



ASEAN Single Window Challenges and Lessons Learned

Presented by:

Marianne Wong Mee Wan
Chair of the ASW Technical Working Group
(The Royal Malaysian Customs Department)

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OUTLINE

ASEAN Single Window Architecture

Challenges

Lessons Learned

The Way Forward

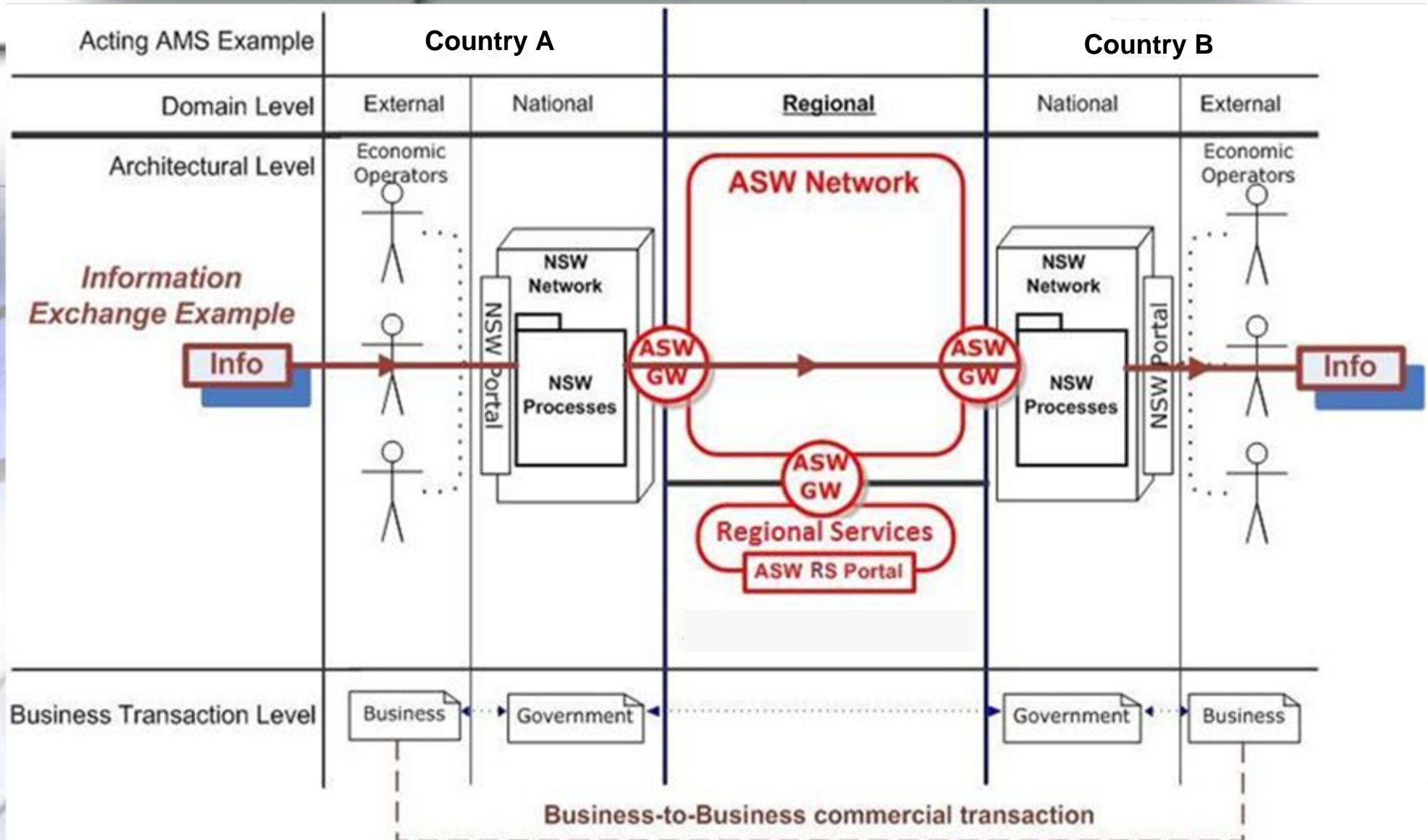
Conclusion

ASEAN Single Window Architecture

Concept of ASW :

- ✓ **ASW is the environment where national Single Windows (NSWs) of ASEAN Member States operate and integrate, providing an infrastructure for electronic data/information/document exchange and communication among Member States.**
- ✓ **The NSW of a Member State is the national gateway that serves as the single point of connectivity and communication with other Member States' NSWs in the ASW environment.**
- ✓ **Trade data between the sender and the recipient(s) are maintained and owned by the parties concerned and will reside in the national domain, which is under the purview of the respective Member State.**

ASW Architecture Design

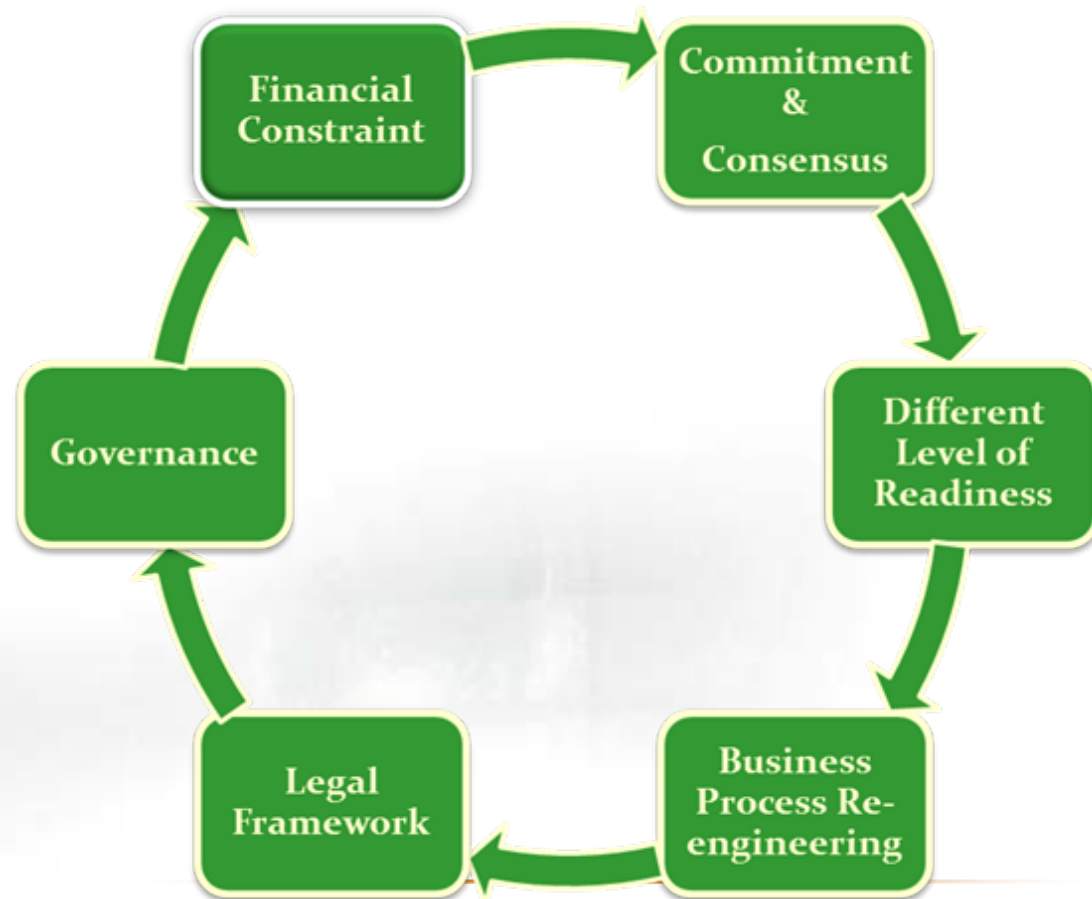


Challenges

National



Regional



Lessons Learned

- ✓ Much effort is needed to spearhead inter-session discussion as well as decision making among AMS to expedite the completion of a task;
- ✓ View/recommendation from independent experts tend to be more acceptable;
- ✓ Must always think ahead;
- ✓ Activities in the work plan need to be prioritized at an early stage;

Lessons Learned....cont.

- ✓ Sustainability Study on the business/operation model should be carried out at the earliest feasible stage;
- ✓ Innovative workshop/symposium is a useful platform for public-private consultation;
- ✓ Dedicated and committed team members at the national level are crucial for system testing and pilot run;
- ✓ Advantages and disadvantages of using COTS solution against self-developed/proprietary software applications should be studied and well understood.

The Way Forward

- **Think big start small**
- **Set your goal right and work towards it**
(*The secret of success is consistency of purpose. – Benjamin Disraeli*)
- **Sustainability Study and Plan**
- **Consultation with stakeholders**

Nothing will ever be attempted if all possible objections must first be overcome. – Samuel Johnson

Conclusion

- **ASEAN has come a long way to the pilot implementation of the ASEAN Single Window**
- **Usage of the ASW could be expanded to include more business transactions and electronic information/documents exchange which will benefit a broader spectrum of users in time to come**
- **ASEAN Single Window Project will not end with its 'live' implementation and the establishment of the ASEAN Economic Community in 2015**



***Thank
You***

marianne.wong@customs.gov.my