



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES



COMMUNICATION MANAGEMENT AT THE GENERAL DIRECTORATE OF CUSTOMS AND INDIRECT TAXATION OF BENIN

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PLAN



1. Communication at the GDCIT: what for?
 1. The reforms for a 21st Century Customs Services
 2. The 2014 ICD, triggering event
 3. Short overview on the GDCIT Customs Open Days 2014 edition
2. Institutional Organization of Communication at the GDCIT
3. A dynamic and proximate communication
4. Our perspectives

1- Communication at the GDCIT: what for?

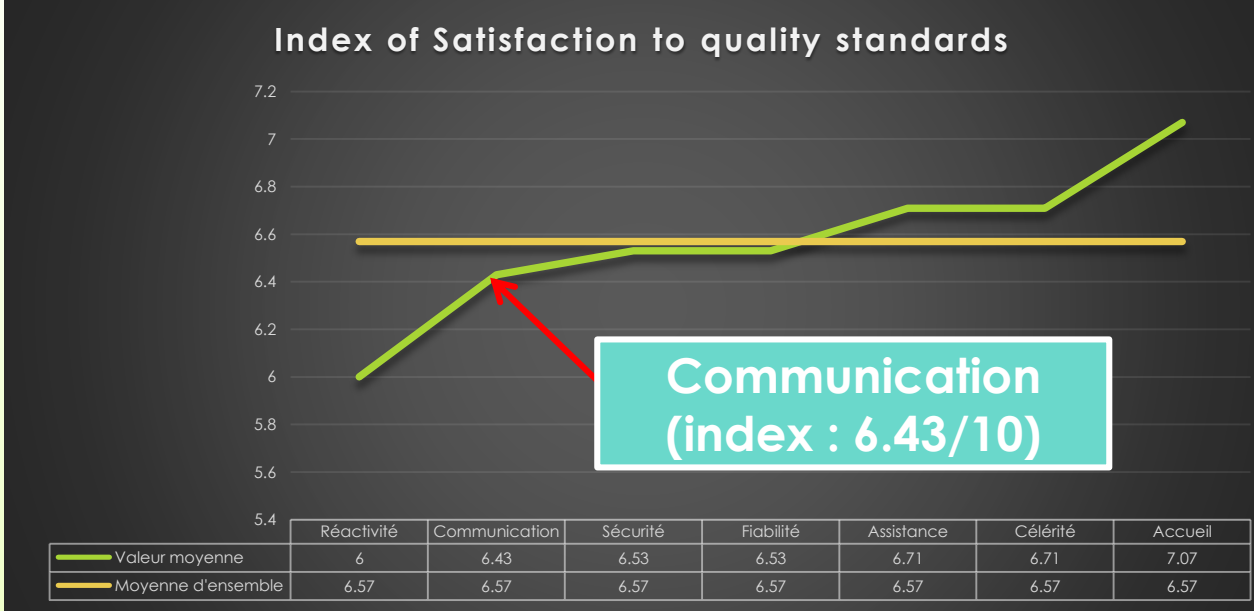
2- Institutional Organization of the Communication at the GDCIT

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4- Our perspectives

1.1 Observations

- ▶ Evolution of the customs context
- ▶ Necessity to provide users and other stakeholders with information
- ▶ Absence or lack of information on reforms and customs procedures
- ▶ Information Asymmetry on the GDCIT personnel



From : Customers satisfaction enquiry report 2017 edition

Few excerpts from the customers satisfaction enquiry results 2017 edition



« Organize meetings periodically between : Customs- Licensed customs agents et Economic operators in order to solve the challenges encountered" »
« We are facing practices that would have us think of a two-speed customs services. Eg: Application of consensual values at the port level only, not on borders" »

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1.2 The ICD 2014 : triggering event of a communication policy implementation Inside the GDCIT



- ▶ ICD 2014 : “**Communicate : sharing the information for a better co-operation**”
- ▶ Goal : to raise a greater awareness of the crucial role that customs services play in international trade, economic prosperity and society development
- ▶ Thus, the GDCIT has simultaneously opened for the first time its doors at the General Directorate and at the (06) six Regional Directorate to its users/partners

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1.3 short overview on the ICD 2014 edition of the GDCIT



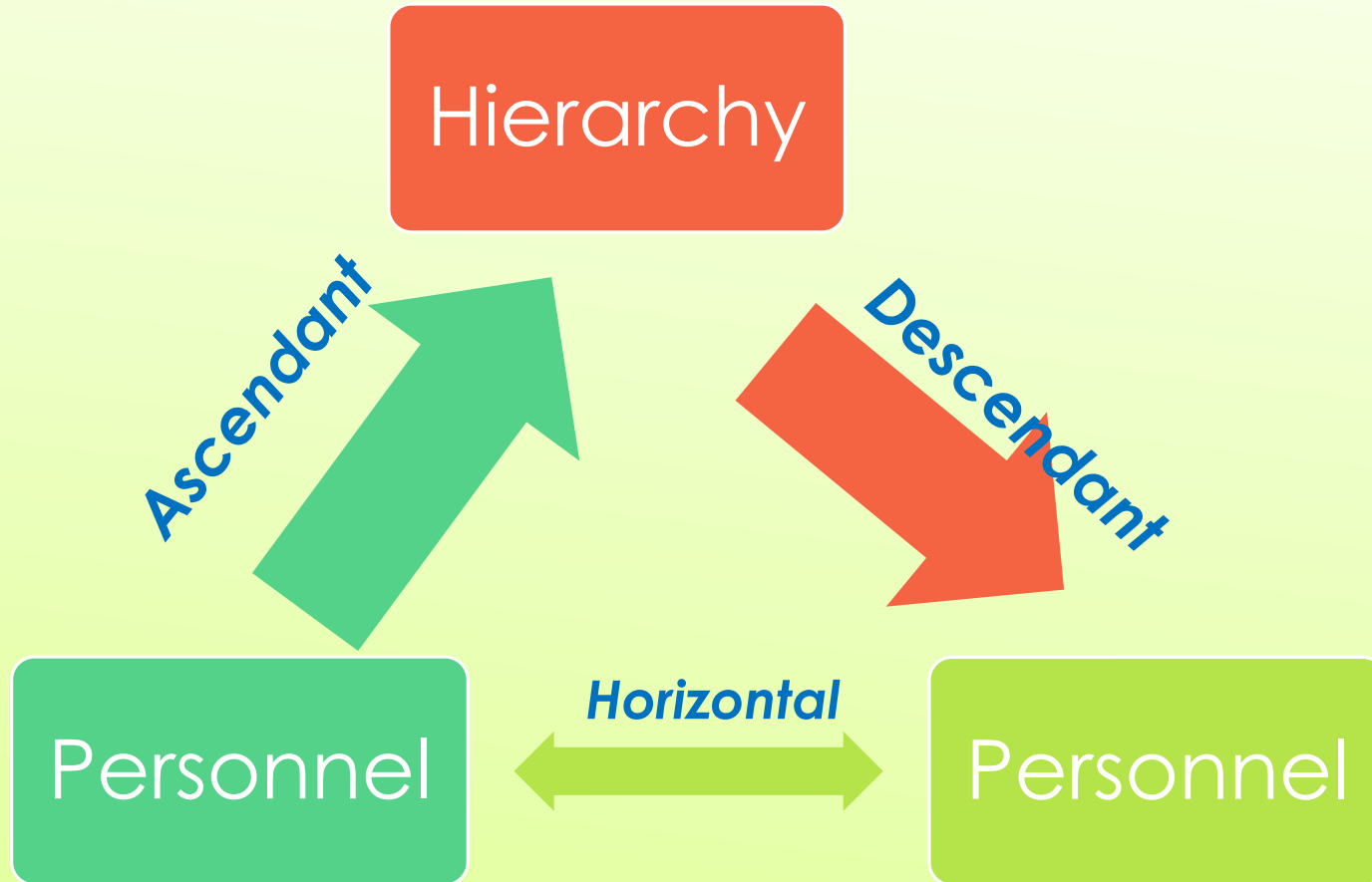
- ▶ ICDs 2014 : january 27, 28 and 29 2014 :
- ▶ Three presentations were made: (1) Beninese customs since 1960 till date : citizen standpoint and perspectives ; (2) customs modernity through reforms and (3) community-based customs and national economy promotion
- ▶ Seven stands on the following topics: Customs reforms ; Procedures ; benefits granted for the promotion of the economy; Customs dispute ; Customs-Taxes synergism; Sydonia ++ and " The user Gallery "(complaints and suggestions to improve the service delivery)



- ▶ The Beninese customs communication policy implementation is based on two aspects
 - ▶ **Internal : bringing the right information to the right people at the right time**
 - ▶ **External : informing customers and other stakeholders of the actions and different steps which have been taken inside the Beninese customs**



► And is conducted in three ways:





- ▶ Formalization of an office in charge of dealings with the users
- ▶ Organization of in-house information sessions : Flag ceremony (national flag raising and lowering) – Personnel General Assemblies



- ▶ Creation of an official communication unit (cell)

- ▶ Missions :
 - ❑ Provide customers with all the information they require
 - ❑ Constantly communicate with all the stakeholders (internal and external) on the reforms
 - ❑ Be involved in ICDs organization and in planning communication strategies

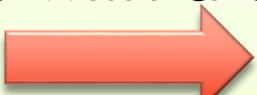
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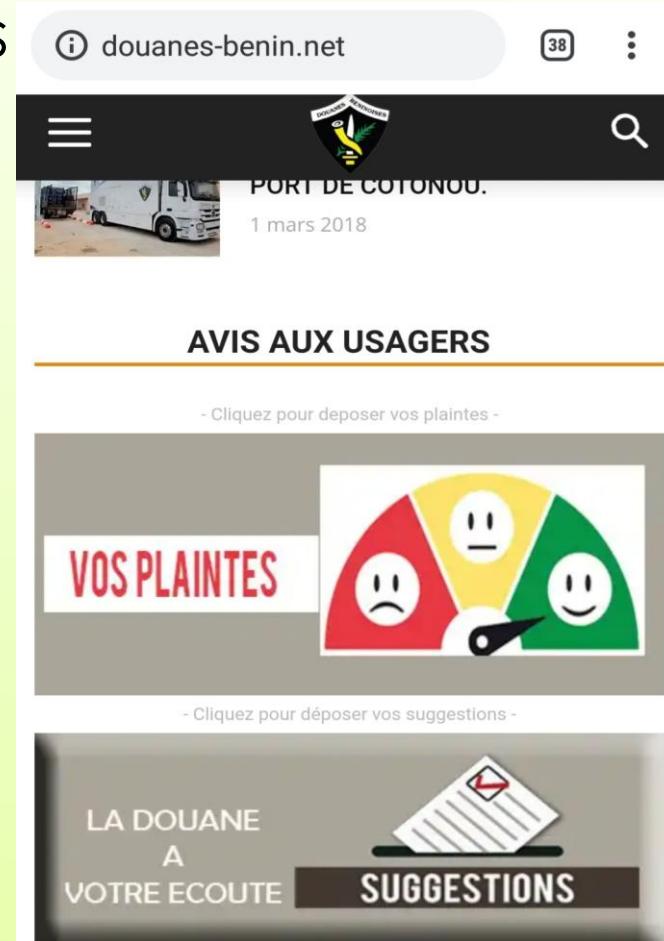
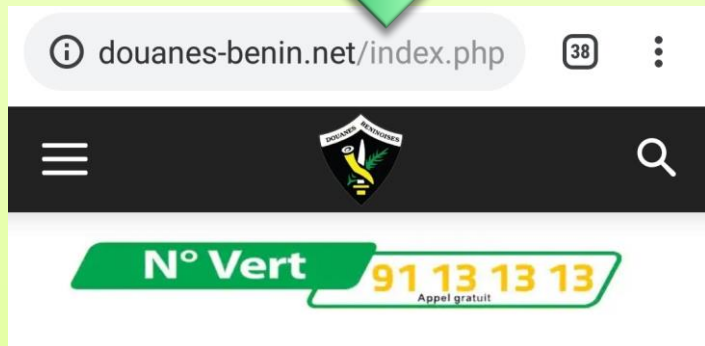
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- ▶ Creation of a web site with a complaints management system 

- ▶ Creation of a toll-free number



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- ▶ Information session on the finance law
- ▶ Yearly elaboration of activities report
- ▶ Yearly Organization of ICDs with flyers distribution

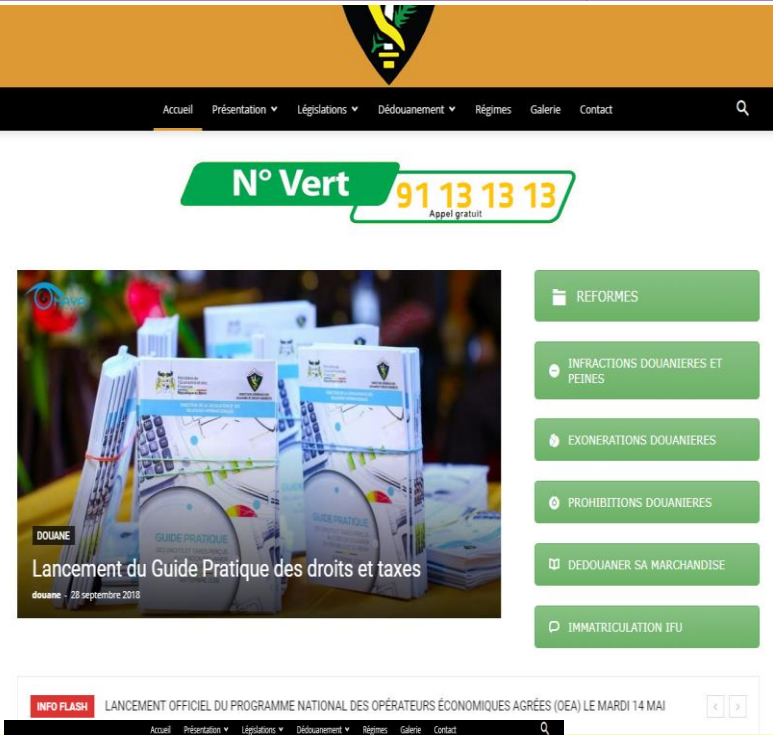


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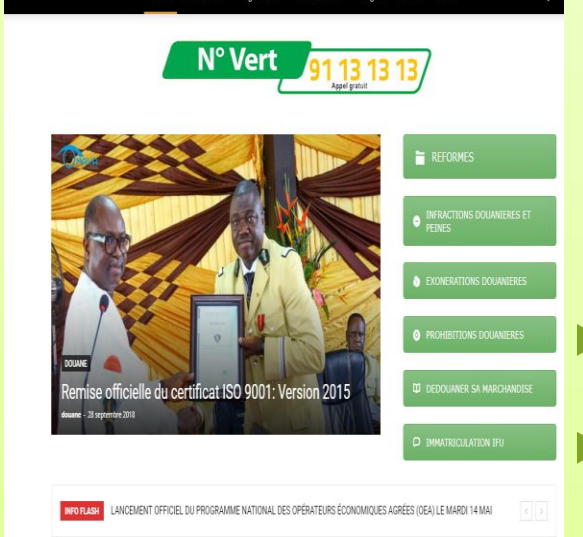
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← Conception of a fiscal guide on customs duties and taxes downloadable on the Beninese Customs web site



▶ Meetings with our private partners



- ▶ Live broadcast of ICDs 2019 on Youtube
- ▶ Quality approach → ISO 9001, article 7.4



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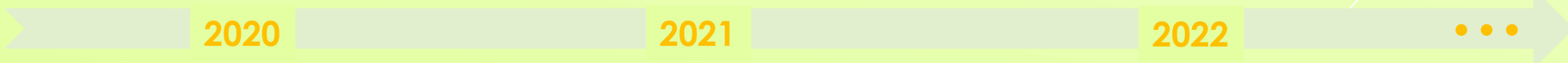
About our quality approach



- ▶ ISO 9001 Certified : from 2008 to 2017
- ▶ ISO 9001 Transition : from 2015 to 2018
- ▶ Certified activities: Customs revenue mobilization – Réglementation and trade promotion– sales representatives professional training– Homeland safeguarding and customs fraud control
- ▶ Scope of application : Central Directorates – Cotonou Port revenue –Cotonou Airport Revenue – Oils revenue
- ▶ Certification Cycle : **3 years**

Renewal Audit

Surveillance Audit de N°2



Surveillance audit N°1

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- ▶ Strengthen the cell team with specialists for a better communication
- ▶ Use the new technologies whose digital communication is higher





BENINESE CUSTOMS ARE ADVANCING, LET'S MOVE FORWARD WITH THEM!