

Oracle Corporation and US-ASEAN Business Council Help Collect and Analyze Private Sector Input on the ASEAN Single Window



1. INTRODUCTION

Through this initiative Oracle Corporation and the US-ASEAN Business Council (USABC) contributed a better understanding of private sector views on the ASEAN Single Window (ASW) initiative to expedite cargo clearance in ASEAN. ¹Oracle's analysis also helped identify and estimate benefits to regional companies from the electronic cross border exchange of cargo clearance data.

2. BRIEF COMPANY BACKGROUND

Oracle provides complete, open, and integrated business software and hardware systems. More information about Oracle can be obtained from the Oracle website at <http://www.oracle.com>.

The US-ASEAN Business Council (<http://www.usasean.org>) is the advocacy organization for U.S. corporations operating within ASEAN. The Council's members include the largest U.S. companies working in ASEAN. It leads business missions to key economies; convenes multiple meetings with ASEAN heads of state and ministers; and raises member company concerns in formal consultations with the ASEAN Finance and Economic Ministers, as well as the ASEAN Customs Directors-General at their annual meetings.

3. MOTIVATION / PROBLEM IDENTIFIED / ISSUE ADDRESSED / FOCUS

The ASEAN Single Window is an ambitious regional initiative that consists of establishing and connecting National Single Windows in the 10 ASEAN Member States that involve single submission and simultaneous processing of cargo clearance-related data and decision-making through a single channel. The private sector has expressed support for the initiative but had not had an opportunity to share its own vision of the ASW or its views on particular features it was seeking from the regional mechanism. Together with USAID, the three parties shared the following goals, as stated in an MOU they signed:

- Enhance regional economic integration and economic growth in ASEAN through improved trade facilitation
- Speed up trade facilitation efforts in ASEAN through promoting electronic cross-border exchange of cargo clearance data and ASEAN Single Window
- Provide private sector input to trade facilitation efforts in ASEAN to ensure that ongoing trade facilitation activities add value to the ASEAN trading community

¹The Association of Southeast Asian Nations includes Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam.

4. DESCRIPTION OF INITIATIVE

This initiative helped solicit private sector input on the ASEAN Single Window in two ways:

A. ASW Survey

In partnership with a USAID project, led by Nathan Associates, USABC administered a survey of its members on the features that should be incorporated into the ASW. In all 35 members fully completed the 10-question survey. The survey found that features most desired by members for National Single Windows were as follows:

- Capability to track the clearance status of shipments.
- Single sign-on capability—one portal to submit information and check clearance status
- Electronic notification of clearance status
- Online tariff look-up and calculation

The survey also found that features most desired by USABC members for the ASW as a regional system connecting National Single Windows were as follows:

- Online notification that cargo clearance documents have been exchanged between agencies across borders
- Submission and exchange of cargo clearance forms with single windows outside ASEAN
- Ready access to information on tariffs and regulations

In addition, the survey found that two-thirds of respondents had not heard of the ASEAN Single Window and that almost 90 percent of respondents would like more information about it.



B. In-depth interviews with four major companies operating in ASEAN

Oracle Corporation contributed its expertise of IT platforms and its understanding in diagnosing business processes to help gather input by working with key private sectors in ASEAN; spans across food, textiles, footwear and clothing, electronics and express courier industries. Key findings included:

- Most traders and carriers expect ASW to truly provide a single and secure platform that can easily integrate with their respective internal systems for a seamless and efficient supply chain operation that could accrue substantial operational cost savings, be it in achieving inventory cost savings or 20%-30% savings in transit time. An open and secure platform is key to providing:
 - - Seamless integration with traders and carriers for “one-stop” online submission of Customs clearance documents across ASEAN
 - - Process automation that will accelerate responses to online requests of traders and carriers
- Online access to various Import/Export rules and regulations and Customs clearance procedures and information
- Multi delivery channels via web or mobile based applications available 24x7

- Electronic exchange of all requisite ASEAN customs documentation such as preferential certificates of origin, Bill of Lading, Airway Bill, etc. along with a preliminary assessment portal for customs duties and a portal for managing near real-time queries on clearance statuses to and responses from various Customs Authorities of ASEAN
- Real time analytics on trade activities and transactions across ASEAN, including transshipment trends and individual trader/carrier transaction profile across ASEAN.

Both survey and interview findings and analysis were presented to ASEAN Member States' ASW delegates and are serving as input into ASEAN's efforts to design and implement the regional ASW architecture.

5. IMPACT/RESULTS

The activity has helped achieve the following:

- Through the ASW survey, which was published in booklet format at several regional events and on the USABC website (http://www.usasean.org/ASEAN/ASW_Survey_Aug242010.pdf), the activity has increased private sector awareness of the ASW initiative.
- The Oracle analysis helped outline the private sector's ASW vision to ASEAN Member States.
- Through both the survey and in-depth interviews the private sector laid out specific features companies expected to see in the ASW.

ASEAN Member States are currently studying the different avenues through which they can solicit private sector input on ASW, which is still in its early development stages. This private sector input has served as a relatively small but important early contribution to the process.

prepared by:

