

PRESENTATION SESSION 3

PROMOTION OF THE USE OF THE ASEAN-WIDE SELF CERTIFICATION IN ASEAN

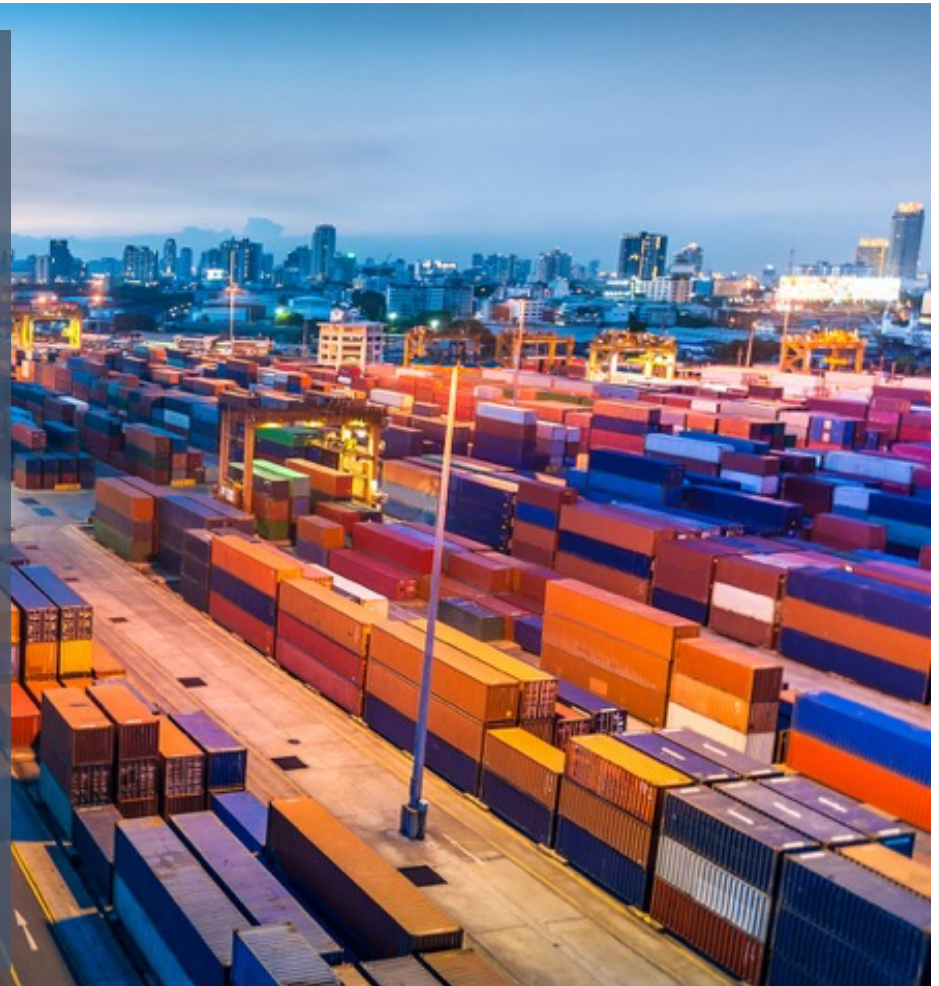


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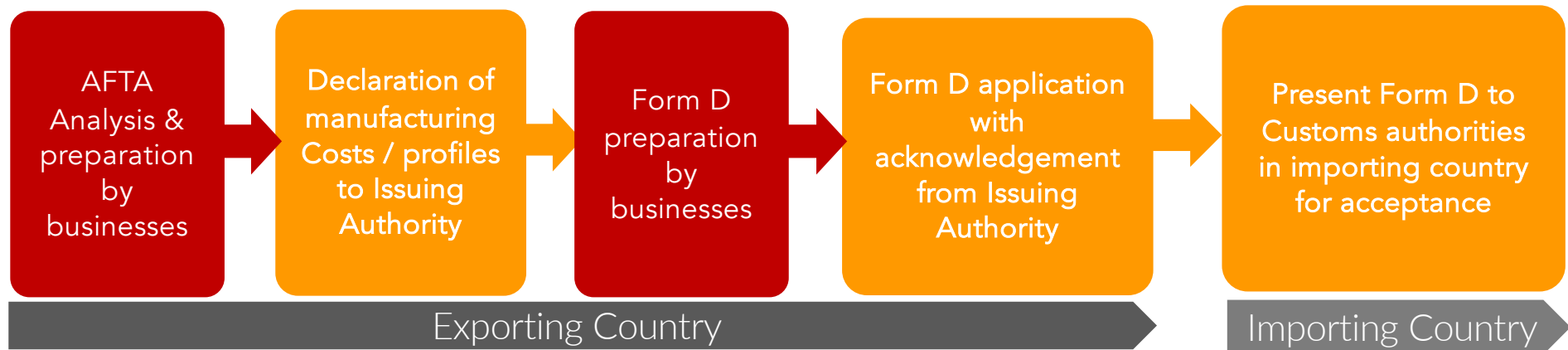
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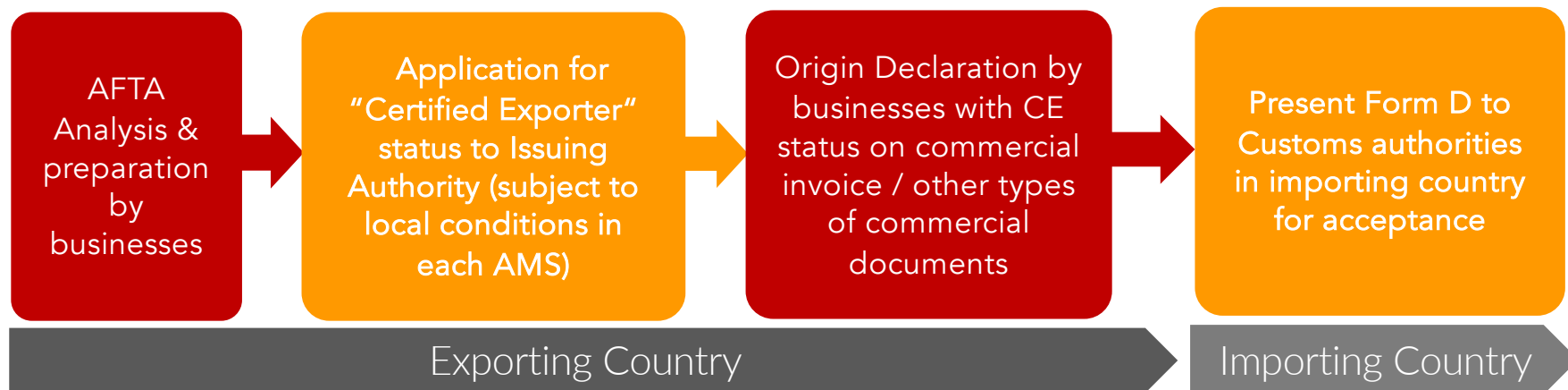


COMPARING HARD COPY & ELECTRONIC FORM D APPLICATIONS WITH ASEAN-WIDE SELF-CERTIFICATION (AWSC)

Hard Copy / Electronic Form D



Self Certification (Our Understanding)



Legend: Within Business Involving Authorities

BENEFITS OF ASEAN-WIDE SELF-CERTIFICATION (AWSC) FOR THE PRIVATE SECTOR



A unified AWSC means a standardised self-certification mechanism for all AMS which gives more operational certainty for businesses



Improve trade facilitation with reductions in lead times and costs for shipments claiming AFTA duty benefits

IMPORTANCE OF COMPLIANCE AND TRUST BETWEEN BUSINESS AND AUTHORITIES

AWSC



No ATIGA
compliance

- Under AWSC, the steps to accurately determine the product ATIGA origin and having proper supporting documents are still required
- Onus of compliance of origin determination and declarations remain with manufacturer, exporter and importer
- Post-Clearance Audit mechanism still applies

Good compliance in business builds trust from the authorities to grant trade facilitation!

SUGGESTIONS TO SUPPORT THE IMPLEMENTATION OF THE NEW AWSC

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1

Conduct public outreach sessions on AWSC, CE applications and origin declarations in all AMS via regional and national webinars by both issuing authorities and importing authorities to share

Suggested coverage includes (but not limited to):

1. What are specifically required of certified exporters under AWSC?
2. What are specifically checked by importing authorities under AWSC for a smooth import process?
3. Emphasis of continued compliance with ATIGA Rules of Origin
4. How businesses can exercise due diligence across all its stakeholders for responsible use of ATIGA under AWSC?
5. Gathering quality feedback from businesses of their operational challenges involved once AWSC goes live

SUGGESTIONS TO SUPPORT THE IMPLEMENTATION OF THE NEW AWSC

2

Building on the common AWSC database / promotional brochures

1. Uploading the CE guidelines of the respective AMS
2. Uploading of subsequent circulars / notices about AWSC by respective AMS
3. Sharing of success stories of AWSC going forward

SUGGESTIONS TO SUPPORT THE IMPLEMENTATION OF THE NEW AWSC

3

Suggested add-ons to the OCPs regarding AWSC in the future

1. Provide explicit format / language to follow for origin declarations for additional clarity. This helps to further guide the SMEs using AWSC.
2. Allowance for electronic authorised signatures on origin declarations for operational flexibility
3. Introduce a Voluntary Disclosure Mechanism in all AMS for ATIGA claims. This encourages business to regularly conduct internal reviews and disclose to AMS competent authorities when errors are identified through self assessments and maintain CE status

SUGGESTIONS TO BUSINESSES WHEN USING AWSC

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1

Managing ATIGA compliance within business

- Removal of the Issuing Authority as external “checker” of validity of origin declarations on per export basis
- Need to set up additional ATIGA compliance framework within business
- Need to update commercial documentation
- Affects both MNCs and SMEs

SUGGESTIONS TO BUSINESSES WHEN USING AWSC

2

Managing the operational procedures with relevant AMS

- Understand the different local processes to apply for “Certified Exporter” application in each AMS.
- Allow sufficient lead time for AWSC database to be updated once CE status is approved so that importing authority can verify the CE’s origin declaration at import declaration.
- To make sure each commercial invoice generated from the automated system is manually signed on each origin declaration.
- Clarifying the specifics about origin declarations based on the indicative format provided from ASEAN prior to shipment.

SUGGESTIONS TO BUSINESSES WHEN USING AWSC

Establish a robust internal ATIGA/FTA compliance program to incorporate compliance processes, trainings, checks and documentation within business operations



Establish robust Internal FTA (ATIGA) Compliance Program



Deploy trained and competent staff to manage ATIGA

Trained and competent personnel who understand the need to maintain proper compliance and supporting documentation so as to prevent wrong ATIGA claims

Regular engagements with local competent authorities



Regular engagements between business and competent authorities on business needs and regulatory requirements to create a trusted trade ecosystem

CONNECT WITH AC TRADE ADVISORY



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ABOUT US

AC Trade Advisory provides practical, holistic and sustainable advice and solutions to international trade and customs matters faced by our clients, with a strong focus on Asia.

Our international team of trade & customs practitioners have a wealth of experience, having worked in multinational corporations and reputable professional services firms with international portfolios. With our first-hand knowledge of the dynamic trade and customs landscape, practical know-hows and past working experiences with other functions within companies such as tax, legal and supply chain, we are well-placed to understand our clients' trade and customs needs and provide real value add to our clients' business.



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THANK YOU

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Since founding AC Trade Advisory in 2017, Angelia has been advising and training companies across different industries, government officials in different countries and international bodies on international trade and customs matters. She is also a trainer with the Singapore Management University's International Trade Institute, helping mid-career switchers embark on the international trade profession.

With more than 20 years of experience in Trade & Customs practices, she was formerly the Asia Pacific Lead Partner for KPMG Trade & Customs practice advising multi-national companies in optimising their supply chain, managing customs compliance, trade documentation and free trade agreements analysis.

Prior to KPMG, Angelia was the global Head of the Trade & Customs function in Philips Electronics where she was Vice President working closely with the global Head of Tax. In that role as the Global Head of Trade & Customs, Angelia successfully built customs compliance awareness, increased the strategic use of free trade agreements (FTAs) in the company and conducted trade compliance reviews of their global processes and trade documentation. Angelia has also previously worked for Cisco Systems and Sony where she managed the regional Customs function in Asia Pacific region. This involved setting up internal customs compliance controls and leading customs audit defenses.

Angelia holds a Master of International Customs Law and Administration from University of Canberra in Australia and a Bachelor of Science (Economics) from National University of Singapore.

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Eugene has more than 14 years of experience advising companies, government agencies and international bodies on global trade and customs matters across different jurisdictions in Asia and industry portfolios, with the objectives to achieve cost and operational efficiencies in sustainable compliant manner. Such matters include structuring of global trade set-ups, conducting of trade compliance reviews for enterprises, the use of free trade agreements, HS classification, customs valuation & transfer pricing, compliance with strategic trade controls (aka export controls), building of trade compliance programs within organisations, managing of customs audits and voluntary disclosures etc.

Since co-founding AC Trade Advisory in 2017, he has also been conducting regular training courses in Asia to empower the international trade community of multinational companies, SMEs and government officials with practical global trade know-hows. He is also a trainer with the Singapore Management University's International Trade Institute, helping mid-career switchers embark on the international trade profession.

Prior to his current role, he held senior managerial positions with PwC and KPMG Asia Pacific international trade and customs consulting practices managing regional projects with different stakeholders within his clients' organisations.

During his stint with PwC, he was seconded for extended periods with 2 different US MNCs - first with a software developer and second as telecom equipment manufacturer, both where he was responsible for their APAC regional trade and customs compliance function where he had to design and implement trade compliance procedures to manage their trade documentation process.

He holds a Bachelor of Business from the Nanyang Technological University of Singapore.