Solving the airfreight compliance conundrum!
Quality-driven digitized communities

WCO IT Conference
Tbilisi, Georgia - 08 June 2017
Introductions

Steve Hill
Principal Industry Consultant
Industry Affairs & e-Business
London, UK
Mail: steve.hill@champ.aero
Data ‘quotes’


“To achieve these benefits, Customs administrations should make data analysis a strategic priority…”, said WCO Secretary General, Kunio Mikuriya.

There are of course potential obstacles to an optimal use of data, such as the lack of qualitative data, data that has not been integrated or merged, lack of harmonization of data across border agencies…”, Dr. Mikuriya added.


…data standards are critical for ensuring inter-operability and inter-connectivity of systems and enhancing sustainable and reliable data flows across borders

…risk management is largely dependent on data quality, as only decisions made on precise data from relevant sources are sound decisions
The airfreight compliance conundrum!

conundrum

noun

a confusing and difficult problem or question

More data…

More compliance…
What do we mean by quality?

**Data quality**: a perception or an assessment of data's fitness to serve its purpose in a given context.

**Applied by:**
- People
- Professions
- Policies
- Procedures
- Processes
- Performance
- Platforms

**Assurance of:**
- Accuracy
- Completeness
- Relevance
- Consistency
- Reliability (Clean)
- Presentation
- Accessibility


Do we all perceive or assess quality in the same way?
A decade of digitization & beyond


Breakthrough!

50.7%
Focus on quality
Is today’s quality good enough?

What level of usability is acceptable?

What is the right balance for effective risk assessment?

Do we want to digitize dirty data?

Out of the 50.7% e-AWBs (FWB)
80% usable
20% not right

e-HWB (FHL)
Limited statistics available

Campaign: Clean up cargo?

Regulator problems: Names & Address / Nature of Goods
Trader problems: Account Numbers / Pricing / Duplicates
Solving the conundrum...

Conforming to benchmark standards & performance

Governance by digitally aligned communities

Enabled by Quality-driven solutions

Applied to use cases: Converged ‘digitally collaborated’ trade lanes, ports, airports…
Enabling Digital Communities

Customs & Security
Pre-load/arrival filing

e-Business / Paper Free
e-AWB & e-freight / e-Docs

Quality & Performance
Cargo iQ A2A/D2D
Message Improvement

Portals
Self-service
e-Booking & e-AWB
Supporting multi-layered compliance

**Border Management:**
Advance Electronic Customs Information (AEI)

**Facilitation:**
Customs Arrival Notification / Declarations

**Security:**
Pre-Load Advance Cargo Information (PLACI)

**Screening:**
electronic Consignment Security Declaration e-CSD

**Trusted Trader:**
Authorized Economic Operator (AEO) / EU ACC3

**Quality:**
Data & standards conformance / operational performance
Accelerated, evolving trade & data landscape…

2D Pharma Serialisation Barcode
GTIN - 1375521100001101
SERIAL - 100000001254
BATCH - 1987694321
EXPIRY - 20/12/2016
QTY - 25

By Air Mail
Par Avion

The Internet of Things

Big Data

Border Force

Blockchain

First freight train from China to UK
Yiwu to London
January 2017
Final word – where we began…

World Customs Organization declares 2017 to be the year of Data Analysis

‘…Simply collecting data for its own sake, however, is not sufficient and Customs administrations may face the risk of being overwhelmed with an avalanche of data. Data only has value when it is used effectively and efficiently…’
Thank you for your attention