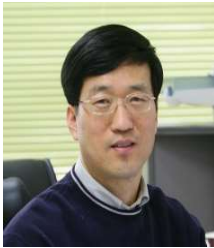


Capacity Building Workshop on Cross-border Paperless Trade Facilitation: Implications of Emerging Technologies

Speakers Profile

Session 1: Emerging Technologies for Cross-border Paperless Trade and Implications



Dr. Hyun-bo Cho

Professor, Department of industrial and management engineering at the Pohang University of Science and Technology (POSTECH).

Mr. Hyunbo Cho received his B.S. and M.S. degrees in Industrial Engineering from Seoul National University in 1986 and 1988, respectively, and his Ph.D. in Industrial Engineering with a specialization in Manufacturing Systems Engineering from Texas A&M University in 1993. He was a recipient of the SME's 1997 Outstanding Young Manufacturing Engineer Award.

After joining POSTECH, he has been actively collaborating with National Institute of Standards & Technology (NIST), USA for the purpose of sharing and developing international standards of trade and logistics. His areas of expertise include Supply Chain Management, Manufacturing Management and Strategy, and Open Business Model. He is an active member of IIE and SME.



Mr. Ben Tian

Director of Alibaba Cloud Research Center

Mr. Ben Tian is the Director in the Alibaba Cloud Research Center Director. He is a distinguished Professor of Ministry of Industry and Information Technology of the People's Republic of China, China Europe international business school, Cheung Kong Graduate School of Business, Guanghua business school of Peking University, and Zhejiang University.

His area of focus includes Artificial Intelligence, Cloud Computing, Big Data, Internet of Things, VR/AR research. He has more than 15 years of strategy consulting and enterprise architect design experience in Alibaba, IBM, HP, Symantec etc. He is the author of 8 books, including "Industrial Intelligence on Cloud", "Peak of Science and Technology", "Peak of Science and Technology II", «Internet v3.0», «Internet Plus: From IT to DT», «Internet Plus: Future Space is infinite», «Big Data: Government officials Guide», «Activate the productive forces: DT economy is building new ecological industry in China».

He is a TOGAF Certificated Enterprise Architect, ITIL V3 Certificated Expert, and ISO20000 & ISO27001 Certificated Lead Auditor.



Dr. Shantanu Godbole,

Senior Technical Staff, IBM Center for Blockchain Innovation

Dr. Shantanu Godbole works with IBM Research in Singapore as a Senior Researcher and Member of the IBM Academy of Technology. He leads the IBM Center for Blockchain Innovation, the first IBM Research led innovation center of its kind focusing on solutions in Trade and Finance. He works with clients and IBM business units and connects them with IBM Research's mission of innovation, impact, and helping create new technology based businesses.

He is interested in upcoming topics at the intersection of technology and business like Blockchain and AI. He has been with IBM Research since 2006 and has spent 2 years in global offering development for IBM's analytics services business. He has a Ph.D. in machine learning from IIT Bombay and is active in professional service and mentoring.

Session 2: Enabling Cross-border Paperless Data Exchange: Experience sharing

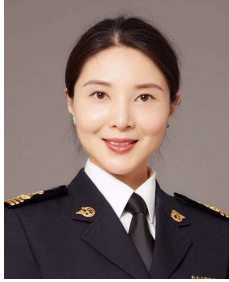


Mr. Joaquin González

Customs Officer, Customs Modernization Administration

Joaquin González is a Mexican Customs Officer serving at the Customs Modernization Administration with a Multimodal Logistics and International Business Degree. He is in charge of the improvement and development of the Mexican Single Window (VUCEM). He is also a WCO Expert on Single Window Environment since 2017. He was designated in 2016 by the World Bank as a consultant for e-manifest for Central America. Before joining Customs, he has served in the Ministry of Commerce (Economy) on the authorization of License, Permits, Certificates and other non-tariff regulations. He also worked at a Customs broker agency and an international freight forwarder company.

He supported progress of trade facilitation by actively participating in multiple regional and international committees like Latin American and Caribbean Economic System (SELA), IADB, the Data Model Projects Team on the WCO and leads the implementation of the interoperability for Certificates and Customs Declarations of the Pacific Alliance.



Dr. Li Li,

Chief Expert, Asia-Pacific Model E-Port Network (APMEN) Operational Center,

APMEN is a cooperation and knowledge sharing network on information communication and technology (ICT) infrastructure and services among nominated model E-Ports.

Dr. Li Li has academic background mainly in fields of international trade and customs regulations, regional trade arrangements and Rules of Origins.

She is an Associate Professor and Supervisor of Postgraduate at Shanghai Customs College. She wrote and published 3 books on Customs Supervision and Rules of Origin, as well as more than 20 academic papers. In 2014, Dr. Li was granted as Shanghai Shuguang Scholar for her outstanding academic achievements. Dr. Li is a graduate of International Economic Law, University of Warwick (Master of Arts), and holds her doctor's degree in International Economic Law at East China University of Political Science and Law. In 2012, She finished her post-doctorate study on Theoretical Economy at Fudan University. She also was a Visiting Scholar at Customs and Excise Research Center, University of Canberra, Australia.

Dr. Li has rich experiences in international negotiations. Prior to working with AOC in 2016, Dr. Li participated in FTA negotiations as representative of China Customs with other parties including ASEAN, Switzerland, Costa Rica, South Korea and Japan. She also gained hands-on knowledge on international trade from her working experiences in General Administration of China Customs (GACC), Shanghai Customs as well as major trading companies. As WCO accredited expert trainer on Rules of Origin, Dr. Li provided training courses to Customs officials from more than 20 countries in Africa, Middle Asia and Latin America. She also served as consultant and provided trainings for multinational companies such as GE and Fedex.



Mr. Serzhan Duisebayev

Deputy Director, Department of Customs Legislation and Law Enforcement Practice of the Eurasian Economic Commission, Candidate of Legal Sciences in the Eurasian Economic Commission (EEC).

Mr. Mr.Serzhan Duisebayev is author and the Head of the projects for:

- Development of the Customs Service of the Republic of Kazakhstan (2009-2012);
- Establishment of the Operational Management Center of the Customs Control Committee (Ministry of Finance of the Republic of Kazakhstan);
- Creation of «Electronic border crossing points»;
- Technical re-equipment of checkpoints of the Republic of Kazakhstan;
- The concept of creating an integrative information system «Single Window for export-import operations», as well as a plan of implementation of the «Concept of creating an integration information system «Single window for export-import operations» in the Republic of Kazakhstan (2011-2013).
- Deputy head of the working group on the implementation of the Main directions of the Single Window mechanism in the system of foreign economic activity regulation, approved by the decision of the Supreme Eurasian Economic Council (May 29, 2014 № 68).



Mr. Patrik Jonasson

Director, Public Policy Asia-Pacific, GS1 Global Office

Mr. Patrik Jonasson has a Master of Science in Business Administration with Japanese studies from the School of Business, Law & Economics at University of Gothenburg, Sweden. He is currently based in Kuala Lumpur, Malaysia.

Patrik Jonasson is responsible for public policy in the Asia Pacific region for GS1. He is charged with defining and executing regional strategies for external engagements. The work includes planning and implementing advocacy and public policy work as well as speaking and moderating in international meetings such as in APEC, UNESCAP, ADB, ASEAN. Patrik has extensive experience working with Asia-pacific Governments and industry in the areas of Product Identification and data sharing especially for FMCG/Retail, Healthcare, E-commerce, Trade Facilitation/Customs Processes, Food Safety/Traceability. During his 15 years in Asia-Pacific Patrik has been based in Japan, Singapore, Indonesia and Malaysia. In previous roles he was representing business in the public - private dialogue with the Governments of ASEAN, working on trade and investment issues, supporting increased market access and stronger business ties between EU and ASEAN.

The GS1 system of standards is the most widely used supply chain standards system in the world, commonly known for the ubiquitous EAN/UPC barcodes. The GS1 system of standards is widely used by retail, emerging sectors include e-commerce and agri-food trade. Using GS1 identification numbers online and offline, companies around the world can identify products as well as dynamic information, (expiration date, batch/lot number) to facilitate the communication of product information. GS1 is a not-for-profit organization headquartered in Brussels, Belgium with Member Organisations in 112 countries.



Mr. Muwssiq Noor

Deputy Head, Operation and Development, Indonesia National Single Window Operating Agency

Muwasiq Mochammad Noor, ST. MT, was born in January 18, 1971, 46 years ago, in Surabaya, capital city of East Java, Indonesia, spending his whole education in Indonesia, taking his bachelor title both on Polytechnic of University of Brawijaya, Malang and then through Sepuluh Nopember Institute of Technology, Surabaya. Majoring in Electronic Engineering, while he taking his master title from University of Indonesia from 2004 to 2007.

Starting his career at several Telecommunication Industry, Indosat and Satelindo from 1991 to 1999, Muwasiq, father of 3 sons, continue his career in Trade Facilitation Industry in EDI Indonesia, a State Own Company serving EDI Technology Service Provider and Trade Facilitation Consultancies, since 1999 up to 2015. Since year 2000, Muwasiq also actively participate in international trade facilitation organizations such APEC Transportation Working Group in year 2000, AFACT, UNESCAP, ASW, WCO, PAA (Pan Asian e-commerce Alliance) and other related organization.

In 2005, Single Windows system become trends in the most of international organization as a comprehensive tools to help countries enhancing her trade facilitation, same as in ASEAN, in contradictive with the number of expert on this sector which is quiet limited. Understanding the need of Indonesia and ASEAN as a region, government of Indonesia through Coordinating Ministry of Economic Affairs assign Mr. Muwasiq to become one of the experts of Indonesia National Single Window. While on the same time, ASEAN Working Group on Technical Matters of ASEAN Single Window (ASW) assign him to become one of the expert team of ASW-TWG.



Mr. Sung Heun Ha,

Director, Paperless Trade Business Team, Korea Trade Network (KTNET)

Sung Heun HA (Rama) has over 20 years of experience in the trade and logistics facilitation area. Through his career, he has worked on many projects across Asia Pacific and Africa. He is currently the Director of International Cooperation and Business, Korea Trade Network (KTNET) and Technical Work Group Chair of Pan Asian e-commerce Alliance (PAA). In KTNET, he is in charge of planning and development of cross-border paperless trade services and implementation of Single Window and other e-Government system project in overseas on the basis of Korea's national paperless trade platform development experience.

In this capacity, he has initiated several cross-border public and private partnership programs for cross-border paperless trade among Asian countries including PAA and world first cross-border electronic certificate of origin exchange project between Republic of Korea and Taiwan province of China. His previous experience as an Economic Affairs Officer with the Trade and Investment division in the UN Economic and Social Commission for Asia and the Pacific, lends a strategy edge to Sung Heun to make strategic decisions related to paperless trade.

Sung Heun completed his Bachelor of Science in Economic statistics from Sung Kyun Kwan University, Korea in 1997. In 2016, he graduated with a Master of Global Supply Chain Management from Dan Kook University, Korea. He was awarded International Trade Master from Korea International Trade Academy back in 2000.



Mr. Akhmad Bayhaqi

Senior Analyst, APEC Secretariat, Policy Support Unit

An Indonesian national, Mr Akhmad Bayhaqi is currently a Senior Analyst at the APEC Policy Support Unit (PSU). The PSU mandate covers a broad range of APEC's activities. At present the focus is on supply chain, connectivity and trade facilitation; among others. Mr Bayhaqi has been involved in reviewing the progress of APEC's IFAP (Investment Facilitation Action Plan), TFAP (Trade Facilitation Action Plan) and SCFAP (Supply-chain Connectivity Framework Action Plan). He was also involved in the drafting of the Report to Implement APEC Connectivity Blueprint in 2014. A few examples of several research projects that he has worked on: Study of APEC Best Practices in Authorized Economic Operator (AEO) Programs (2016); Study on the Application of Global Data Standards for APEC Supply Chain Connectivity - Phase 1 and 2 (2017).

Prior to APEC, Mr Bayhaqi was a Research Officer with the Centre for Strategic and Policy Studies, Brunei Darussalam working on education and social policy issues, including economic diversification topic. Previously, Mr Bayhaqi was also a Consultant (Economist) for the World Bank Office in Jakarta dealing with programs on local public finance within the eastern Indonesia provinces. Mr Bayhaqi was also a Researcher/Lecturer at the University of Indonesia in 1998-2007, focusing on research related with economics, public policy, and decentralization.

Mr Akhmad Bayhaqi holds a BA in Monetary Economics from the University of Indonesia and a master's in public policy as well as a PhD in Southeast Asian Studies from the National University of Singapore.

Special Training Session: Enabling Single Windows for Cross-border Paperless Trade



Dr. Somnuk Keretho

Director, Institute for Information Technology Innovation (INOVA),

Assistant professor, Computer Engineering Department, Kasetsart University

Mr. Keretho received his Ph.D. in computer science from University of Louisiana at Lafayette, USA, in 1992. He is the founding Director of the Institute for Information Technology Innovation (INOVA), and an assistant professor of Computer Engineering Department, Kasetsart University, Bangkok, Thailand. His expertise is in the areas of digital government strategies and transformation, paperless trade and Single Window for trade facilitation, enterprise architectures, and software engineering.

For more than fifteen years in Thailand, he has assisted Ministry of Information and Communication Technology (now Ministry of Digital Economy and Society), National Economic and Social Development Board, Ministry of Transport, Thai Customs Department, and Department of Agriculture in several projects related to digital strategies, National Single Window for trade facilitation, business process reengineering, interoperability and standardization.

Taking several roles in catalyzing the creation of and actively contributing to the United Nations Network of Experts for Paperless Trade in Asia and the Pacific (UNNExT) since 2007, he has provided strategic advising, training and technical supports to more than 20 countries in the Asia, Pacific and Africa regions. He was the main contributor of the UNNExT Business Process Analysis Guide (2009, 2012), the UNNExT Data Harmonization Guide (2012), the UNNExT Guide for Single Window Planning and Implementation (2012), and Cross-border Single Window Interoperability: A Managerial Guide (2018) as jointly published by UNECE and

UNESCAP. He was also a project lead for the work that became the UN/CEFACT Recommendation No.42 - Establishment of a Trade and Transport Facilitation Monitoring Mechanism (2017).