

# Initiatives on communication methods of Vietnam Customs

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#### **Vietnam Customs**

Vietnam Customs serves as the law enforcement agency enhancing the safety, security and prosperity of Vietnam's economy through professionalism, transparency and efficiency.

Vietnam Customs :

+18 units at the General Department+ 35 provincial, municipal Customs Departments

Customs News is one of the 18 units of the General Department of Vietnam Customs

# Vietnam Customs **Communication Initiatives**

Vietnam Customs promotes communication through various activities, including:

- Provide information on Vietnam Customs' official website in English and Vietnamese versions (https://www.customs.gov.vn)
- Provide information on other municipal Customs' website (Ex: https://www.hanoicustoms.gov.vn, https://www.dncustoms.gov.vn in 5 languages)



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- Organize workshops to introduce newly issued legal documents, regulations to businesses and the public
- Organize business dialogue conferences between Customs Officers and businesses
- Establish partnerships on a Customs-Business basis in order to (but not limited to):

- Gather opinions of businesses on the drafting of legal documents

- Answer concerns on customs regulations and legal procedures for businesses

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- Provide information for other national communication agencies, comprising:
  - Send press releases on customs regulation updates
  - Answer interviews and concerns posed by communication agencies
  - Hold press meetings to provide updated information on current customs activities
- Customs News is the official communication agency of the General Department of Vietnam Customs. Customs News is responsible for disseminating customs laws, policies and operations of Vietnam Customs.

#### **Vietnam Customs News**

- Vietnam Customs News is a press agency in charge of editing and publishing news and articles in compliance with objectives and regulations stated in the license for press operations issued by the Ministry of Information and Communications and provisions of the Press Law.
- Customs News is the official voice of the General Department of Vietnam Customs and is responsible for:
  - + Disseminating customs laws, policies and operations of Vietnam Customs and Vietnam's Finance sector
  - + Informing general public on domestic and international political, economic, and social issues
  - + Informing the business community and our colleagues in Customs Management on import, export, and immigration policies and procedures.









Prime Minister Nguyen Xuan Phuc and Customs News at Vietnam National Newspaper Exhibition 2019 President of Congress Nguyen Thi Kim Ngan and Customs News at Vietnam National Newspaper Exhibition 2018

#### **Vietnam Customs News**

The Customs News has three versions:

- Customs Newspapers releases 3 nationwide publications per week,

- Customs News Online publishes 24/7 in Vietnamese version: (www.haiquanonline.com.vn)

+ TV news 'Customs Pulse' published monthly since Jan 2019 on Customs News Online in Vietnamese

 Customs News Online publishes 24/7 in English version: (www.customsnews.vn)



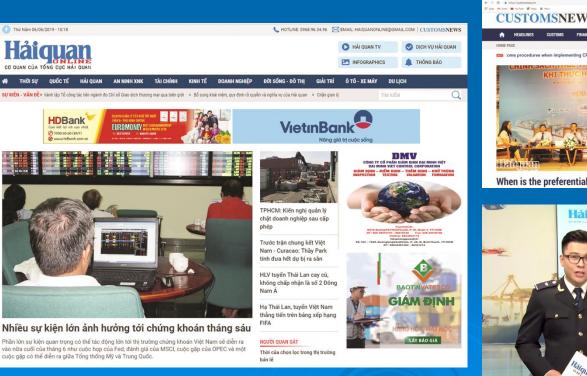
#### The Customs News has three versions

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hầu câu thủ?

bùng ni





### Readership

The readers of the Customs News include:

+ Officers of Customs Vietnam,

+ Finance sectors, ministries, localities, import-export enterprises

+ Domestic, foreign investors and the public interested Customs policies

Approximately 160,000-180,000 page views per day

Average Alexa index: Good rate compared to other Online news of State management agencies

## Initiatives of Vietnam Customs News

#### 1. Initiatives on Content

- Disseminate information about Vietnam Customs' operations in a timely, proactive and regular manner
- Maintain the position and promote the image of Vietnam Customs
- Reflect the exemplary image of law-abiding customs professionals
- Provide timely guidance on policies and regulations of customs procedures for the public and businesses
- Create forums for businesses and public to voice opinions in the implementation of policies and regulations of customs procedures
- Promptly publicize solutions and results of Vietnam Customs in the combat against smuggling of trade frauds, drugs and wild animals, protection of community security...
- Timely respond to media crisis situations with accountability in the explanation of management agencies







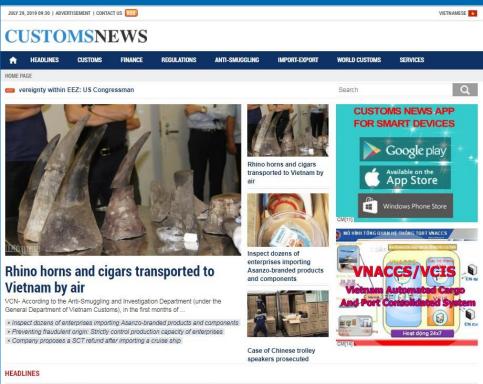
Approximately 3.8 tonnes of pangolin scales were confiscated at Cat Lai Port on April 26 2018

Over 9.1 tonnes of ivory were discovered inside lumber bars



#### 2. Initiatives on reporting methods

- Diverse publications in particular, Vietnam Customs News has three versions: Customs News in paper, Customs News Online in Vietnamese and Customs News Online in English.
- Customs News Online in English (www.customsnews.vn) focuses on foreign enterprises, investors, immigration passengers and the foreign business community who are interested in Vietnam Customs operations and has been published on the internet since July 2016.



China's actions violate

Vietnam's sovereignty

within EEZ: US

Congressman





US conference discusses Fast Sea dispute management

PM talks socio-economic development with localities' leaders

**FTA** tariff incentiv be fully optimized

- Since 2017, Customs News has deployed consultancy of Customs laws: Customs News has received questions on Customs law from enterprises, people and readers; then classified and sent them to the competent agencies under the General Department of Vietnam Customs for response; Customs Newspaper will send answers to readers and publish them in the Customs Newspaper for widespread dissemination.
- Organising online dialogues on online Customs News (www.haiquanonline.com.vn). From 2012 till now, Customs News has held 3-4 annual online dialogues on developing policies, guiding policies.



Customs News organized multiple forums to answer online questions posted by businesses and the public







Customs News has organised talk shows and conferences on policy propaganda such as the talk show "Tax policy and customs procedures when implementing CPTPP" in May 2019 in Ho Chi Minh City.





 Customs News produces multimedia products (including news, images, videos) and television products.











- Vietnam Customs regularly pays attention to communication and information. Annually, the General Department of Vietnam Customs takes the initiative in developing and deploying a communication plan which sets out content and tasks for its units.
- Customs News has built a long-term development project: in 2014, the General Department of Vietnam Customs approved the project of developing Customs Newspaper from 2014 to 2020, which sets goals, orientations and solutions to develop Customs News into a modern multimedia press agency.
- Content of information on Customs News: Focus on professional tasks and Customs operations, practical and linked to economic activities, production and business activities of enterprises and society.
- Customs News aims to become a bridge between the Customs authority and the business community and readers.

#### > 24/7 updated news

- Modern and diverse multimedia press products (photos, videos, infographics)
- Customs News Facebook Page regularly posts and attracts public attention
- Share news reports via social media platforms
- Reporters and editors with resourceful knowledge about journalism and customs operations
- Customs News closely coordinates with the General Department of Vietnam Customs and provincial Customs Offices to update timely and accurate information
- Customs News also collaborates with other press agencies to exchange information.

# Feedbacks from Government agencies, businesses, readers on Customs News

Information is updated on the basis of key operations of Vietnam Customs, supporting the leaders of Vietnam Customs in the management and administration

Information about Customs operations in the whole country has helped customs units and officers promptly grasp operations, share experiences and improve professional knowledge and skills to effectively perform their tasks

Information found on Customs News is useful and practical to disseminate customs law for businesses and the public to understand and comply with the law

- Ministries, sectors, businesses and people have deep understanding about the Customs sector, thereby supporting and coordinating with the Customs sector in management
- Transparent information has supported the prevention of troublesome and negative acts and harassment in the Customs operation
- Customs News shall continue to improve the quality of content and develop new forms of publications

# **THANK YOU!**