

***Updated CFCFA website—
Platform to Strengthen and Develop
the Regional Cooperation***

www.cfcfa.net

**1-3 September 2014
Urumqi, PRC**



History of creation of the CFCFA website

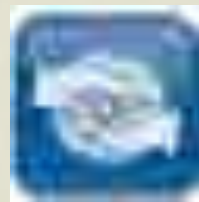
- In accordance with the decision of the CFCFA 3rd Annual Meeting (4-5 December 2012 in Bangkok), the website administrator functions were delegated to ADBL.
- ADBL has developed a new CFCFA website, and the website has been functioning since beginning of 2014.
- Memorandum of cooperation in the framework of the CFCFA website has been prepared and signed.

Formation of new databases of the CFCFA website



The following DBs were formed:

- Common regional information database of current legislation and regulations in the field of transport and logistics
- Databases of carriers and freight forwarding companies, insurance companies, customs brokers, warehouse terminals and logistics centers, with the free registration opportunity



- Database on the cost of gasoline and diesel fuel in the CAREC countries

New functions of the CFCFA website

- A separate page for each CFCFA member country with information on the economy, the transport and logistics sectors, and texts of the legislative acts adopted in the country in the field of transport and logistics
- News section for each CAREC country
- Events section (Seminars, Conferences, Exhibitions)



- Feedback on border crossing points



Important aspects

- The Secretariat is responsible for providing general materials on CFCFA and all the events held by CFCFA.
- Each association shall appoint a responsible specialist for interaction within the website.
- Responsibility for the text content rests on the party that has prepared and submitted the relevant text to the website Administrator.
- Texts should be available in two languages: Russian and English.



Contribution of CFCFA Members into the Website Development

- Providing general information about the country and its update as needed.
- Providing the new texts of national legislation in the field of transport and trade logistics.
- Providing articles, publications, press releases and news for posting on the website.
- Submitting information on the activities carried out by the CFCFA member associations.



Contribution of CFCFA Members into the Website Development

- Active participation of members in the development of the website, comments and proposals to improve the website.
- Involving new companies in the web directory.
- Involving companies-advertisers.
- Prior to opening a bank account, CFCFA has the opportunity to place advertising banners of companies for a period of 1 month free of charge.
- Dissemination of information about CFCFA and promotion of the website at various exhibitions and conferences, where CFCFA members participate.



Results of operation of the CFCFA website

- More than 50 companies are registered in website catalogs
- A database has been created on the CAREC countries, including legislative acts in the field of transport.

At the same time, it should be noted that information on the countries is not yet complete.

We are grateful to Mongolia CCI for complete information provided (for both Russian and English versions of the website) and regular updating the news.

Kazakhstan and Turkmenistan have not yet provided any information on their countries.

We ask other countries to provide the missing information for both Russian and English versions of the website (a list of missing information is provided to all participants).



Results of Operation of the CFCFA Website

- An agreement has been signed on information partnership between CFCFA and exhibition company EKO MMI Fair Co Ltd. organizing the largest international transport and logistics exhibition **logitrans** that is annually held in Istanbul (Turkey).
- CFCFA has been provided with a free display board of 9 sq.m. for dissemination of information and promotion materials.



Results of Operation of the CFCFA Website



- Currently, negotiations are going on CFCFA partnership with several major exhibitions, in particular in Germany and Uzbekistan.
- CFCFA was presented at the High Level Conference "Linking Asia and Europe" which took place on 3-4 June 2014 in Riga (Latvia).





Google Analytics report (February - August 2014)

■ Visitors	1,784
■ Visits	4,944
■ Reviews	18,620
■ Page/Visit	3.77
■ Average duration of a visit	00:07:40
■ % of new visit	35.13%



Google Analytics



Google Analytics report (February - August 2014)

■ 1. Uzbekistan	49.96%
■ 2. Kazakhstan	9.79%
■ 3. Mongolia	4.41%
■ 4. Russia	4.15%
■ 5. China	3.78%
■ 6. Brazil	2.39%
■ 7. Philippines	2.14%
■ 8. United States	1.88%
■ 9. Turkey	1.07%
■ 10. Tajikistan	1.05%
■ 11. Kyrgyzstan	0.99%
■ 12. Iran	0.95%
■ 13. Azerbaijan	0.81%
■ 14. Afghanistan	0.77%
■ 15. Germany	0.75%



Google Analytics

Proposals for Fundraising Sources for CFCFA website Budget



- **Advertising:**

Attraction by CFCFA members of three advertiser companies each

Attracting advertisement of the international multinational companies

- **Placing the press releases**

- **Placing the logos of companies with the status of “Authorized Representative of CFCFA”**

Proposals on Further Development of the CFCFA Website



- Improving the website design and content.
- Improving the website interface and increasing its speed.
- Improving the accessibility of the website in different CAREC countries.
- Adding a Chinese version of the website.
- *This website offers the possibility to add the Chinese language. Today we want to ask our Chinese colleagues to suggest a mechanism for administration of the Chinese version of the website.*
- Adding interactive maps and graphs on the CAREC corridors. At the initial stage, ADB experts have noted that there is a possibility to add such interactive charts for Joomla. Such diagrams may be added in the website when developed.

Proposals on Further Development of the CFCFA Website

- Regularly updated electronic road atlas and reference-guide attached thereto with the roadside infrastructure.
- Online system for monitoring of vehicles and cargo with the use of GPRS.





Looking forward to your support and
cooperation on the CFCFA website

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Thank you for your attention !

1-3 September 2014
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