



Asia-Europe Alliance For Paperless Trade

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 1

SINGLE WINDOW Conference - 8th- 9th June 2011

Jean-Marc DUFOUR
chairman ASEAL

Asia Europe Alliance for crossborder paperless trade



www.aseal.biz

Asia-Europe Alliance For Paperless Trade

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 2

Overview

ASEAL, the Asia-Europe Alliance for Paperless Trade, is an international organization, whose mission is to develop and expand cooperation in the field of Paperless Trade in order to contribute to the economic development of Asia and Europe, in accordance with ASEAL's Charter, Statute and Rules of Procedure. ; Enable Paperless Trade by creating a global and coherent framework and removing barriers between public and private actors



ASEAL was founded according to local laws and regulations of member countries and pursuant to the Memorandum of Understanding approved as of September 4, 2004. ASEAL is strongly supported by the Governments of the founding countries



www.aseal.biz

Asia-Europe Alliance For Paperless Trade

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 3

History

2004 1st ASEAL summit - Jeju Island,
South Korea

The Asia-Europe Alliance for Paperless Trade, was formed in September 2004 on, with the four founding Partners,

Private sector Partnership
KT NET (Korea)
FRANCE ECI (France)
DAKOSY AG (Germany)
SITPRO (United Kingdom)

Public sector facilitation offered by Governments
Ministry of Commerce, Industry & Energy (MOCIE, Korea)
Ministry of Economy, Finance & Industry (MEIE, France)
Federal Ministry of Economics & Labour (Germany)
Department of Trade & Industry (Dti, UK)





www.aseal.biz

Asia-Europe Alliance For Paperless Trade

6th ASEAL SU

2005 4th Asia Europe Meeting (ASEM)
e-Commerce Conference, February

2005 in London, recognised ASEAL and supported the work programme and pilot schemes to prove concept



2nd ASEAL Summit, April 2005 in UK, established Articles of Membership including Statute and Charter, Admission of first Ordinary Member – Trade-Van

2007 3rd ASEAL summit in Paris under the patronage of

Mr DUTREIL, Minister of French SME's, France, extended membership and participation to Observer nations - Second Ordinary Member - Dagangnet

Observers

Spain, Luxembourg, Thailand, Viet Nam and from Africa – Morocco and Senegal





www.aseal.biz

Asia-Europe Alliance For Paperless Trade

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 5

2008 4th ASEAL Summit in Taipei, Taiwan organized by the Bureau of Foreign Trade Taiwan, & Trade-Van with the arrival of new countries: Canada, Tunisia, Finland, Norway, Sri Lanka, Ireland. Setting up of two offices: 1 for Europe provided by the UK and 1 in Asia with Taiwan



2010 5th Summit in Kuala Lumpur, Malaysia organized by Dagang net & malaysian government. "It was a successful & fruitful event with the launch by his Excellency Deputy International Trade and Industry Minister Mukhriz, efficient exchanges between public & private sector from worldwide, lot of news coverage the summit, marvelous organization and memorable 3 days stay !





ASEAL from 2004 to 2011 – www.aseal.biz - DAKAR

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 6

ASEAL "THE WORLDWIDE ALLIANCE FOR PAPERLESS TRADE"

Asia-Europe Alliance For Paperless Trade

<http://www.aseal.biz>

Overview

ASEAL, the Asia-Europe Alliance for Paperless Trade, is an international organization whose mission is to develop and expand cooperation in the field of Paperless Trade in order to contribute to the economic development of Asia and Europe. In accordance with ASEAL's Charter, Statute and Rules of Procedure, Enable Paperless Trade by creating a global and coherent framework and enabling partners between public and private actors.

ASEAL was founded according to local laws and regulations of member countries and pursuant to the Memorandum of Understanding approved as of September 4, 2004. ASEAL is strongly supported by the Governments of the founding countries.

History

2004 1st ASEAL Summit - Jeju Island, South Korea

The Asia-Europe Alliance for Paperless Trade, was formed in September 2004 on, with the four founding Partners:

- Private sector: France, Korea, Singapore, Taiwan
- Public sector: France: Ministry of Commerce (DGTT), Ministry of Economy, France & Industry (MSE, France), S&P&I (UK, Germany), SITPRO (United Kingdom)
- Private sector: Philippines: Office of the Secretary of Trade and Industry (OSTI)
- Government: France: Ministry of Commerce (DGTT), Ministry of Economy, France & Industry (MSE, France), S&P&I (UK, Germany), SITPRO (United Kingdom)

2005 4th ASEAL Summit (ASEAL Commerce Conference, Bali)

2005 in London, recognized ASEAL and supported the work programme and pilot projects to enable concept.

2nd ASEAL Summit - April 2006 in UK, established Article of Membership "enabling Paperless Trade, Adoption of the Ordinary Member - Table A"

2007 3rd ASEAL Summit in Paris under the patronage of the DUTREIL, Minister of French SURE, France, welcomed members and participants to Chairman's "Second Ordinary Member - Obligations" meeting.

2008 4th ASEAL Summit in Seoul, Taiwan organized by the Bureau of Foreign Trade, Taiwan. A Trade Fair with the arrival of new countries: Canada, Korea, Poland, Hungary, Sri Lanka, Russia, setting up of new offices. The Summit preceded by the UK and 11 in Asia with Taiwan.

2009 5th ASEAL Summit in Kuala Lumpur, Malaysia organized by SITPRO, UK. A successful & fruitful event with the launch of the Electronic, Global, International Trade and Industry Website (MINT), efficient exchanges between public & private sector. First agreement, 10 of new countries the summit, first global organization and memorandum 3 days stay.

2011 6th ASEAL Summit in Dakar, Senegal, organized by S&P&I 2010

Activities - Prove concept

2010

Chairman: Trade and Industry Minister, Jeju, South Korea, member of ASEAL.

Government with Ministry of Industry of France, Ministry of Industry of Philippines, Ministry of Trade & Industry, Ministry of Customs, Ministry of Foreign Trade of France, General Director of Ministry of Foreign Trade of Colombia.

Private sector with Department of Industry, Single Window and e-Trade of Singapore, System from Taiwan, Ministry for Commerce, Singapore (S&P&I 2010), France France-0 (e-Trade), Korea KTIET, Hungary, HONGKONG, China, HongKong (ITS eConnect), UK TFL, Taiwan Trade Fair, Colombia VUCE, Thailand ISIA.

More than 10 countries cross-border projects have been presented between ASIA, EUROPE, AFROCA, AMERICA reported in minutes of Oct. 1 and Oct 2, 2009/2010/2011 and are available on the web site: www.aseal.biz

ANNUAL SUMMIT

Strategic vision of cross-border business trade.

Position of government, marketing strategy.

Presentation of existing or under-construction platforms for cross-border business trade.

Security policy with AEO (Authorized Economic Operator).

ASEAL Business Strategy.

Expansion of ASEAL's activities.

Secure and reliable transmission of trade.

Logistics and aviation information.

Inter-connection of networks providing Paperless Trade.

Inter-operability of Paperless Trade systems.

Members & Observers

AUSTRALIA	LUXEMBURG
CAMEROUN	MADAGASCAR
CHINA	MALAYSIA
COLOMBIA	MORROCO
CONGO	NORWAY
COTE D IVOIRE	PHILIPPINES
DENMARK	SENEGAL
FRANCE	SINGAPORE
GERMANY	SPAIN
HONG-KONG	TAIWAN
KOREA	TUNISIA
IRELAND	UK
LIBYA	USA
	VIETNAM

Charter

The members' objectives:

- Helping to bring a high level of paperless trade systems in cross-border trade between Asia and Europe, and recognizing that Paperless Trade will be the national economy are of crucial importance for ensuring Asian and European economic development, especially the growth of trade between the continents and
- Helping to bring a significant effort in facilitating co-operation among governments, enterprises and public bodies in order to stimulate the acceptance of Paperless Trade in Asia and Europe to contribute to the economic and social development of Asia and Europe.
- desire to strengthen co-operation in the Paperless Trade sector;
- have agreed to promote multilateral co-operation in a confidential and substantive manner, based on principles of equality and common benefit;
- will work together to create a global and coherent framework that will facilitate the growth of cross-border Paperless Trade to realize the full potential of Paperless Trade;
- will do promote and to provide prompt, trusted, reliable and valuable information and facilities for efficient global Trade, Transport and Logistics;
- encourage co-operation among companies to adopt e-Trade procedures and to create business.

Further Information

Mr. Dufour Jean-Marc - Chairman of ASEAL
 E-mail: jean-marc.dufour@france-eci.net

Permanent secretariat for ASIA/AFROCA/AMERICA
 Permanent secretariat for EUROPE by SITPRO

- 1st Summit : Jeju Ireland - Korea 2004
- 2nd Summit : Leeds Castle - United Kingdom 2005
- 3rd Summit : Paris-France 2007
- 4st Summit : Taipei –Taiwan 2008
- 5st Summit : Kuala Lumpur-Malaysia 2010

6th SUMMIT in SENEGAL 6th, 7th, June 2011

AUSTRALIA
CAMEROUN

CHINA
COLOMBIA

CONGO
COTE D IVOIRE

DENMARK
FRANCE

GERMANY
HONG-KONG

KOREA
IRELAND

LIBYA

LUXEMBURG
MADAGASCAR

MALAYSIA
MORROCO

NORWAY
PHILIPPINES

SENEGAL
SINGAPORE

SPAIN
TAIWAN

TUNISIA
UK

USA
VIETNAM



Paperless Trade makes the process easier and secure with

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 7

Visibility of flows
International standards
Security in documents exchange
Increased speed of communication & transfer
No paper
Time reduction on delivery
Financial advantage
Facilitate fiscal and customs controls



With technologies to increase thrust

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 8

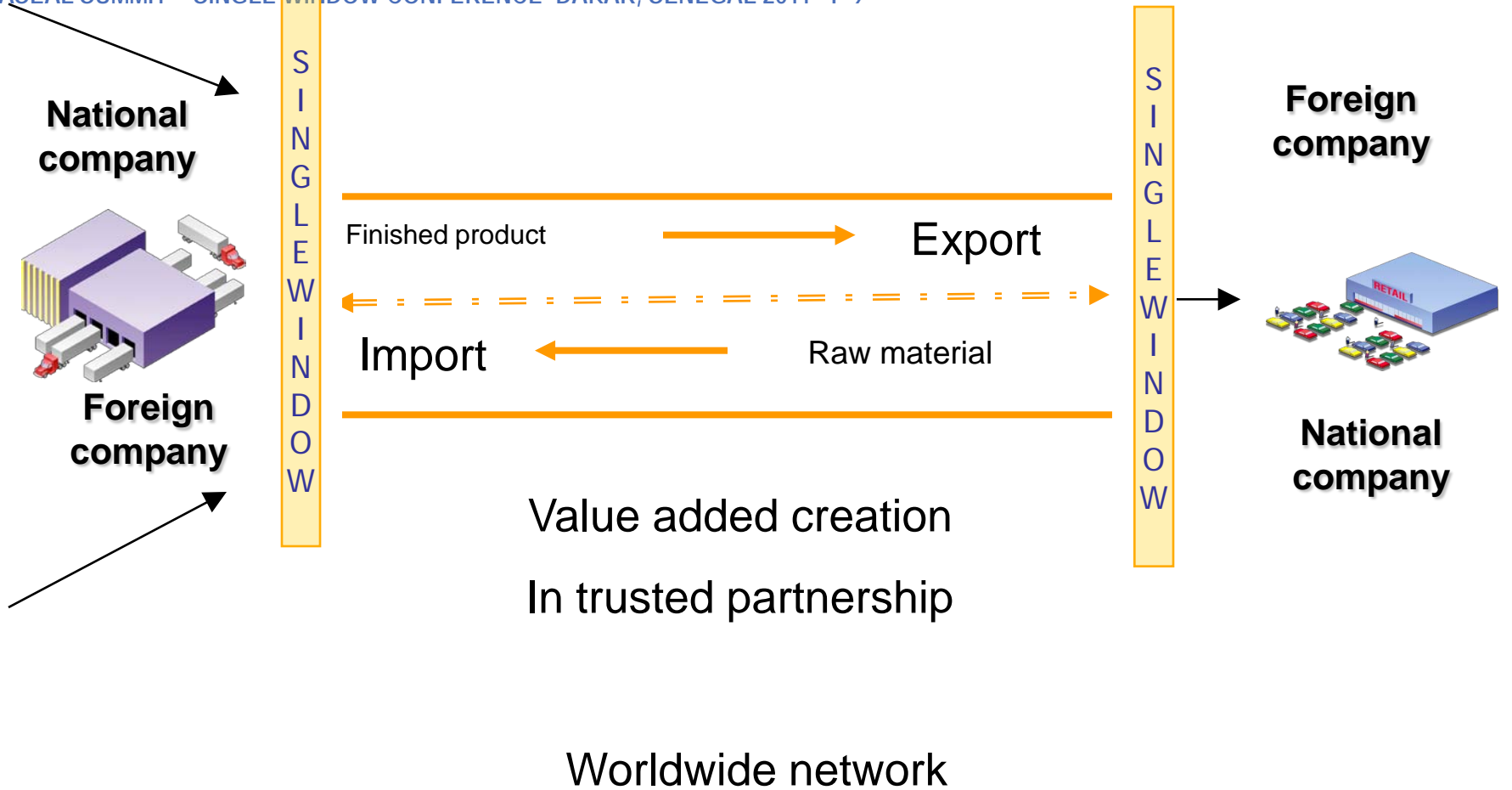
- **International Trade needs safe technologies to built thrust between the actors, specially with official bodies.**
- **International Trade needs speed, “green lane”, to be “Time to market”**
- **Technologies allows thrust and speed**
 - **E-signature**
 - **Secured network**
 - **Time stamping**
 - **E-safe box**
 - **Standards**
 - **Secured Directory**



PAPERLESSTRADE HIGHWAY

Asia-Europe Alliance For Paperless Trade

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 9

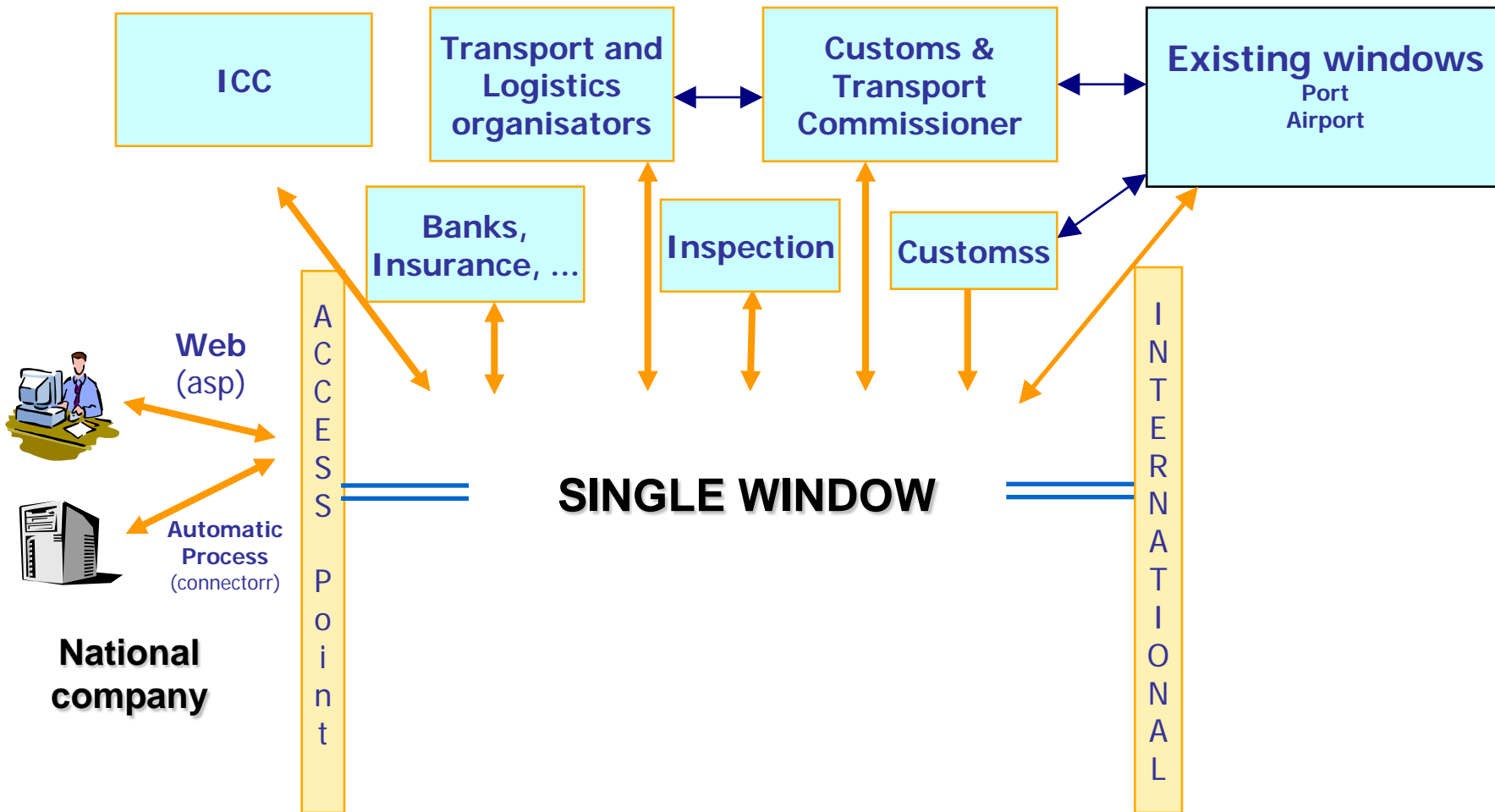




The international Supply chain seen from the company's point of view

For Paperless Trade

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 10





The 8 major inputs

Asia-Europe Alliance For Paperless Trade

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 11

- 1. SECURITY** : access, rights, signature of documents, reliable exchange of documents through a secured and authenticated access, user name, password, e-signature (USB card or chip card type)
- 2. E-SAFE BOX** (storing, restoration) for documents
- 3. MULTILINGUAL TRANSLATION** in the process of exchanged documents (instant shift from a language to another, e.g. a Purchase Order received in English will be immediately translated into French)
- 4. INTERNATIONAL STANDARDS** so as to guarantee the continuity and interoperability to all data exchanged standards)
- 5. SIMPLIFICATION OF THE ADMINISTRATIVE AND TRADE PROCESS** for all participants in the supply chain (a single window to deal with the whole business community concerned by the trade transaction (intermediaries..).
- 6. VISIBILITY THANKS TO A DIRECTORY** : access is provided to a Directory in which companies can record their addresses, source new trade partners or have access to regulation data by country.
- 7. TRACING AND TRACKING** : Dashboard displaying the exchanges between all actors in the network : importer, exporter, Int'l Chambers of Commerce, carriers, forwarding agents, customs, banks.. Full access to this dashboard is provided any time and allows real time checking of data exchanged
- 8. AUTOMATIC PROCESS.** This dashboard is especially used for the follow-up of the on-line process between your company and all parties



Benefits for companies

Asia-Europe Alliance For Paperless Trade

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 12

Increased sales of products,
boosted export performance,
&
competitive advantage on the worldwide markets.

✓ Multiple benefits :

- Lower transaction costs
- Easy to use, easy to integrate – secured – in conformity with legislation.
- More visibility and safety on foreign markets through the use and optimization of international Transport Organizer networks



CORDEM CHINA-HONG-KONG-FRANCE

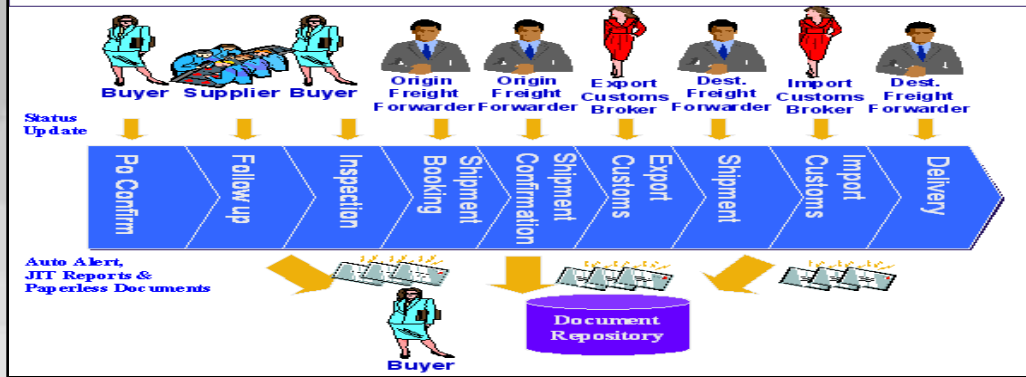
Asia-Europe Alliance For Paperless Trade

www.econnect2u.com

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 13

e-CONNECT is a Business Platform facilitates end-to-end Supply Chain Visibility and paperless trade, which is in demand by the fast growing B2B, and B2G. One end is linked from China Government enterprise (SZEDI in Shenzhen - SINOTRANS), while the other end is linked to France for green lane processing.

Visibility & Paperless Trade Services



Ministère de l'Écologie, du Développement durable, des Transports et du Logement





From ASIA EUROPE ALLIANCE
To WORLDWIDE ALLIANCE
FOR CROSSBORDER PAPERLESSTRADE

Next meeting in Genova
with experts from all countries



TOPICS

Asia-Europe Alliance For Paperless Trade

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 15

- **Strategic vision of crossborder paperless trade at International level,**
- **Mutual recognition of parties, legal framework**
- **International affairs**
- **Presentation of existing or up-to-come cross-border paperless trade network.**
- **Secure and reliable transmission of trade, Security policy,**
- **Logistics and customs information**
- **Inter-operability of crossborder Paperless Trade network**
- **A collaborative e-environment brings together all partners involved in the same international trade transaction**
- **Marketing strategy**



CONTACT

Asia-Europe Alliance For Paperless Trade

6th ASEAL SUMMIT – SINGLE WINDOW CONFERENCE DAKAR, SENEGAL 2011 - P 16

THANK YOU FOR YOUR ATTENTION

www.aseal.biz

Jean-marc.dufour@demat-store.com