

The background of the slide is a vibrant blue. On the left, a hand emerges from the bottom, holding a small, glowing blue globe with white grid lines. Behind the globe, there are concentric circles and lines radiating outwards, suggesting a digital or networked environment. At the bottom, a city skyline with various skyscrapers is visible, reflected on a glossy surface. The overall theme is digital globalization and trade.

Advancing International Trade Through Digitalization

June 2, 2022

Agenda



The digital customs journey



Data | How to leverage the data



Microsoft Trade and how it uses technology



What's next

Digital Customs Roadmap a phased approach

Where we come from



Where we want to be

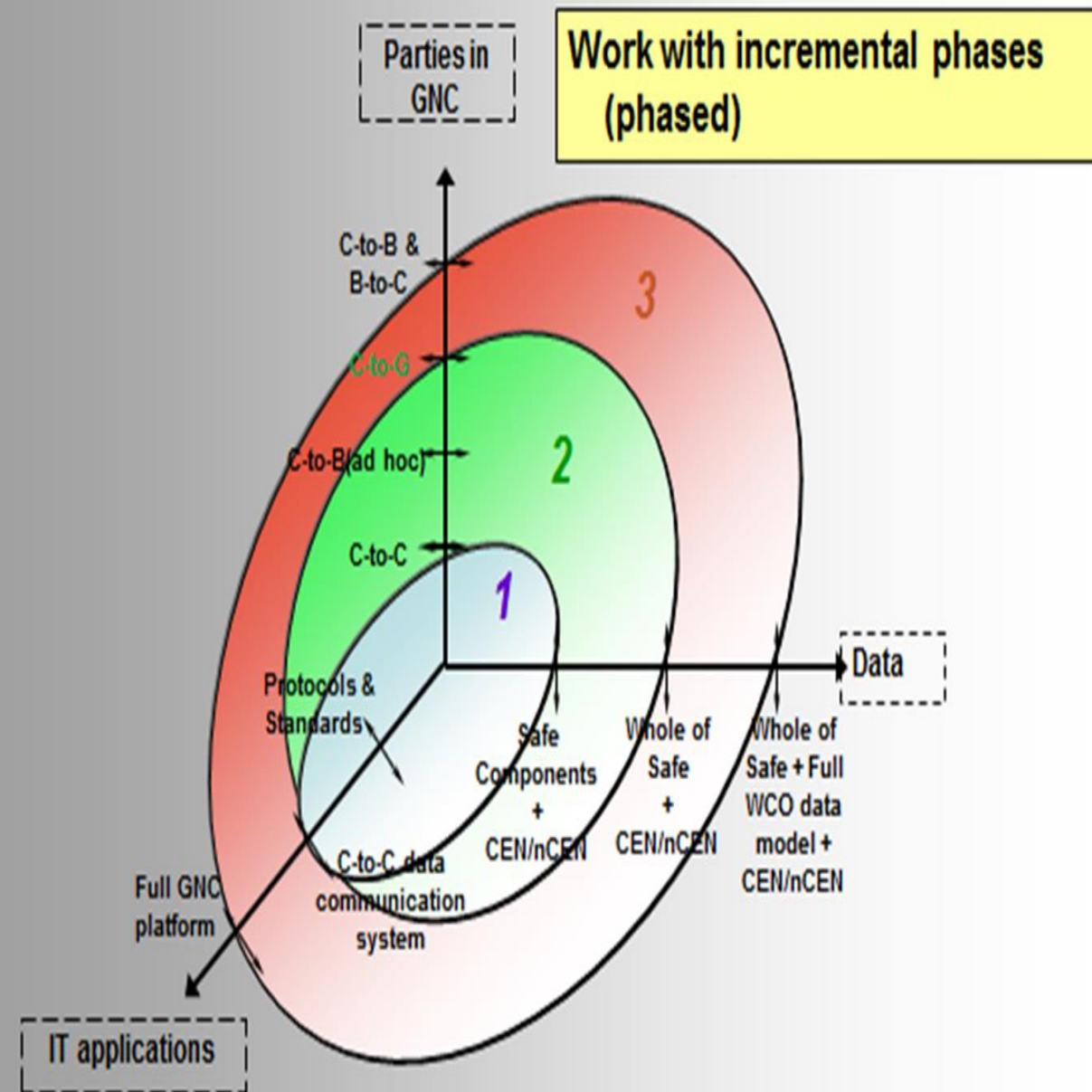
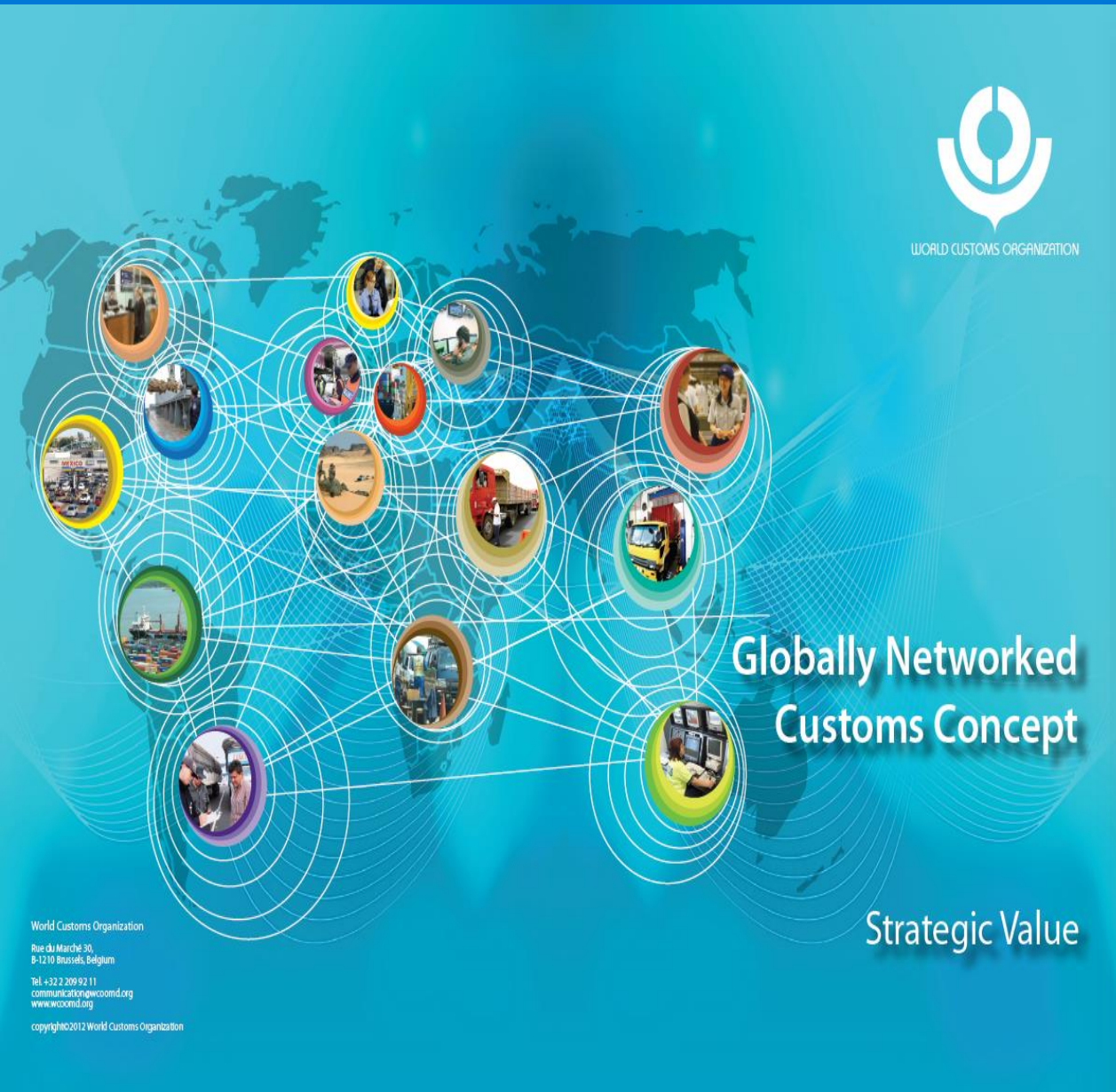


**Intelligent globally
connected eCustoms
& eTrade**

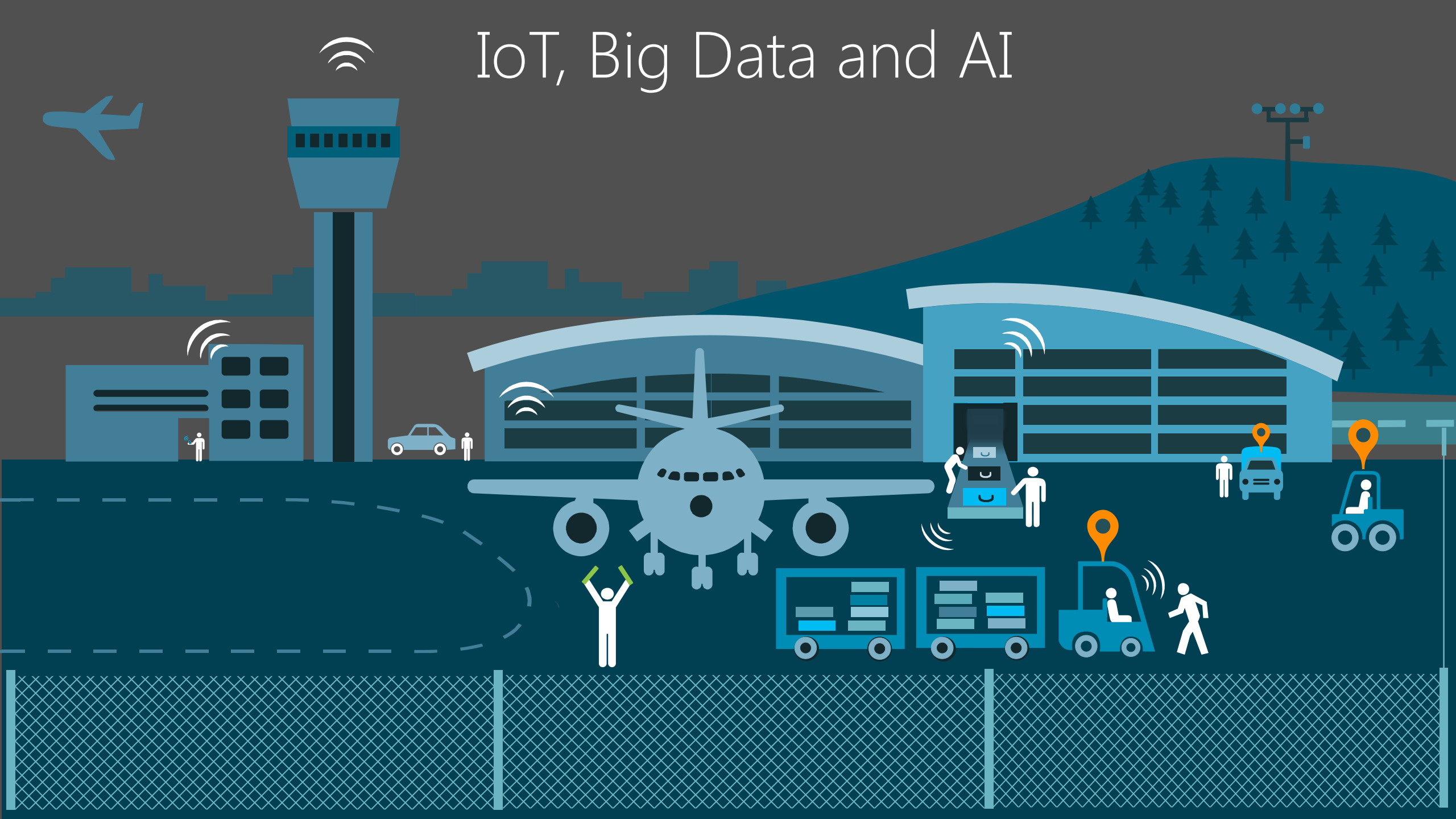
- Phase 1: Capture Information Electronically & Process
- Phase 2: Analyze, Declare & Collaborate Information with Customs
- Phase 3: Connect All Stakeholders

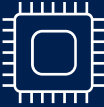
WCO Strategic Goal 5

"Promote information exchange between all Stakeholders"



IoT, Big Data and AI





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Intelligent action

What happened? **Why** did it happen? **What** will happen? **What** should I do?

Information Protection & Governance

Protect and govern data
– **anywhere** it lives

Understand your data landscape and identify important data across your hybrid environment

KNOW
YOUR DATA

Automatically retain, delete, and store data and records in compliant manner

GOVERN
YOUR DATA

PROTECT
YOUR DATA

Apply flexible protection actions including encryption, access restrictions and visual markings

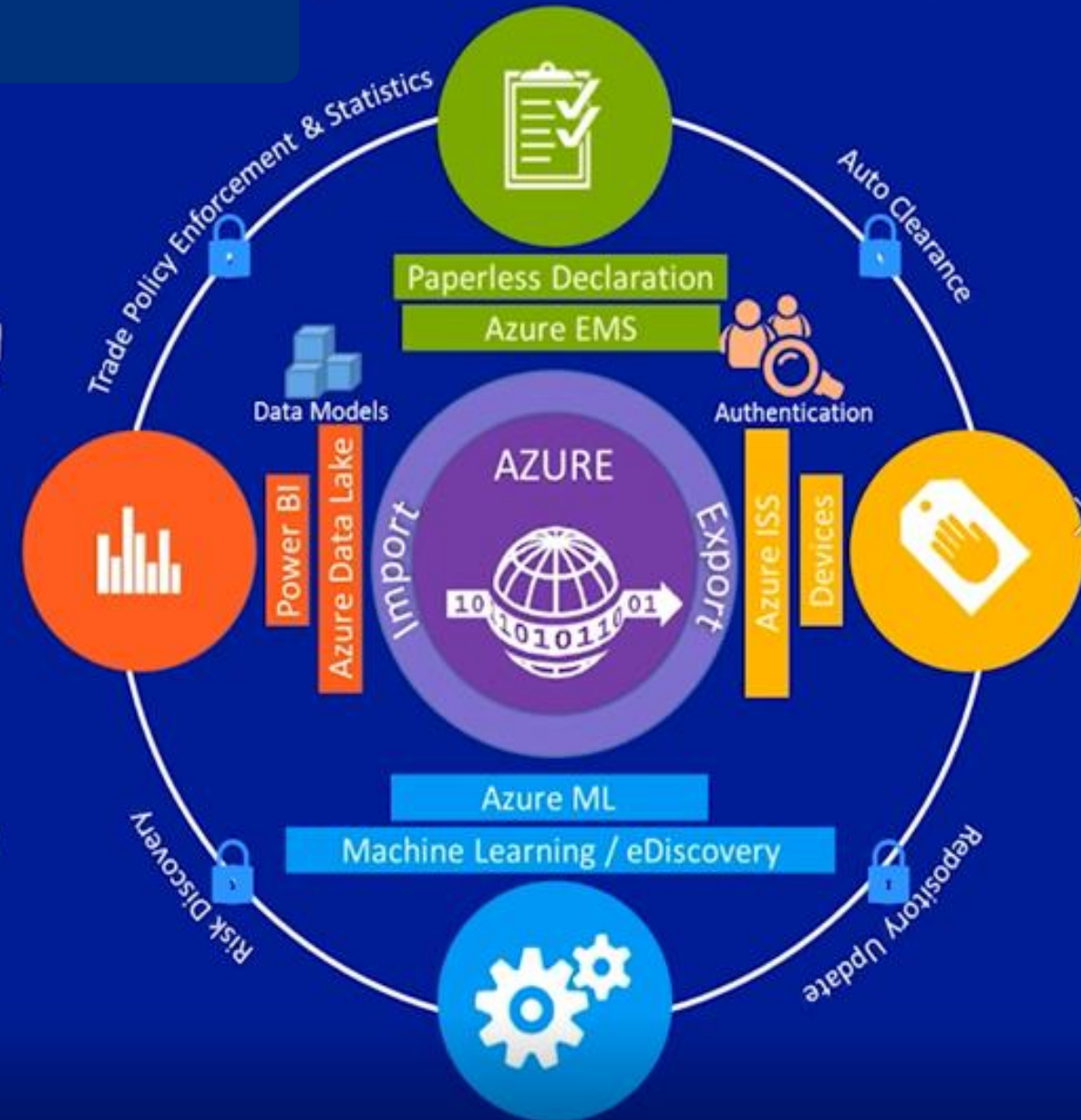
Powered by an intelligent platform

Unified approach to automatic data classification, policy management, analytics and APIs

Use of Technology to drive Customs Compliance



*Customs in the Digital Era
Global Trade Management Reimagined*



TradeBI drives Business Impact

Impact



Get Data

Leverage, measure and refine legacy processes and engagements



Convert data into business insight

Track, measure and test growth strategies and compliance programs



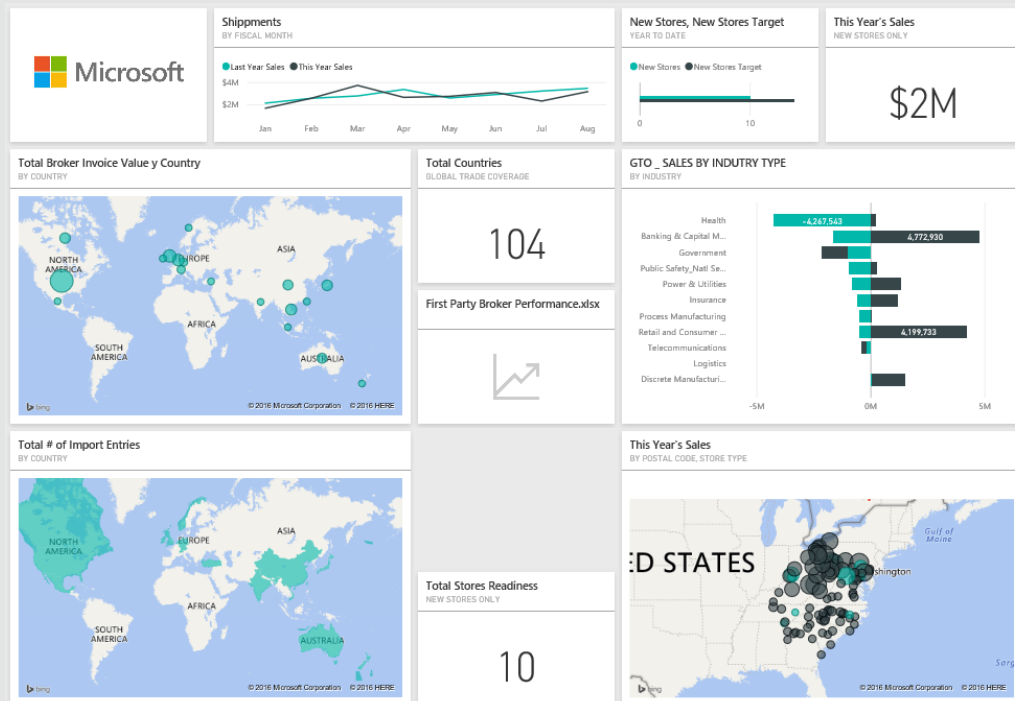
Use Insight to influence and impact

Build a rhythm of engagement to ensure timely engagement and action

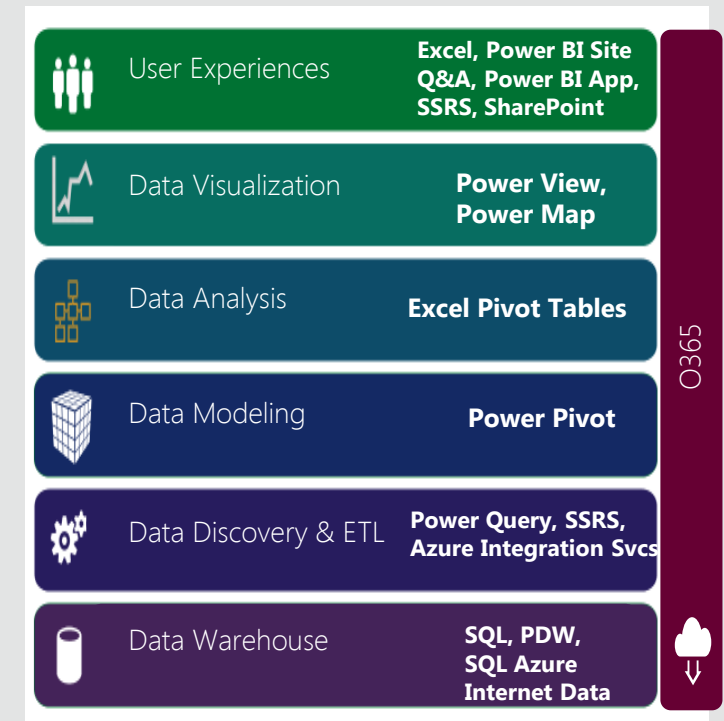
BI: 5 years ago

BI: Today

From Trade Data to Insight and Impact



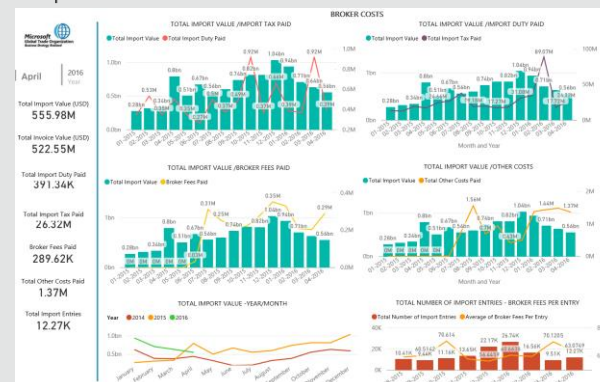
Microsoft Technologies Used In Trade



Broker Performance

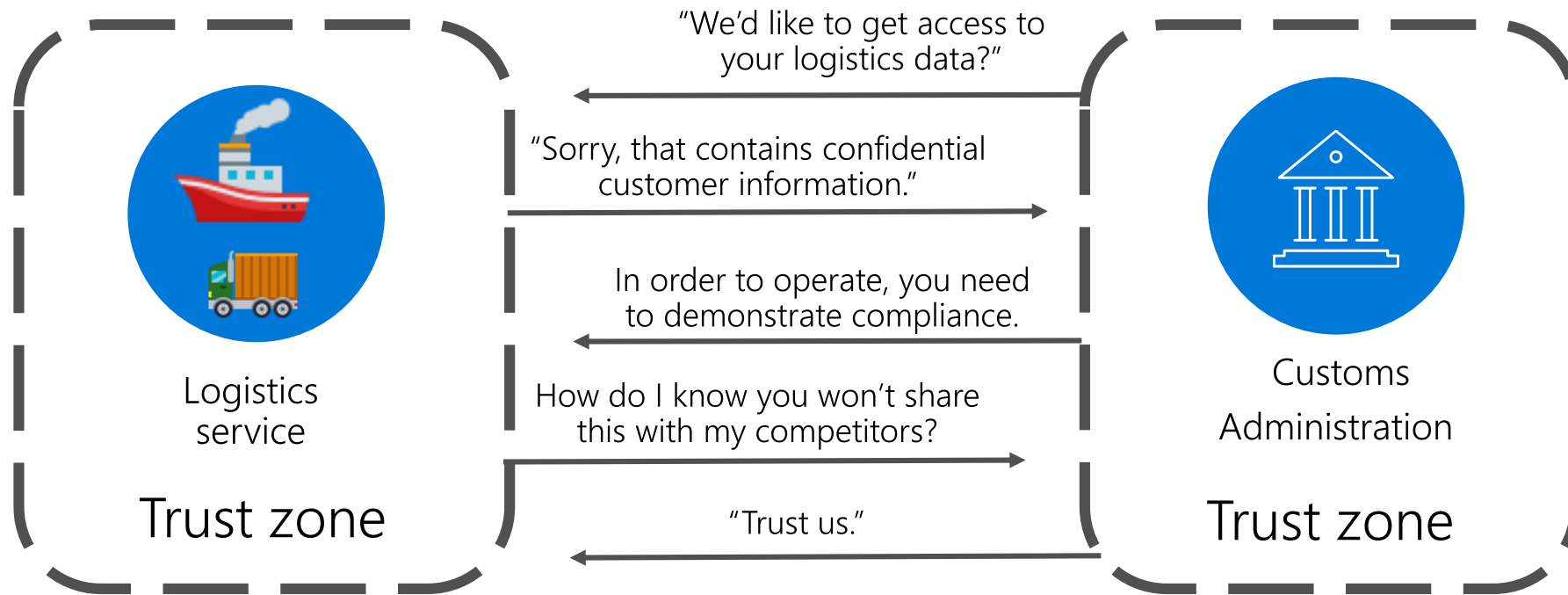


Import Value/Duties/Fees Paid



DATA SHARING IS CHALLENGING

A LACK OF TRUST BETWEEN DATA PROVIDERS AND DATA CONSUMERS



Success Requires:

Strong
Commitment of
Government is
Necessary



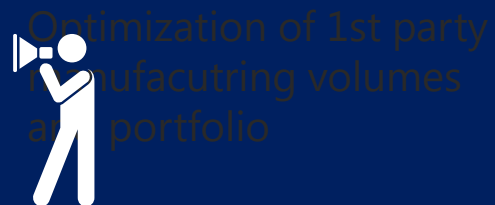
Partnership
Public and Private
Sectors



Implementation
Involves
Technologies,
Organizations,
Human Factors



Continuous
Engagement,
Communication
and Commitment



Don't Create
Complexity where
Simplicity = the
Solution



User Sensitization
and Training are
Critical





THANK YOU

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