are then registered at the relevant Ministry and every delegate receives a copy of the application including the original copy of the documents related to his/her administration along with a photocopy of the remainder of the file. The investor is Given an official dated receipt. In case additional information or clarifications are needed, the head of the "**One-Stop-Shop**" department at **IDAL** informs the investor of the information required in writing



# OSS Lebanon



- **MOET:**
- Trade information center(TIC)- Provides trade statistics, import and export regulations, tariffs, company search, outsourcing opportunities; company directories.
- ✓ They have an actual project in progress to establish with the help of the ITC (International trading center) and funded by the EU, a web portal for business and export information similar to the EU Help Desk; estimated delivery 2016.



# OSS Lebanon



- MOET portal: certain services related to IP requests, commercial representation requests, request to set-up a fair... can be accessed through the site but you will need to login. At this stage there is a cooperation with Liban Post to continue the operation.
- **Liban post-**
  - ✓ a privately owned company that was given the role of rehabilitating post war postal services and which 15 years later has taken over a large number of services many of which exceed postal services into becoming support to government services.



# OSS Lebanon



- it also worked to diversify its business lines with the goal of becoming a "one-stop shop" service provider, fulfilling the everyday needs of both people and businesses, and simply making daily transactions easier.
- The company serves 250,000 customers per month through its continuously growing network of 80 post offices in all parts of the country.
- It has agreements with most ministries namely, Interior, Finance, Education, Health, Energy & Water, Defense, & Council of Ministers.



## Omsar

- A 1,250,000 Euro project to create an e-government system (Multi channel portal) funded by the IFC-
- The project is over 3 years, ending in 2015. Its objectives are to create an e-Citizen, e-business, ..
- One of its relevant objectives is to establish readiness for the internet and one stop shops in all ministries; already implemented in the ministry of Tourism.





# OSS Lebanon



- The completion of the OMSAR project will definitely facilitate any OSS in ministries or NGO wishing to establish sustainable OSS for promoting business and exports; as public infrastructure would be ready for it.
- Other examples of OSS operating in Lebanon but not merely for export promotion:
  - ✓ OGERO hot line
  - ✓ Surete general hot line



# European and international one stop shops



- It goes without saying that development of OSS in the EU and other developed countries such as the USA or Australia is quite advanced and efficient considering the high level of organization of the public sector and the ease of availability of advanced communication technology, as well as allocation of funds for the promotion of trade which makes those OSS financially sustainable;
- The idea is not to compare but to benchmark good practices in that field. For that purpose we have selected few OSS including a couple from less developed countries.



# European and international one stop shops



- **EUGO POINTS OF CONTACT**

[http://ec.europa.eu/internal\\_market/eu-go/index\\_en.htm](http://ec.europa.eu/internal_market/eu-go/index_en.htm)

- **PSCs (Points of single contact) are online e-government portals, allow you to:**

- ✓ Find out about the rules, regulations and formalities that apply to service activities.
- ✓ Complete the administrative procedures online (by submitting the necessary application forms and supporting documents etc. electronically)
- ✓ You no longer have to go to the individual offices of different authorities in different countries, one by one



# European and international one stop shop



- ... In each EU country, applications can now be dealt with online through one single access point, the PSC.
- ✓ All national PSCs are part of the European EUGO network



# European and international one stop shop



- ODL :Luxembourg export credit agency

<http://www.ducroire.lu/>

- BUSINESS .USA –Multichannel portal. Especially created to improve the business situation of the USA as a result of the actual global financial crisis.

<http://business.usa.gov/>

- ✓ Start a business.
- ✓ Grow a business
- ✓ Access to finance
- ✓ Find opportunities.
- ✓ Taxes and credits.



# European and international one stop shop



- [Tuempresa.gob.mx](http://Tuempresa.gob.mx) : OSS of Mexico
- OECD information claim that the establishment of the above portal has contributes significantly in:
  - ✓ Reduction of administrative burden on individuals
  - ✓ Improvement of the ease of doing business for Mexico, which was reduced from rank 90 to 67
  - ✓ Reduction of the time to create a business in Mexico by 50%.



# European and international one stop shop



- OSS Tunisia :More an office than a virtual OSS.

<http://www.tunisieindustrie.nat.tn/en/doc.asp?mcat=13&mrub=96>

The one-stop shop at the Investment Promotion Agency (API) is a service area where administrative and legal formalities can be accomplished thanks to the presence of representatives of the various governmental authorities involved in setting up new businesses: declaration of intention to invest and legal constitution of new companies.



# European and international one stop shop



- ✓ Registration of legal papers for businesses:
- ✓ tax office (Recette des Finances)
- ✓ Tax inspection (Contrôle des Impôts)
- ✓ Court clerk (Greffe du Tribunal)
- ✓ Official printing press of the Tunisian Republic
- ✓ Customs
- ✓ Ministry of the Interior





# Conclusion



- Providing a OSS for facilitating formalities for new and existing businesses in Lebanon has become a must; if we are to encourage trade and foreign investment.
- Pending the upgrading of local infra structure at the level of the country , it might be complicated at this stage to have a full scope interactive portal that will reduce or eliminate the loss of time and effort in surmounting actual administrative burden.
- Good alternative approaches might be:
  - 1- Supporting initiatives such as Liban post which takes on its shoulders the administrative as well as the logistic burden and provides a clean service to its clients .



# Conclusion



- ..and which has proven successful in many of its services.
- 2- Establishing multi-service OSS satellite outlets by relevant ministries all over Lebanon, which are easily accessible to the clients, similar to the one recently established by the ministry of communication.
- 3- Export Help –desk type of portals consisting of interactive websites providing information to businesses.



**Thank you for your attention**

**Contact:**

**Name**

**Phone:**

**Email:**

