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UNeDOCS Implementation Cross Border Supply Chain

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- 45 years Multi -National Systems Experience

The realities for the EU & Oceania SME engaged in international trade

- Trade data comes before goods loaded
- Goods will only move as fast as the quality of data presented
- US & EU common goal secure trade
- Secure trader status AEO CTPAT
- Paper free declarations
- Single windows global interoperability
- Risk mitigation
- Embrace WCO and UNECE/UNCEFACT

WTO – WCO – UN – USA – EU Bi-lateral Reappraisal

- Committed to competitiveness via paper free
- Agree on Secure Traders, Trusted Partners.
- Agree on total transparency for Customs from Point of Origin to Destination.
- Correct Customs Classification of Goods \$\$.
- Counteract counterfeit to protect Multi-national Brands & market share.
- Reduce Risk of Bogus Traders.
- Reduce Risk of Terrorist Infiltration, through various security measures.

EU Benefits A passport to trade

- Enables customs to segment its customer base and increase its effectiveness by:
 - Identifying trusted or low risk traders
 - Focusing it's interventions accordingly
- Opportunity for legitimate traders to avoid unnecessary delays or burdens by:
 - Implementing satisfactory controls
 - Co-operating with customs

The Challenge for SME's

- Don't know about changes in legislation
- Don't know about their responsibility for visibility in supply chain which will reduce their costs of goods traded by up to 15%
- Historical freight forwarder role changed and also self preservation
- Historical information providers to SME limited in resources and capability.
- Why ?

EU SME on EU legislation

- SME deal in Minutes not years or millenium
- Customs and security is not exciting – not a vote winner
- No political will and no funds around
- EU, Member state politicians demanded legislation EU implemented and have left it to the private sector to lead.
(La raison d'etre pour ETEN)
- Reality is EU member states individually cannot deal with their own Sme (OECD UN) so Brussels is dealing with a multiple of 27 times the local problem

How do I know this ?

- Irish experience in 2005 of MASP MCC
- Pre and during EU ETEN (10 states France AU)
- World bank, IFC, IDB US AID
- United States AAEI & TABD
- Australia
- APEC, ASEAL, UN/CEFACT
- LCD “If no political will not on national agenda not in public policy i.e no support ”

Private sector SME led solution and focus for SME

- Message is not about compliance its about sme and national competitiveness attract FDI and give first mover advantage to grow exports .
- SME pay local taxes and rates and vote for politicians.
- SME are the economic backbone of the economy
- US multinationals example (IRL)100,000 & 250,000
- Moving the economy to paper free trade saves 1% of total trade volume of GDP billion savings
- Associations refocused to training for AEO and accessing EU and other funds

Why did the EU fund the an SME led private project for 18 months ?

- ***EU policy is private sector must lead with low cost solution for SME who are the economic backbone of the EU and the EU requires they remain competitive in international trade.***
- ***To validate an easy to use , low cost SAAS ICT solution to enable the EU SME on single window access, paper free trade capability and AEO assistance (24 vs 29)***

1 Month to go what have we learnt

- Politicians responsible for FDI, Exports, SME, will sign up to a national agenda for SME & National economic competitiveness.
- Associations and bodies who service SME can access EU (also ref. AU) funds to engage educate and enable SME training on AEO and other areas
- Associations who bring SMEs embrace a “faster, cheaper and more secure” message for their members and they look proactive.
- Abundance of technology funding standards shortage of practical demo's of saving money for SME's

Action required from an SME perspective in EU & Oceana domain

Secure

- 1) Political responsibility
- 2) Public sector responsibility
- 3) Private sector SME responsibility from big business
- 4) Make global trading partners aware of how EU is empowering SME's in international to reduce costs and move goods quicker.

EU and Member state policy should cover cohesion across ICT and providing education and enablement to keep the EU SME regionally and internationally competitive. (Ref Oceana)

Australian Experience.



- Q2-Q3/2007 Customs Services and Industry Associations agreed pursuit of paper free service to Australian SME exporters
- Project 'Eureka' AU Wine industry engaged and first SME paper free 'airfreight' export of wine to Ireland completed successfully September 2008, with sea freight shipment underway.
- AU private sector partnering to ramp up Australian Paper Free exports.

“Clearview” & UNeDOCS

- SETDOCS - “Clearview” & “Eureka”
 - SETDOCS Data model harmonised to UNeDOCS
 - UNeDOCS harmonised to CCL08B
- SETDOCS – UN/Layout-Key format docts
 - Paper or xml or other
- Majority of SME exporters *(est. 1000 of 1066 AU wine)*
are Document centric & print/rekey internally

eTEN “Clearview” extension - AU

- “Eureka” first project to extend “Clearview” outside of EU internal trading
- Uses UNeDOCS Workbase 2.02
- Anticipating CCL08B
- Workflow :
 - Master trade relationship data re-used
 - Data entered once at workflow & process points
 - Paper-free – progressive reduction on paper-copy

Next Steps



- Oceana SME exporters to EU required confirmation from EU prior to loading cargo for export (24 hour rule)
- Oceana region ramp up
 - Australia Wine & Fresh Fish
- Other
 - To be determined – Knowledge transfer available for “Clearview” & “Eureka” success & experience
 - Addressing Influencers and Associations

Getting to Paper Free



- UN/ECE & UN/ESCAP seeking knowledge transfer of the EU & AU Paper Free learnings into Oceana
- AEC committed for next 3 years to Oceana as Independent Project Manager
- Oceana exports to EU - 24 hrs rule by July '09
- Knowledge Transfer of EU eTEN “Clearview” & AU “Eureka” available to Oceana countries

Thank You



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