

e-Cert: Benefits and Challenges for APEC Member Economies

Ashley Mudford
Programme Manager – E-cert
New Zealand Food Safety Authority



Presentation Structure

- International update
- International challenges and benefits
- Internal challenges and benefits
- Where next?



International Progress

- **International Forums**
 - CODEX (food safety)
 - IPPC (plants)
 - OIE (animal health)
 - APEC (economic)
 - UNCEFACT (data)
- **Regional Uptake**
 - Australasia
 - North America
 - Europe
 - Asia
 - Middle East
 - South America



APEC involvement

- 2002 - E-cert pathfinder
- 2003 - E-cert presentation – what is E-cert
- 2003 - E-cert pathfinder – priority re-emphasised
- 2004 - E-cert presentation – What is stopping us?



UN/CEFACT

- Project established Nov 2003
- 1st meeting – March 2004
- Develop Business Process requirements
- Participants include:
 - AVA – Singapore
 - Tradegate ECA
 - APEC Electronic Commerce Steering Committee
 - CFIA - Canada
 - USDA, FSIS – USA
 - SITPRO
 - NEC Japan
 - AQIS – Australia (co-chair)
 - MAF, NZFSA - New Zealand (co-chair)
- Alignment with UN Data Dictionary, World Customs Organisation
- Open Process
- Reporting – June 2005



International - Challenges

- Internationally accepted **standards**
- **Individual** economy:
 - Sovereignty
 - Preparedness
 - Champion
 - Technology
- Border activity management **alignment**
- Differences in assurance **regimes**
- Mechanism for resolving **differences**
- **Confidence and Trust**
 - Technology
 - Security
 - People



International - Benefits

- Improved **Relationships** between economies
 - Government to Government
 - Increased Trust and Confidence
 - Greater Transparency
 - Reduced Fraud – Protect Brand – Identify discrepancies
 - Resolve issues using same data
- Improved **economies**
 - Reduced supply chain costs
 - Internal benefits
- More **robust** supply chain
 - Increased speed
 - Data linkages and alignments (eg UCR)



Internal - Challenges

- **Impetus** for change
- **Convincing** others
- **Organisation alignment**
 - “agriculture” - Seafood, Meat, Dairy, plants/horticulture
 - “biosecurity” - pests, diseases
 - “supply chain” - finance, security, data, industries
 - “external focus” – foreign affairs, market access, Customs
 - Import and export process
- Internal information/IT **systems**
- Internal **uses** for certificate data
- **Decision** maker or **Champion**
- **Personnel** impact
- Obtaining **Funding**



Internal - Benefits

- **Early notification**
 - Personnel/equipment management
 - Pre-clearance
 - Manage import risks
- **Improved supply chain**
 - Reduction in costs
 - Increased speed
 - Greater transparency
- **Improvement in decision making**
- **More robust/alignment of internal systems**
 - Greater efficiency, reduced workload
 - Reduced errors
 - Proactive rather than reactive
- **Government – Industry partnerships**



This can realise many...



In reduced supply chain costs...

...but...



How much **value** do you put on:

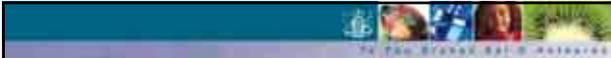
- Being able to find consignment data on your desktop without having to look for it?
- A reduction in disputes about consignments because you can see what should be arriving?
- Significantly reducing the length of any dispute because you both look at the same data?
- Potentially managing the consignment in internal systems where another Economy provides the data (or if you can't do that, logging onto the exporting economy's system)?
- Assurances from an authorised Official rather than an Importer?
- Being able to decide on what you are going to inspect within hours/minutes of the consignment leaving the exporting economy and being able to direct your resources to risk areas?
- Being able to build up risk profiles for consignments so that you can automate decisions but still have the options for random selection?
- Having confidence that the exporting country's systems can rapidly trace back through the supply chain?
- Integrating supply chain activity so that "Government" is seamless from an exporter's/importer's view
- Being able to tap into all the documentation for any consignment by any agency – Customs, Food, Biosecurity, Port authority? should you wish to do so
- Being able to determine within minutes where a problem has occurred rather than taking weeks because it is all on paper?
- Exporters knowing what is happening to their consignments and being able to more effectively manage their customers



Where next?

- Establish the need
- Choose your **Champion(s)**
 - Political
 - Public Sector
 - Industry
- **Assess** your current situation
- Identify your **options** for moving forward
- **Liaise** with mentors to benefit from their experience
- **Monitor** UNCEFACT progress and other international activity
- **Market** the idea – benefits and challenges
- Obtain **funding**
- Implement **project** – start small and grow
- Establish bi-lateral agreements on its introduction





Change is the law of life. And those who look only to the past or present are certain to miss the future.

John F Kennedy



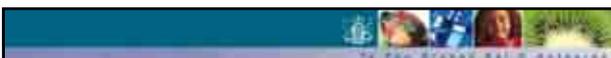
Contacts

Ashley Mudford (NZFSA)
Ph +64 4 463 2605
E-mail ashley.mudford@nzfsa.govt.nz

Drasko Pavlovic (NZFSA)
Ph +64 9 302 1803
E-mail drasko.pavlovic@maf.govt.nz

Fiona Cornwell (AQIS)
Ph +61 2 6272 5211
E-mail fiona.cornwell@affa.gov.au

Barbara Cooper (AQIS)
Ph +61 2 6272 5164
E-mail barb.cooper@affa.gov.au



Thankyou





A Roadmap Towards Cross Border Electronic Certificate Of Origin By CrimsonLogic

Kenneth Lim
VP (Technology Development) CrimsonLogic
Chairman AFACT 2004
Chairman Singapore EDI Committee
kennethlim@crimsonlogic.com
21st July 2004

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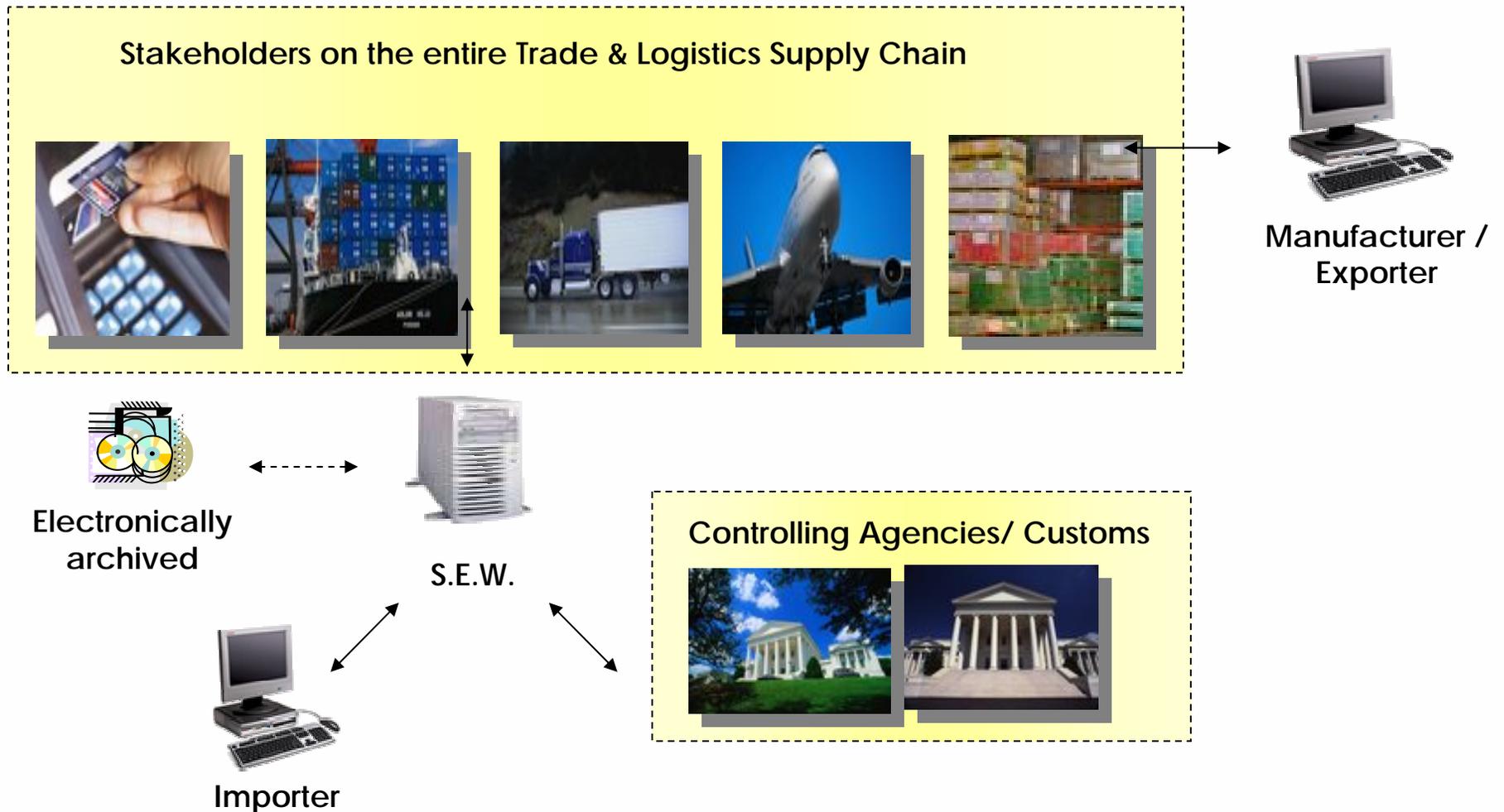
Agenda

- **C**ertificate of Origin (COO)
- **C**all for Collaboration
- **C**onclusion
- **C**rimsonLogic

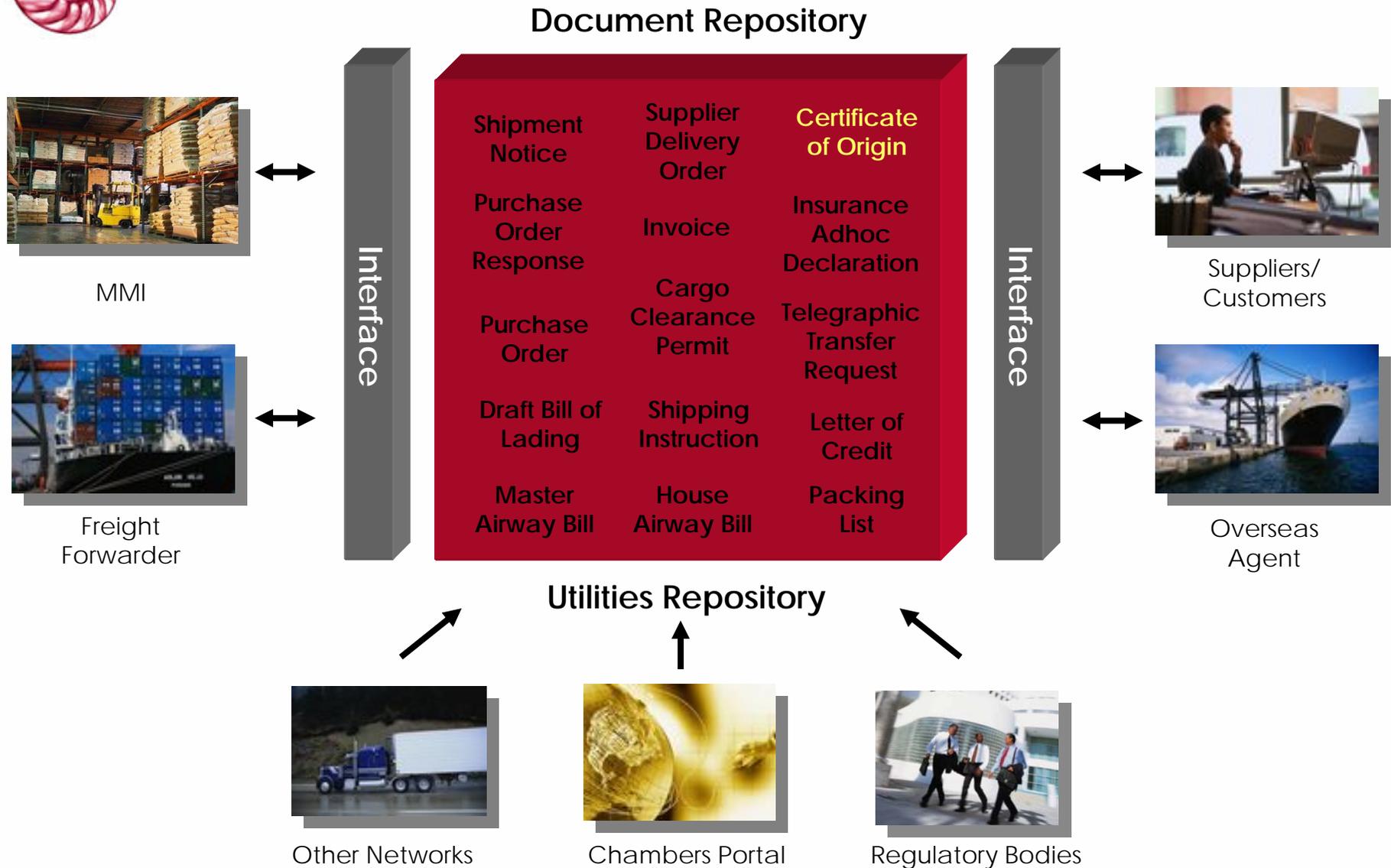


Certificate of Origin – Where does it fit into the Big Picture ?

Collaborative Trade



Single Electronic Window

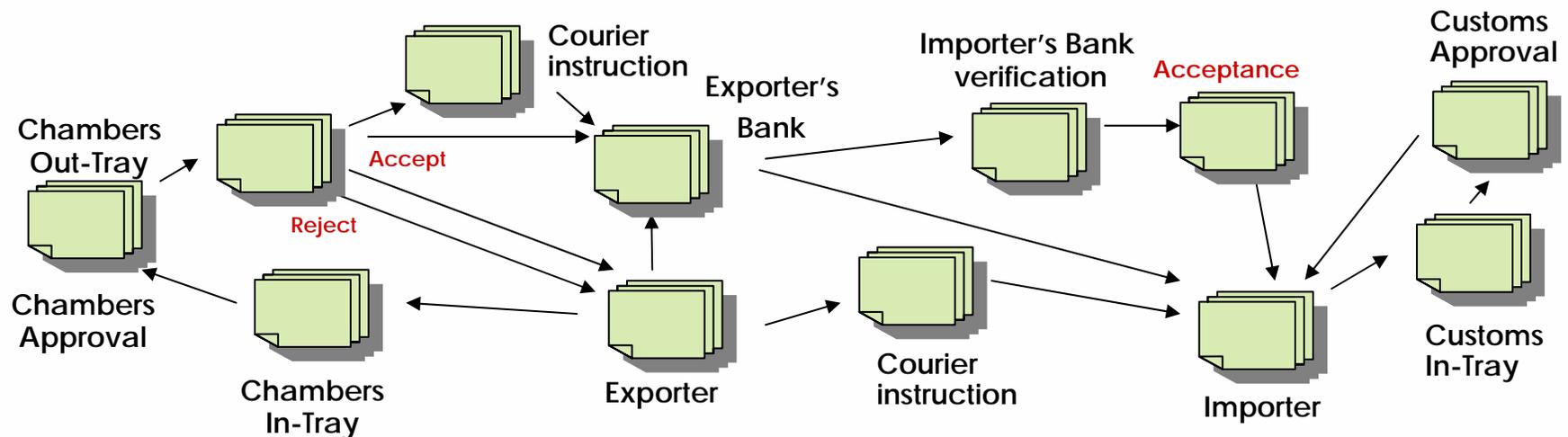


What is Certificate Of Origin?



- Required by trading partners, and/or foreign governments and/or banks
- Products are wholly obtained, produced or manufactured in a certain country
- Used by Customs officer to determine
 - Whether or not a preferential duty rate applies on the products being imported
 - Whether a shipment may be legally imported during a specific quota period

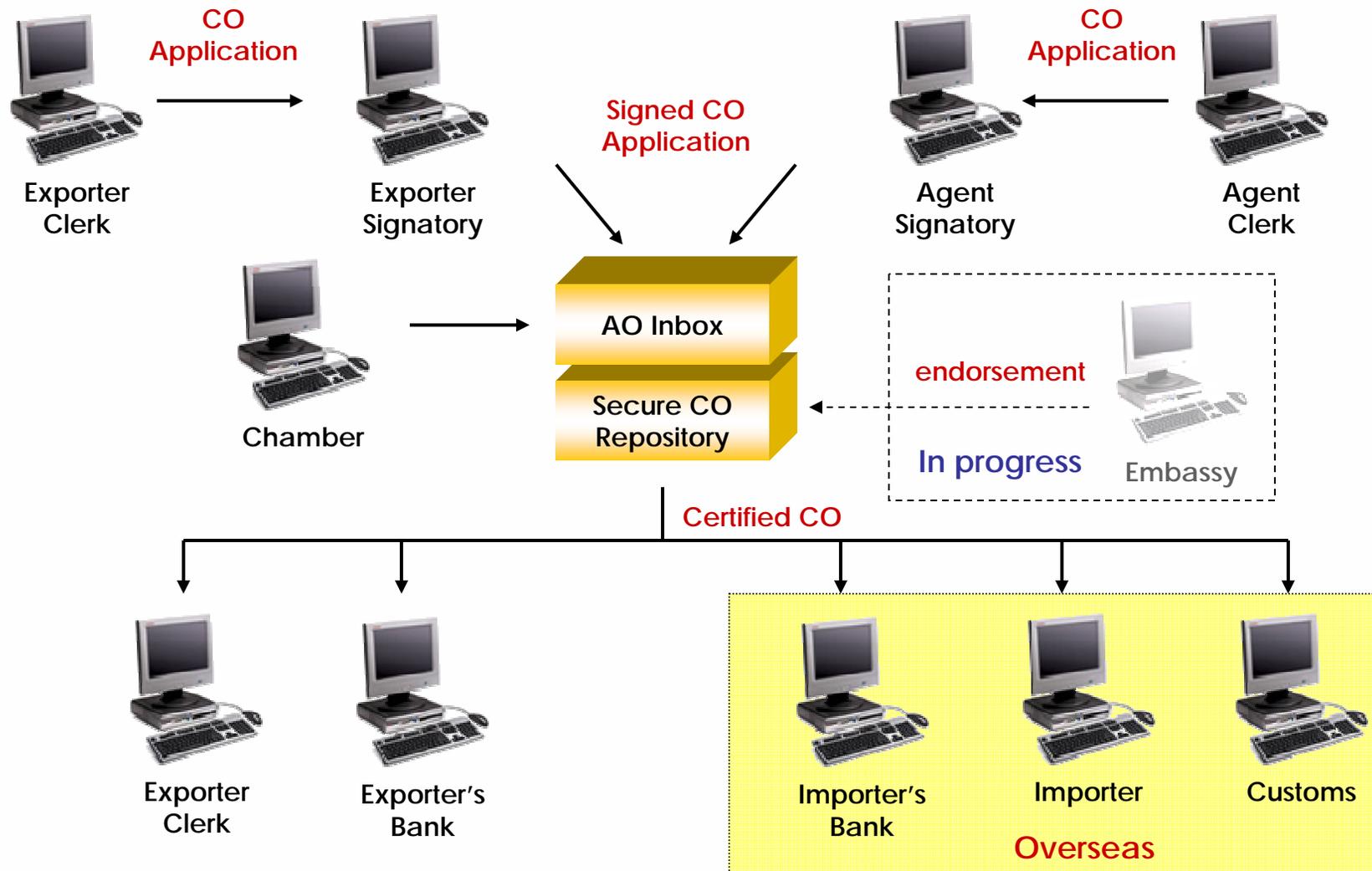
Paper-Based Certificate of Origin Application



Issues of Efficiency, Control and Cost

- Multiple manual trips to the chambers and banks
- Paper flow with replicated data entry
- Manual sorting and matching of paper documents
- Slower trading cycle

Electronic Certificate of Origin





CertOfOrigin allows:

- **Electronic application** of CO by exporters and agents
- Online **approval and certification** by Authorised Organisations
- **Printing** of CO by exporters or designated trading partners
- **Anytime, anywhere access** of CO by bank, overseas buyers and designated trading partners
- Online **verification** of CO by recipients of CO

Break through with CrimsonLogic - it makes better sense - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Print Mail News RSS

Address <https://www.certoforigin.com/tnlcoo/pfk/PfkMainServlet?pContents=/coo/CooWalkinUrl.jsp&pAction=FIRST&pPortalId=COO> Go

CertofOrigin
by CrimsonLogic

Home | My Account | Product Info | User Guide | Feedback | About Us | FAQ

Launch->



CertofOrigin

electronic trade documentation

New User!

CertOfOrigin is the world's first web-based Certificate of Origin (CO) application and certification system. It provides a single interface for exporters and their agents to electronically apply for COs conveniently via the Internet.

The web-based system provides an integrated, electronic process for faster CO application and certification. It also allows the immediate transmission of certified COs to designated third party recipients in a secure electronic environment.

Exporters

CertOfOrigin liberates the exporters from the manual tasks of submitting numerous supporting documents for their CO application, and physically dispatching the certified CO to the relevant parties after collecting it from the Authorised Organisation.

Exporters can now print COs conveniently from their desktop. They can also forward the document to a designated third party electronically via CertOfOrigin.

The entire application process is thus reduced from weeks to minutes, resulting in significant time and cost savings for the exporters.

Third Parties

Banks, overseas buyers, customs and other third parties can now conveniently access and download CO, as well as verify the authenticity of the CO, via the Internet through CertOfOrigin. They are also able to electronically connect to the exporters for seamless business collaboration.

Authorised Organisation

CertOfOrigin allows integration with the authorised organisation's workflow to enable automated data validation for faster processing and certification of COs. The online process results in reduced paperwork and better efficiency for the authorised organisation.

Member ID

Password

Forgot [Password](#) ?
Want to [Verify CO](#)?

For enquiries,
please call our
hotline:
(65) 6887-7888

Certificate of Origin

Done Internet



Call for Collaboration – How do we work together?

- Jointly tabled by Singapore and Korea (Feb 2004) for ECSG's consideration
- Phase I (by end 2004)
 - Adoption of Standard Features for an ECO Scheme
- Phase II (by 2005)
 - Implementation of ECO system within domestic economy
- Phase III (by 2005/2006)
 - Implementation of system for transmission of cross-border ECOs



APEC Pathfinder ECO Phase I

- **Adoption of Standard Features for an ECO Scheme**
 - Security (transmission, backup, authenticity)
 - Cost Savings
 - Reliable Delivery



Motivation for Standardization

- Open, public, accountable standards process
- Non-proprietary and royalty-free
- UN/CEFACT, OASIS, and W3C specifications
- Intended for normative status under international law
- Human- and machine-readable
- Compatible with existing EDI systems
- Ease of interoperability
- Lower overall cost of entry - quicker adoption by SMEs (users)



Standards Based Framework

PKI (X509 v3, PKCS), SSL, XMLSign,
Watermarking

UBL, BCF, ebXML Core Component,
RosettaNet, EDIFACT, XML

ebXML, RNIF, web services, SOAP

Internet

Security Framework

Messaging Framework

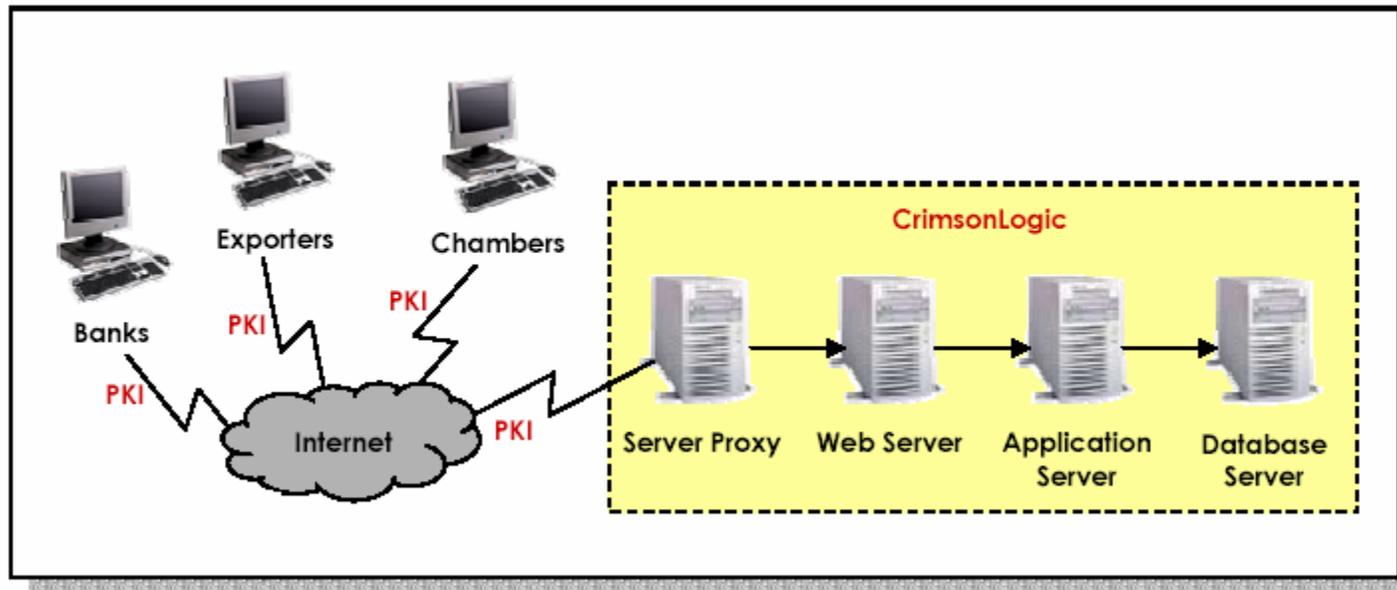
Transport Framework

Network Framework



Technology Used - Message

- Business Modeling
 - AFACT has formed a working group to look into the business modeling of ECO using the Business Collaboration Framework. Economies participated in the first meeting include: Singapore, Malaysia, Chinese Taipei, Australia, Korea
- Message Format
 - Submitted to UBL for guidance and adoption of the message specification
- Message Transport
 - To explore ebXML



- PKI
 - Offers data integrity, authenticity and non-repudiation
 - Smartcard used to store private key and access the system when digitally signing the application
 - Working with Asia PKI Forum on interoperability of CA across economies

[AO Details](#) | [CO Recipients](#) [Go to Bottom](#) ↓

CO Details

<p>1. Exporter: (Name & Address) FAST EXPORTER AND IMPORTERS PRIVATE LIMITED 24, BEACH ROAD #b1-345</p> <p>2. Consignee: (Name & Address) Reliable consignee 44, Thames Raod London Heath London Country: GB - UNITED KINGDOM</p> <p>3. Departure Date: On or Above 31/12/2002</p> <p>4. Vessels Name / Flight No: SQ343</p> <p>5. Port of Discharge: At :GBLW - LONDON/GATWICK APT</p> <p>6. Country of Final Destination: FR - FRANCE</p> <p>7. Country of Origin of Goods: Reared ID - INDONESIA</p>	<p>REPUBLIC OF SINGAPORE Re-export Goods - Direct Re-export No. SCCC1-734 NO UNAUTHORISED ADDITIONAL / ALTERATION MAY BE MADE TO THIS CERTIFICATE ONCE IT IS ISSUED.</p>
<p>8. DECLARATION BY THE EXPORTER We hereby declare that the details and statements provided in the Certificate are true and correct.</p> <p>Authorized Signatory: Name: Fast Exporters Signatory (ect3002) Designation: MANAGER Signed Date & Time: 15/01/2003 04:05:48 AM</p>	

9. Marks & Numbers	10. No. & Kind of Packages Description of Goods	11. Quantity	Unit
FS94533YT	Fragrant Basmathi Rice in 50 Kg bags	500.0	KG

[CO Details](#) | [CO Recipients](#) [Up](#) ↑

AO Details

Certified by: Singapore Chinese Chamber of Commerce and Industry
Date: 25/01/2003 00:04:20
Digital Certificate: [View](#) [Verify](#)

CO Recipients

Party	Party Name	Remarks
Exporter	FAST EXPORTER AND IMPORTERS	Allowed to print original CO (With watermark)

- View Certificate of Origin
 - Controlled access to various stakeholders
 - Archived copies available

7. Country of Origin of Goods:
Reared
ID - INDONESIA

9. Marks & Numbers	10. No. & Kind of Packages Description of Goods
FS94533YT	Fragrant Basmathi Rice in 50 Kg bags

AO Details

Certified by: Singapore Chinese Chamber of Commerce
Date: 11/01/2003 02:16:31
Digital Certificate: [View](#) [Verify](#)

CO Recipients

Party	Party Name	Remarks
Exporter	FAST EXPORTER AND IMPORTERS	Allowed to print original CO (With watermark)

[Back](#)

Signed Date & Time

Certificate

General | Details | Certification Path

Certificate Information

This certificate cannot be verified due to a lack of information.

Issued to: CrimsonLogic Web Test4

Issued by: Netrust Test CA1

Valid from: 08/01/2003 to 08/04/2003

- Authenticity
 - Digital Certificates included
- Security
 - PKI used
 - Smart Card readers

make  CertofOrigin by CrimsonLogic

Home | My Account | Logout

Launch->

Menu
Inbox
Application
View Status
Print CO
Administration
ECO

Inbox

- You have **7** Certificate(s) of Origin (original) to view.. 
- You have **71** Certificate(s) of Origin (copy) to view.. 
- You have **2** CO Application(s) returned by Authorised Organisation.. 
- You have **7** CO Application(s) returned by Own Signatory.. 

>> Certificate of Origin

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- Messages Management
 - [Users' Alerts](#)
 - A typical screen for management of certificates

Menu
Inbox
Application
View Status
Print CO
Administration
ECO

Print Certificate of Origin

Print Original/Copy CO

CO Printing

Please select a print option (Original or Copy) before clicking Print.

* indicates mandatory field.

Test your printer :

S/No	Eco No	Eco Date	CO (Original)		CO (Copy)		Print*
			Status	Printed	Status	Printed	
1	SCCCI-713	10-01-2003 06:25:15	Ready	0/1			<input type="radio"/> Original
2	SCCCI-714	10-01-2003 06:25:27	Ready	0/2	Ready	0/3	<input type="radio"/> Original <input type="radio"/> Copy
3	SCCCI-733	24-01-2003 11:57:26			Ready	0/1	<input type="radio"/> Copy

WIP: Watermarking in Progress
DGIP: Document Generation in Progress

- Remote Printing
 - Print controls functions included to limit copies
 - Printing can be used as an intermediary prior to pure electronic acceptance
 - Watermarking included
 - Online repository

1 Exporter (Name & Address) FAST EXPORTER PTE LTD 31, SCIENCE PARK ROAD		REPUBLIC OF SINGAPORE	
2 Consignee (Name, Full Address & Country) qa a cncadi		CERTIFICATE OF ORIGIN/PROCESSING No. SSSS-YY-XXXXX NO UNAUTHORISED ADDITIONAL/ALTERATION MAY BE MADE TO THIS CERTIFICATE ONCE IT IS ISSUED	
3 Departure Date On or About 01 APR 2003		8 DECLARATION BY THE EXPORTER We hereby declare that the details and statements provided in this Certificate are true and correct.	
4 Vessel's Name/Flight No. a		Signature: Name: Fast Exporter Signatory (ec3002)	
5 Port of Discharge TORONTO APT, OT		Designation: GM	
6 Country of Final Destination CANADA		Date: 01 APR 2003	
7 Country of Origin of Goods Processed In MALAYSIA		Stamp:	
9 Marks & Numbers a	10 No. & Kind of Packages Description of Goods (include brand names if necessary) Sony TV w01nggg	11 Quantity & Unit 300 PCS	
12 CERTIFICATION BY THE COMPETENT AUTHORITY We hereby certify that evidence has been produced to satisfy us that the goods specified above originate in/were processed in the country shown in box 7. This Certificate is therefore issued and certified to the best of our knowledge and belief to be correct and without any liability on our part.			
01 APR 2003			
Page 1 of 1		http://www.comoforiga.com/tdmcoocoo/tdmabdk01070603M	

Visible watermark that deteriorates when photocopied

Original Document

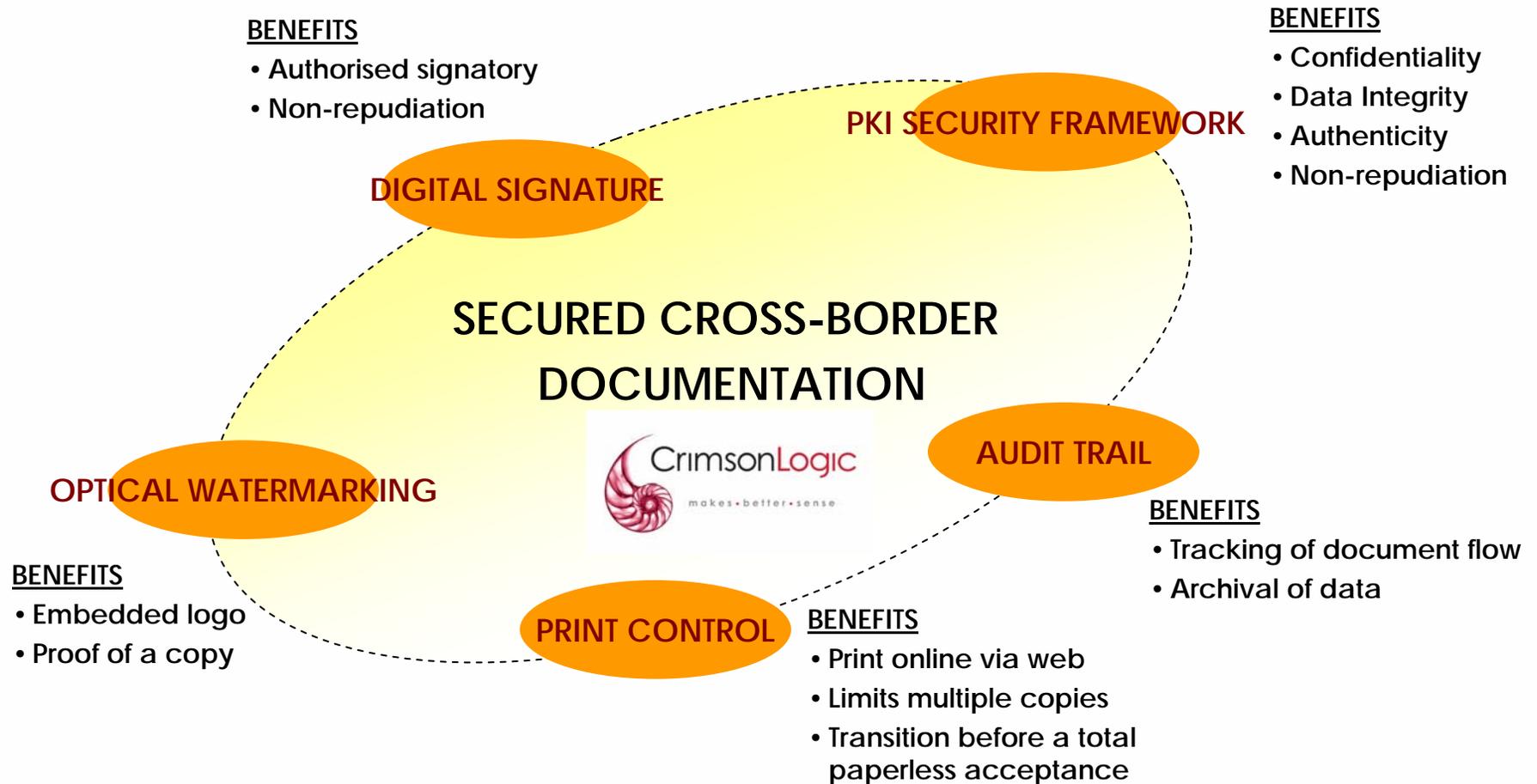
1 Exporter (Name & Address) FAST EXPORTER PTE LTD 31, SCIENCE PARK ROAD		REPUBLIC OF SINGAPORE	
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01 APR 2003			
Page 1 of 1		http://www.comoforiga.com/tdmcoocoo/tdmabdk01070603M	

Invisible watermark that appears when photocopied

Photocopy of Original Document

Watermarking Technology

- Protects printed document from unauthorized copying
- Allows for a transition state before a total paperless acceptance





Certificate of Origin – Where do we go from here ?

- Require some clear direction on the standards
- Require to interoperate with existing legacy systems
- Require awareness and adoption in each economy to pick up
- Require requirements for interoperability between economy

Collaboration is the key to success in cross border transaction



Certificate of Origin – Who Implements in Singapore ?



Our Background



Incorporated in March 1988

Four shareholders:



Formerly known as the
Singapore Trade Development Board



TradeNet - World's First Nationwide Electronic Data Interchange System

- Harvard Business School, 1993 and 1995

Independent Record Keeper

- Inland Revenue Authority of Singapore, Ministry of Finance, 1998

Singapore Electronic Filing System - World's First Nationwide Paperless Civil Court System

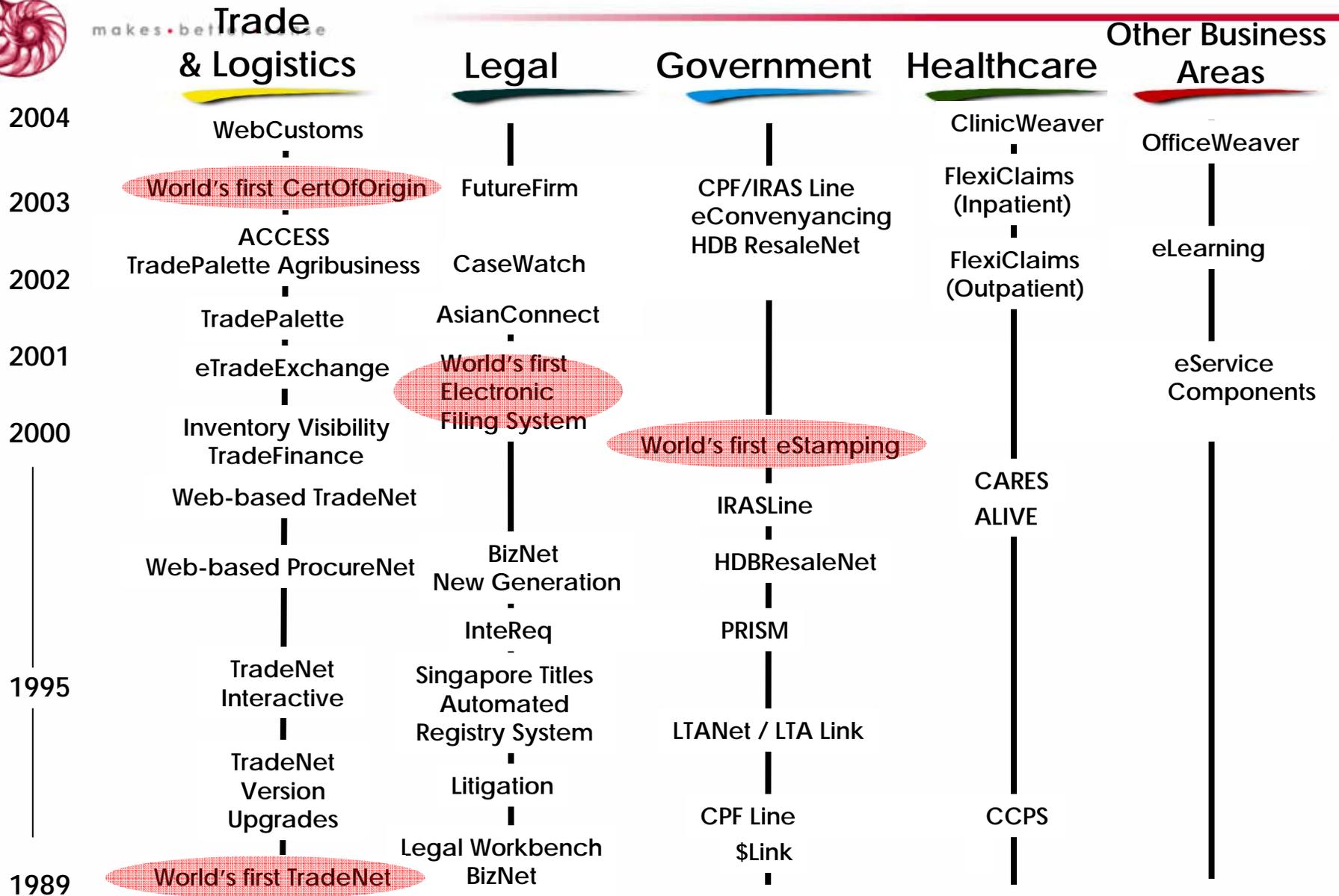
- Journal of the Queensland Law Society, 2000

Outstanding Supplier Award 2001

- Inland Revenue Authority of Singapore (for the E-Stamping System), 2001



16 Years of Innovation







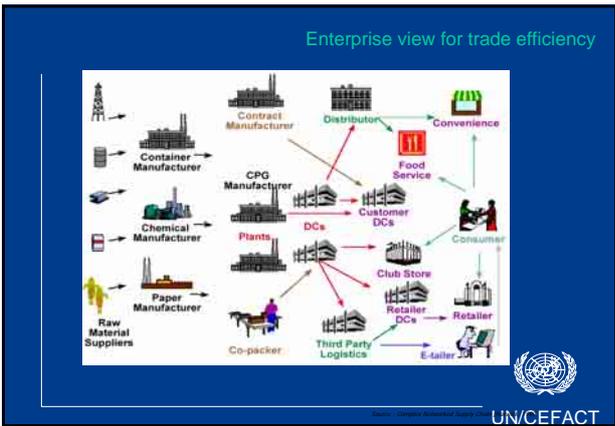
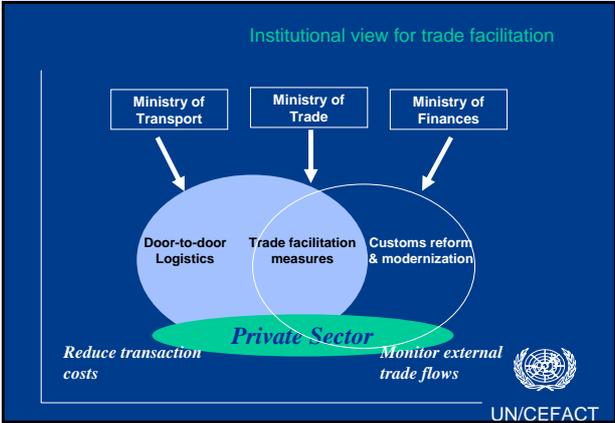
UN/CEFACT

**A Global Platform for Trade Facilitation
And e-business**

APEC Symposium on ebXML for Internet paperless Trading
and Collaborative e-Business

2004-07-21/23, TH BKK

UNITED NATIONS CENTRE FOR TRADE FACILITATION AND ELECTRONIC BUSINESS
Under the auspices of United Nations Economic Commission for Europe



UN/CEFACT Vision

Public AND Private



UN/CEFACT

UN/CEFACT Vision

- The Supply Chain consists of highly **integrated** and **coordinated flows** of information, products and funds

The diagram illustrates the supply chain flow from Suppliers to Manufacturers, Wholesalers, Retailers, and finally Consumers. Three horizontal arrows above the chain represent the flow of information, products, and funds, indicating high integration and coordination.

UN/CEFACT

UN/CEFACT Vision

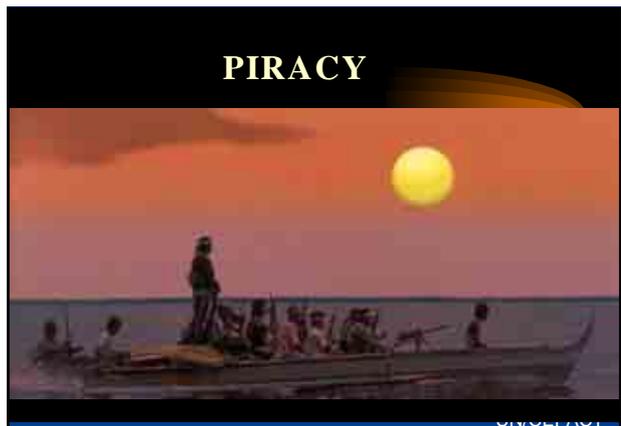
The diagram shows a hierarchy starting with Competitive Strategy, leading to Supply Chain Strategy. This strategy is evaluated against Efficiency and Responsiveness. The Supply Chain Structure is composed of Inventory, Transportation, Facilities, and Information. These elements are driven by various factors, with Transportation and Information highlighted as key drivers.

UN/CEFACT

UN/CEFACT Bureau Portfolio

	Strategy	Marketing	External Affairs
E-Business	<ul style="list-style-type: none"> Technological work plan to enable Trade Facilitation requirements. eBusiness and non eBusiness accounted for. 	<ul style="list-style-type: none"> Promotion of deliverables Monitoring implementation/collecting feedback/requirements Capacity-building/technical cooperation 	<ul style="list-style-type: none"> Cooperation/coordination liaison feedback re-use non-duplication
Trade Facilitation	<ul style="list-style-type: none"> How to facilitate global Trade. 		<ul style="list-style-type: none"> Cooperation/coordination liaison feedback re-use non-duplication

UN/CEFACT

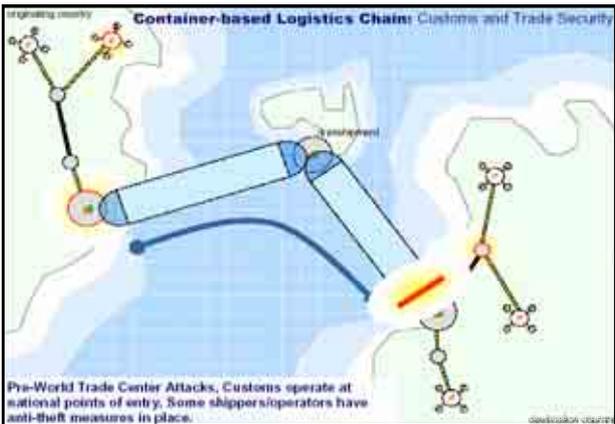


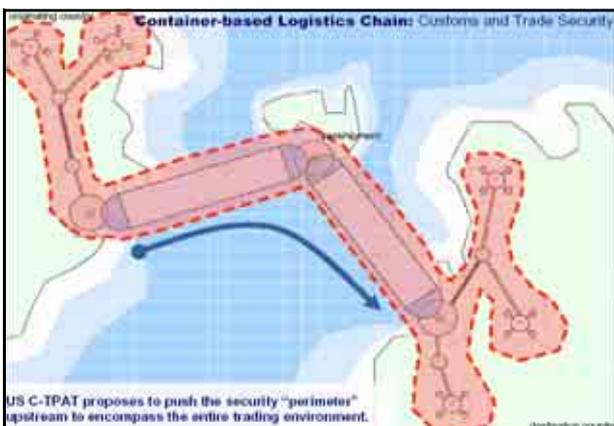
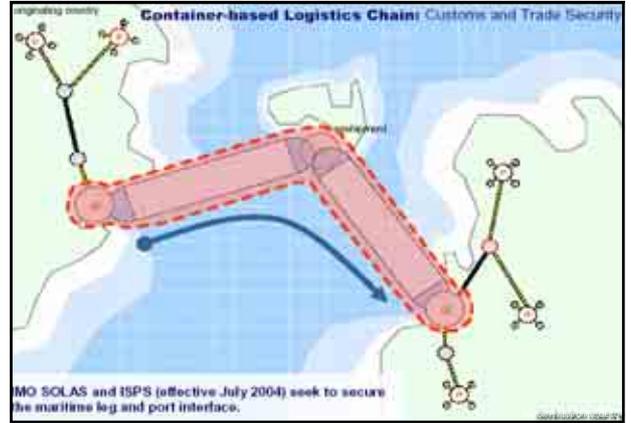
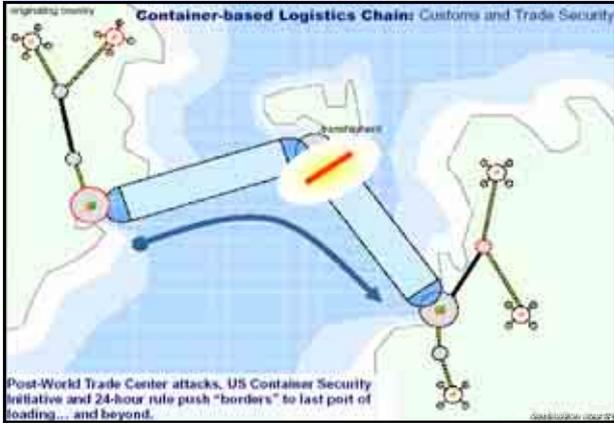


Response to 9/11

- Major shift in focus – to the threat **FROM** trade
 - Push Back the Borders – CSI
 - Risk Profiling – Advance information
- US undertook emergency analysis of vulnerability and identified sea-borne containers as main threat


UN/CEFACT





A Public Good issue

Prevent Terrorism

Facilitate Global Trade

Trade Security is a Delicate Balance

UN/CEFACT

Possible strategies to facilitate the secure movement of goods and services

Simple, Transparent and Effective Processes for Global Business.

- UN/CEFACT's vision, norms and standards support the approach
- Paperless trade and e-Business is a key element
- Capacity-building and implementation of existing norms and standards is essential
- Business process information modelling unites
- Lessons learned from the quality revolution (ISO 9000) can address the issue: Prevention, Total organization focus, Process control and designed in

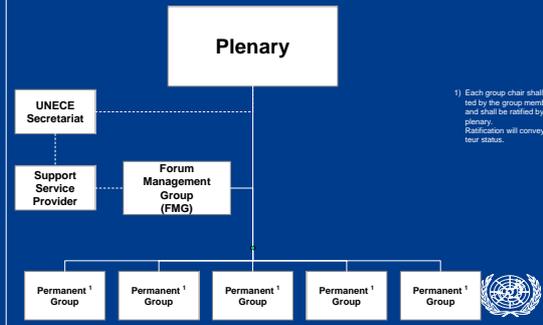
UN/CEFACT - the global standardization body



UN/CEFACT

Total organization focus

Reporting Structure



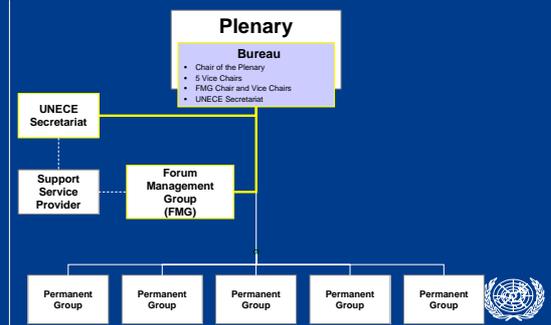
1) Each group chair shall be elected by the group membership and shall be ratified by the plenary. Ratification will convey rapporteur status.



UN/CEFACT

Total organization focus

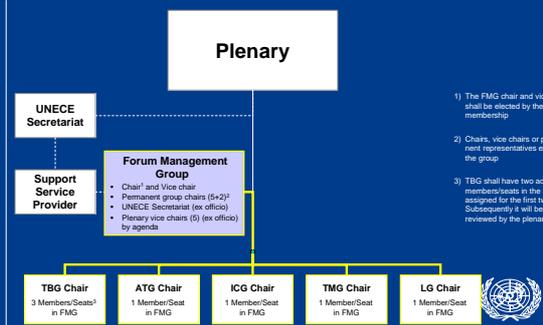
UN/CEFACT Bureau



UN/CEFACT

Total organization focus

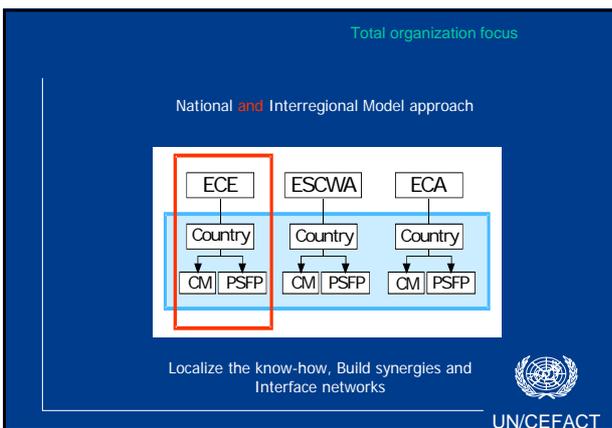
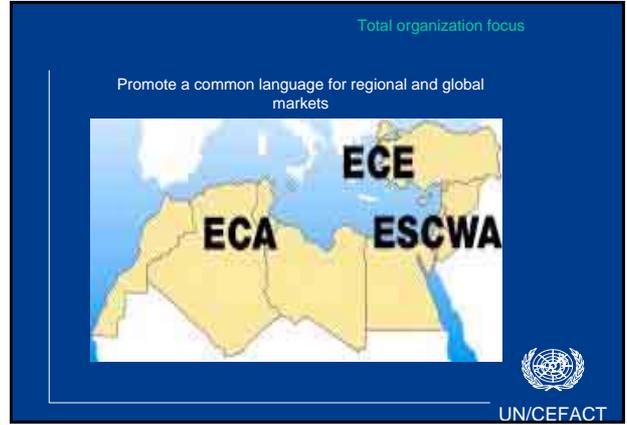
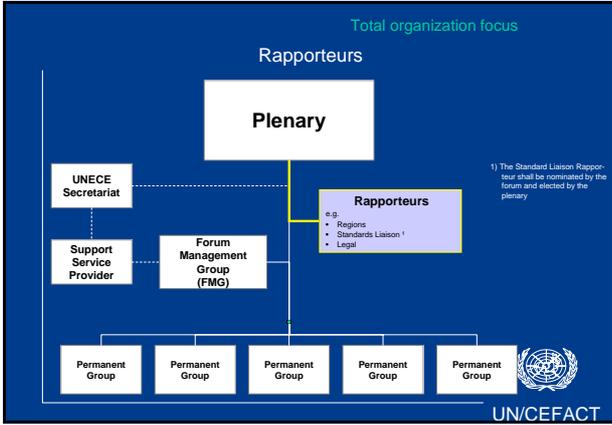
Forum Management Group

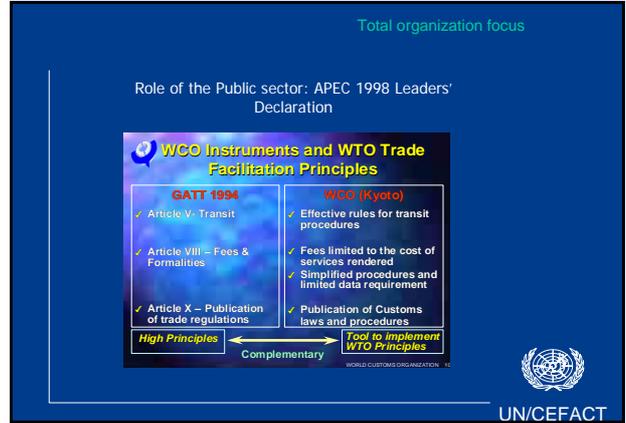
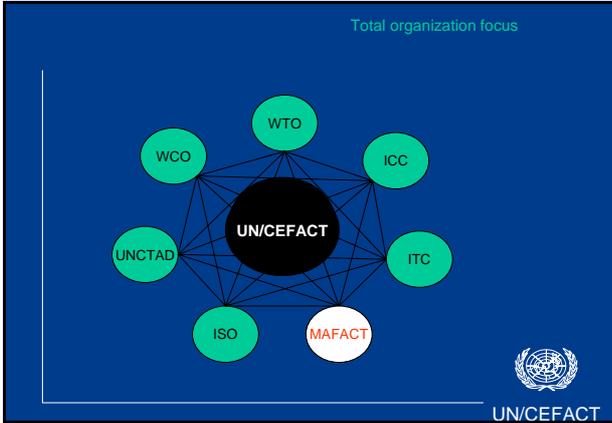


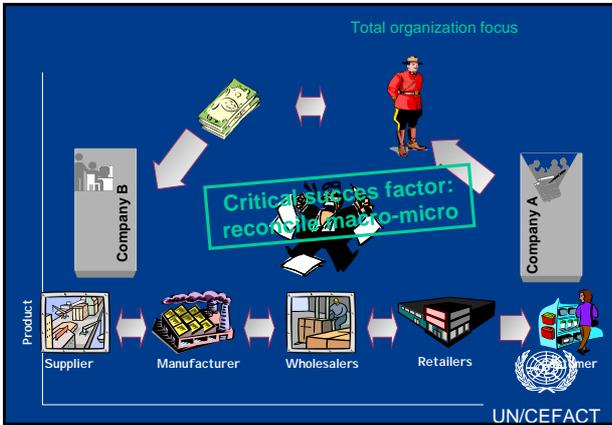
- 1) The FMG chair and vice chair shall be elected by the forum membership.
- 2) Chairs, vice chairs or permanent representatives elected by the group.
- 3) TBG shall have two additional members/seats in the FMG assigned for the first two years. Subsequently it will be reviewed by the plenary.



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Process control

International code lists for trade data and automated data validation

- Overview of international code lists:
 - ICC codes (INCOTERMS – originally from UNECE!!)
 - ISO standards (30, 3166, 4217, 7372 etc.)
 - UNECE Recommendations on codes – 15 different
 - **WCO Customs Data Model data sets**
 - IATA airport codes (<http://www.iata.org/codes/index.asp>)
 - UPU Postal codes (<http://www.upu.int>)

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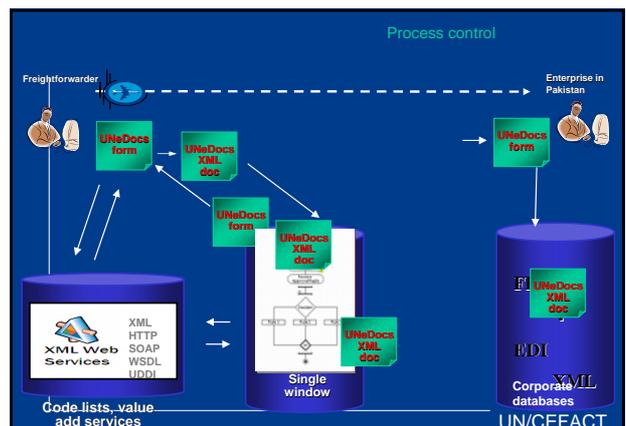
Process control

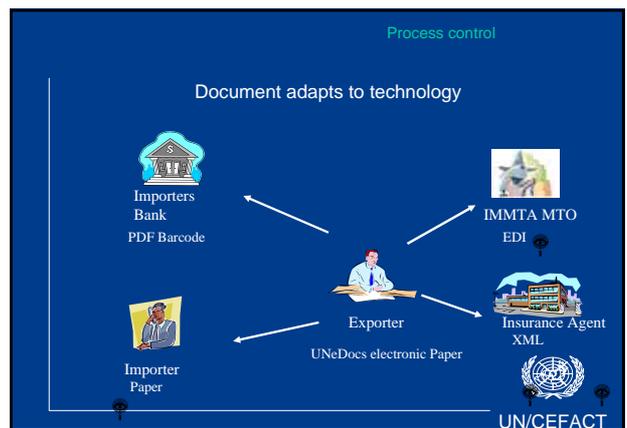
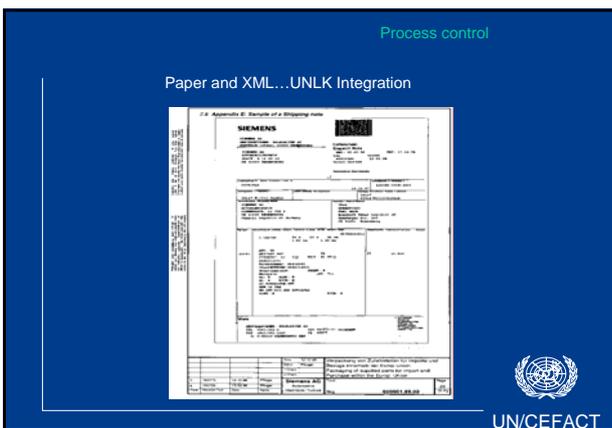
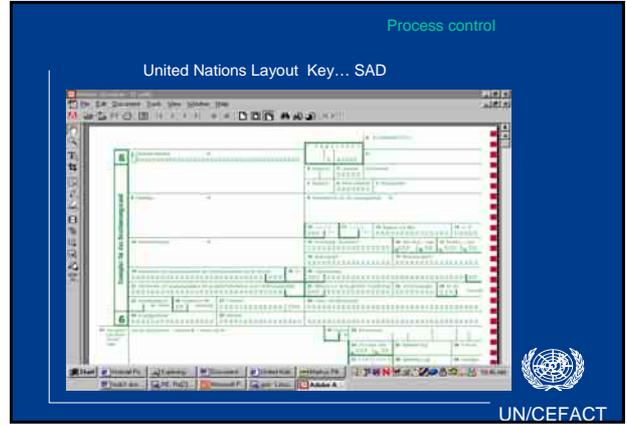
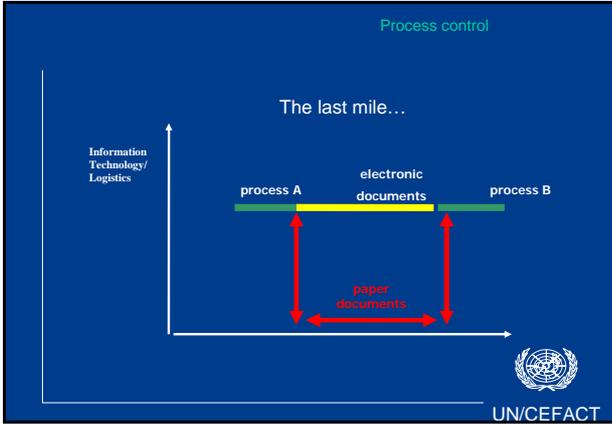
Single Window Recommendation and Guidelines

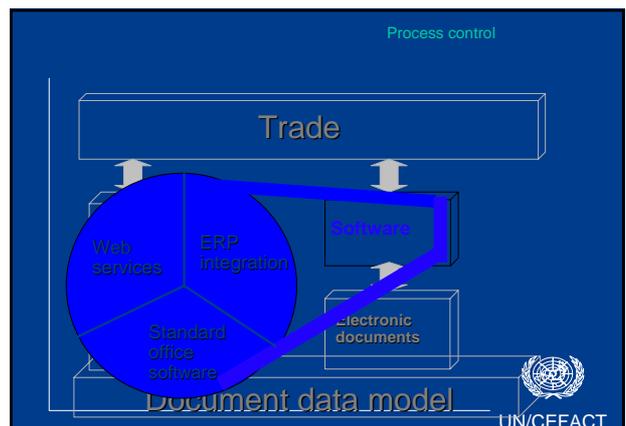
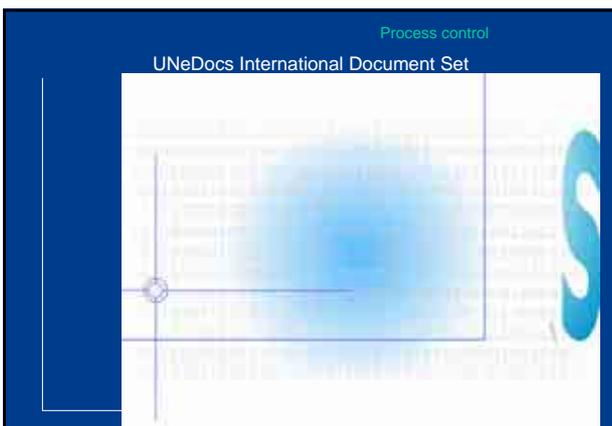
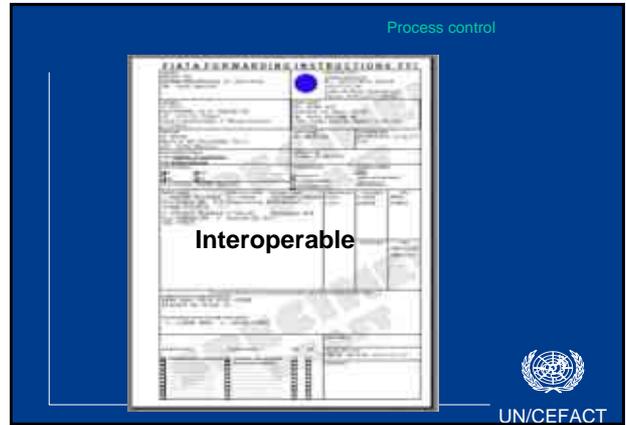
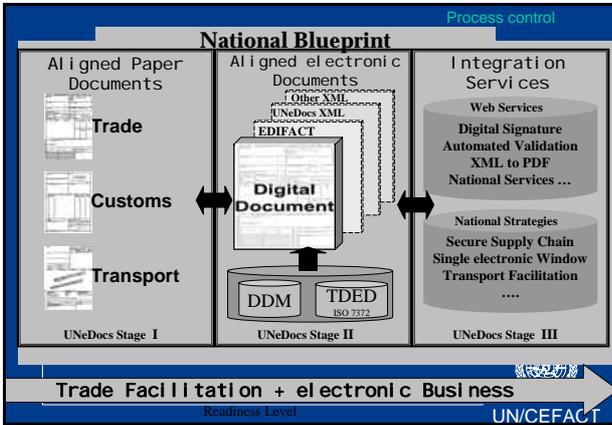
- **Single Window is defined as:**

a facility that allows parties involved in trade and transport to lodge standardized information and documents with a single entry point to fulfil all import, export, and transit-related regulatory requirements.
- **If information is electronic, then individual data elements should only be submitted once.**

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Process control

Platform to connect the "last mile", "Smart documents" through WS Integration

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YESTERDAY
(informal description)

- Example
- Information flow
- Validation rules
- Usage guidelines
- Usage rules
- Field specs
- Format specs
- Scope

TODAY
(A methodology)

W H Y → Business Requirements → BUSINESS MODEL

W H A T → Logical Design → TRANSACTIONS & DOCUMENTS

H O W → Technical Implementation → INTERNET

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Designed in



Statement by OASIS and UN/CEFACT Representatives
21 April 2004

At a constructive meeting hosted by UNECE, representatives of OASIS and UN/CEFACT had a full exchange of views and have reaffirmed their willingness to continue their cooperation on eS/M. Their intent is to develop an agreement within a four-month period at both the strategic and tactical levels, which will contain procedures to ensure that each party uses their best endeavours to have clarity in their work programmes and effective communication, with a view to avoiding duplication of effort, subject to the rules of each organisation and consistent with the objectives of the Memorandum of Understanding between ISO, IEC, ITU and UNECE on electronic business. The proposed cooperation agreement is aimed at improving understanding and clarifying the public perception of how the organisations will work together. Both parties intend by these actions to demonstrate their commitment to eS/M, and its communities of developers and users.

It is intended that a joint press release will be published before the UN/CEFACT Plenary on 17-19 May and the cooperation agreement will be approved by both parties by the time of the September 2004 UN/CEFACT Forum meeting.

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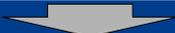
Designed in

- **Decision 04-09:** The Plenary decided to forward the CCTS specification to the fast track approval of the TC154 of the International Standardization Organization (ISO). The Plenary noted the BPSS specification and requested TMG, through its Chair, to circulate the full specification and a scope of BPSS 1.1 to review the comments received from Heads of Delegation by the 19 August 2004 and to inform the Plenary of the outcome of that review.
- **Decision 04-14:** The Plenary decided to request the FCT to complement the text of the vision with sections on trade facilitation and business focus by the end of July 2004. After this, the vision would be forwarded to the Bureau for any additional comments. After a subsequent intersessional approval process, the vision would be submitted to the signatories the Memorandum of Understanding between the International Electrotechnical Commission (IEC) and the International Organization for Standardization (ISO), the International Telecommunication Union (ITU) and the United Nations Economic Commission for Europe (UNECE), for their comments and alignment.
- **Decision 04-13:** The Plenary established a task force to make proposals, in cooperation with the leadership of TBG and TBG15, on how to strengthen UN/CEFACT work on trade facilitation taking into account documents TRACE/CEFACT/2004/30 and 34. The Plenary wishes to see the results presented intersessionally at least at by the end of 2004. The Plenary assigned the lead for this work to the Chairman's Policy Group.

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WHAT IS MISSING?

An internationally agreed meaningful framework, including existing and current developments, to achieve efficiency and security in the supply chain



- APEC Symposium 04-07-21/23
- UN/CEFACT Forum, 04-09-13/17, US WAS
- Capacity Building Workshop on Trade Facilitation Implementation, 04-10-18/20, CH GVA
- 3rd, International Forum on Trade facilitation, UN/CEFACT, 05-06-20/21, CH GVA
- 11th, UN/CEFACT Plenary, 05-06-22/24, CH GVA

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