



SMART Borders for seamless Trade, Travel and Transport

INTERNATIONAL & INDUSTRY LIAISON UNIT

TRADE BEAT



“SMART borders for seamless Trade, Travel and Transport,” is the 2019 slogan of the World Customs Organization (WCO), that will be used to celebrate International Customs Day. The 2019 Customs Theme encourages the transformation of international frontiers to a space that facilitates the swift and smooth cross-border movement of goods, people and their means of transport. The theme for International Customs Day was announced on November 8, 2018 by the Secretary General of the WCO, Kunio Mikuriya, who highlighted the pivotal role that Customs administrations play in directing a whole-of-government approach in facilitating international trade and travel.

The 2019 WCO theme will be launched on January 26, during the annual celebration of International Customs Day. Dedicated to the celebration of all things Customs, International Customs Day is a commemoration of the inaugural session of the Customs Cooperation Council (CCC), initiated in 1953, by seventeen (17) European country members. The first session of the CCC was hosted in Brussels, Belgium, where the WCO headquarters is currently located. The CCC has since increased in size and to commemorate its global membership, was renamed the WCO in 1994. The WCO has a worldwide membership of 182 Customs administrations, which are responsible for managing 98% of world trade.

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SMART Borders

International Customs Day

Although not a public holiday, International Customs Day is celebrated annually by WCO Members, and recognizes the role of each Customs administration in utilizing the specified theme to support the fulfilment of their given mandates. Universal among most administrations are the mandates of border protection, revenue collection and trade facilitation. In recognition of their



exemplary service and contribution to fulfilling the objectives of the WCO, as well as their individual Customs mandates, Customs employees around the world are annually recognized. Based on the recommendation of their home administrations, selected Customs officials are awarded on International Customs Day, with a WCO Certificate of Merit, signed by the WCO Secretary General. Public engagement is also prioritised by the WCO, where the achievements of each Customs administration is highlighted through a range of activities targeted to key stakeholders and the general public. In order to raise awareness on the role and responsibilities of Customs, several workshops, conferences and informal discussions are organised throughout the period of celebration, reflecting the WCO annual theme.



Customs Week Jamaica

In recognition of International Customs Day, the JCA will host Customs Week from January 20 - 26, 2019, under the theme: “Smart Borders for Seamless Trade, Travel and Transport”. The week’s activities will be launched by customary church services in the parishes of Kingston & St. Andrew, St. Ann and St. James. In acknowledgement of exemplary service to the JCA,

noteworthy employees will be presented with their WCO Awards of Merit during the Staff Recognition Ceremony. Public engagement activities will also be conducted throughout the week, in both Kingston and Montego Bay, where stakeholders will be enlivened at the annual Customer Service Appreciation Day. To highlight the 2019 WCO theme and increase general awareness of Customs’ contribution to international trade, newspaper supplements will be produced, as well as other media outreach programmes. The pièce de résistance for the week’s activities will culminate in the inaugural exposition of the 'Information Communication Technology (ICT) Day', at the JCA’s head office in Kingston. The highlight of the day will be the launch of a Virtual Reality Room which will allow stakeholders to have a functional 'walk-through' of various Customs processes and procedures across the various air and sea ports. ICT Day will be launched under the theme “Connecting the Dots” and is in keeping with the JCA's thrust to recognise ICT as a key enabler in the business and operational functions of the Agency.

SMART Borders



SMART Borders

In the context of the WCO theme for International Customs Day, SMART is an acronym that reflects the guiding principles that are at the centre of Customs compliance, enforcement and facilitation efforts. The concept of SMART borders aims at mitigating threats that go hand in hand with the cross-border flow of goods, people and their means of transport. Central to achieving this objective, is the collaboration between Customs and other border control agents to facilitate global trade and travel by simplifying, standardizing and harmonizing border procedures without compromising security. Customs has been called upon to take the lead in propelling globalization as a positive force, by transforming border clearance procedures into more modern and efficient processes. The WCO therefore commits to promoting the transformation of frontiers into “SMART borders” with Customs assuming the role of a central coordinating hub for such processes.

According to the WCO the SMART Border Concept is as follows:

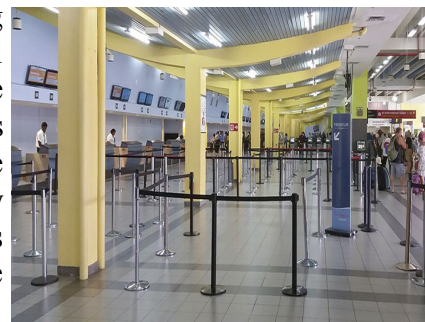


Secure

Customs, partner government agencies and economic operators are called upon to continue pursuing the common objective of enhancing supply-chain security and efficiency based on mutual trust and transparency. The WCO will further assist its Members to ensure their security and safety, while promoting the SAFE Framework of Standards and the SAFE Package 2018.

Measurable

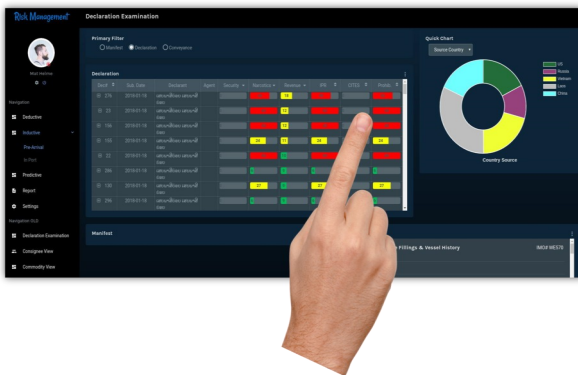
Measuring the actual performance of Customs in facilitating trade and controlling the borders, as well as, evaluating overall organizational performance, are the two major pillars which are at the heart of sound decision-making processes for Customs administrations. Going forward, the WCO will initiate discussions on developing a robust, comprehensive and fully scientific methodology for performance measurement that aims to cover all major Customs competencies that goes beyond the scope of the Time Release Study (TRS).



SMART Borders

Automated

Automation underpins every aspect of a modern Customs administration. In an era characterized by rapid digitalization, shared economy, E-Commerce, and the Fourth Industrial Revolution, the demarcation between physical, digital and biological components is fading. Customs should strengthen measures to exploit cutting-edge technologies to improve its processes, services and overall performance.



Risk Management-based

An intelligence-driven and data-enabled risk management framework allows Customs administrations to be more effective at all levels, especially decision-making and targeted intervention. Customs needs to focus on a common approach to identify and address potential risks on a more dynamic basis.



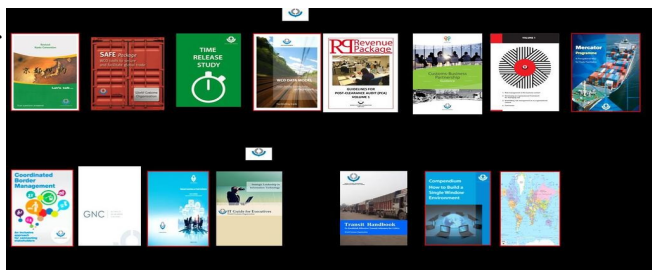
Technology-driven

Digital disruption has brought about new opportunities and challenges for Customs and partner government agencies, which triggers the need to explore the use of other information and communication technologies, namely: smart track and trace technologies for cargo, containers and conveyances; a world-wide standard for x-ray image for interoperability

between different Non Intrusive Inspection (NII) equipment; advanced technologies to provide intelligence through chemical analysis of products; and the practical use of geo-spatial technologies and drones for monitoring of fragile or inaccessible terrains and borders.

WCO Tools for SMART Borders

The SMART Border concept utilizes several existing WCO tools to aid in the objective of transforming frontiers into SMART Borders for seamless trade, travel and transport. Several WCO tools, instruments and initiatives have been developed and will be further enhanced to readily assist Customs administrations in making the transition to Smart Borders. According to Secretary General Mikuriya, “Working smartly means being prepared to reengineer business processes while applying new technologies, and achieving an interconnected global value chain that fosters economic growth in an inclusive manner.”



SMART Borders



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The International and Industry Liaison Unit is committed to raising the level of awareness on topics relating to the Caribbean Community, as well as issues concerning the wider topic of international trade, to both our internal and external stakeholders. Our monthly newsletter seeks to highlight global trade topics and their importance to Customs Administrations worldwide and specifically how they affect the Jamaica Customs Agency. As we realize our vision of becoming a modern Customs administration delivering excellent service, we recognize the importance of knowledge transfer in delivering our objectives and use this forum as our way of contributing to the vision of the JCA. The International Liaison Unit is located at the Myers Wharf head office and our officers are available to respond to your queries and clarify any points of concern.

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