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Target groups:

Public and private sector stakeholders (both buyers and sellers), interested in fostering cross-border e-trade and e-commerce, including Custom Authorities, Ministry of Economy and Trade, and logistics companies.

Value created:

The DTH in Azerbaijan was recognised as an outstanding innovation as it generated \$475 million worth of goods ordered in the first year of activity, contributing to the increase of non-oil exports by 27%. At this time, the DTH has processed over \$1.5 billion worth of exported goods, thus continuing the generation of added value for all stakeholders involved, including logistics companies and transport authorities.

DTH provides an unprecedented opportunity to connect to global markets. It allows the seamless trade of goods on a broad scale and makes a profound impact locally, regionally and globally.

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digital trade hub



Become the Amazon or Alibaba of your country with a cross-border e-commerce platform that simplifies export procedures for local SMEs, all verified by the state. Digital Trade Hub (DTH) was born out of a public-private partnership for the development of a digital infrastructure for cross-border e-trade. It connects different stakeholders — both buyers and sellers — and policy areas across sectors, borders and institutions, making it easy to move goods legally between countries.

Features:

- **Single window for export**
DTH is an e-commerce platform that carries out digital import-export procedures, including customs — all in a single digital environment.
- **Backed by the government**
Fraudulent transactions are prevented as only authorised users can access the DTH. This gives buyers confidence that sellers are who they say they are.
- **Integration with Amazon, Alibaba and eBay**
Integration with global e-commerce players allows products and services to reach buyers in all regions of the world.
- **Open source technology**
The technology behind DTH is vendor-neutral and supports unlimited speed and traffic volume. It is not a cloud solution, and each country as a system owner may download it and install it in their own environment. Governments have full control of their own data and its usage. After that, they can easily pursue secure data exchange with any other country's DTH.
- **Trusted and legally binding**
Trust, security and interoperability are established between all players because services are validated, and transactions are guaranteed by legally binding documents.

Key benefits:

- **Trade regulations made easy**
Different stakeholders and policy areas are connected through a holistic approach across sectors, borders and institutions to make it easier to navigate trade regulations between countries.
- **Paperless and seamless**
E-documents related to import, export, customs and transit are electronically created, submitted, issued, shared and managed. These are all subsequently validated and guaranteed by national governments.
- **Stronger political and economic relationships**
What's the benefit of e-commerce for political and economic relationships? It's simple. A country that can't trade can't have economic relationships, because economic relationships are a form of trade.
- **Easy and convenient e-services**
DTH facilitates cross-border e-services such as e-customs, e-invoicing, e-banking, the opening of a company, taxes and accounting as well as e-document management, including certificates of origin, phytosanitary documents, shipping documents and many more.

References:

OECD's published case study for B.EST Solutions Digital Trade Hub in the Republic of Azerbaijan since 2017. Read more: oecd-opsi.org/innovations/digital-trade-hub

