



**Minister for Finance, National Planning and Trade
H.E Naadir Hassan
Launching Ceremony of Trade Obstacle Alert Mechanism
Eden Bleu Hotel
Tuesday 28th February, 2023
09.00am**

Distinguished guests,

Ladies and Gentlemen,

Good morning and welcome,

Today marks another very important step for the government in the implementation of its digitalization strategy, as we launch our Trade Obstacles Alert Mechanism platform, otherwise known as TO-AM.

The adoption of this technology, especially, post COVID 19 pandemic, is the way forward, as it serves as a platform for the business community to provide feedback on perceived trade obstacles and the clearance of goods at the borders.

Ladies and Gentlemen, the launching of this online platform today, TO-AM, will allow for easy and speedy interaction between policy makers and the industry, with the view of resolving issues, which are deemed detrimental to trade facilitation.

Furthermore, the platform will expedite the exchange of information between economic operators and relevant agencies. This is in line with the Government's ambition to enhance trade facilitation, promote inter-agency dialogue, and improve public-private sector discussions, through further digitalization.

We are grateful for the benefits that Seychelles will realise through the use of TO-AM, especially as it will provide government with timely updates on issues being faced by the industry. It is through this mechanism that companies will remain up to date with information on trade rules and procedure.

On behalf of the Government, I would like to convey my sincere gratitude to the International Trade Centre for this unique opportunity for supporting the development and launching of this mechanism in Seychelles.

We are also thankful for the fantastic cooperation and support we have received from stakeholders to make this launch and the implementation of TO-AM possible in Seychelles.

Ladies and Gentlemen, Seychelles looks forward to the successful operation of TO-AM in facilitating the identification and elimination of trade and non-trade barriers to improve the business environment in Seychelles.

In this respect, I appeal to all stakeholders to make use of this online platform, be it government entities or the private sector, because the platform can only become successful and efficient, with your active participation. Equally important, we all have one objective; to transform Seychelles into an attractive trade destination, thus enabling your business to grow and thrive. Let us make good use of this digital platform.

Thank you all.