





Trade Facilitation Initiatives on a Regional Basis

ESCAP-ECO Joint Trade Facilitation Forum on Paperless Trade & Single Window 24 - 25 May 2012 Kish Island, Islamic Republic of Iran

Jonathan Koh Tat Tsen Director, Trade Facilitation Centre of Excellence

All rights reserved. 'CrimsonLogic' and the Shell Device are trade marks of CrimsonLogicPte Ltd. All information contained in this presentation is disclosed to you on the basis of a prospective business relationship and is proprietary to CrimsonLogic Pte Ltd and may not be used, disclosed or reproduced without the prior written consent of CrimsonLogic.

Copyright 2009 Private & Confidential





- 1. Pan Asia eCommerce Alliance
- 2. ASEAN Single WIndow





Introduction to PAA

Pan Asian E-Commerce Alliance

Copyright 2009 Private & Confidential



Introduction to the PAA

- The first regional cross border paperless trading and customs clearance facilitation alliance in Asia
- Established in July 2000 by Trade-Van of Taiwan, Tradelink of Hong Kong SAR and Crimsonlogic of Singapore
- Currently 9 members & 4 associate members

Members

- TradeVan Chinese Taipei
- TradeLink Hong Kong SAR
- CrimsonLogic Singapore
- KTNET Korea
- CIECC China
- NACCS Japan
- Dagang Net -Malaysia
- TEDMEV Macao SAR
- CAT Thailand

Associate Members

- 1. TEDI Club Japan
- 2. TradeGate Australia
- 3. InterCommerce Philippines
- 4. PT EDI Indonesia



PAA Mission

- To enable secure and reliable transmission of trade and logistics documents.
- To allow inter-connection of network services to provide e-Commerce transaction application services for the business community.
- To create a Pan-Asian portal to enable global B2B connection and communication.

PAA Members' Common Strengths

- PAA members are local market leaders in e-commerce
- Strong & close relationship with local government
- Mass customer base
- Long years of experiences on electronic document exchange
- Cross border document exchange can go through PAA network and be input into domestic government system

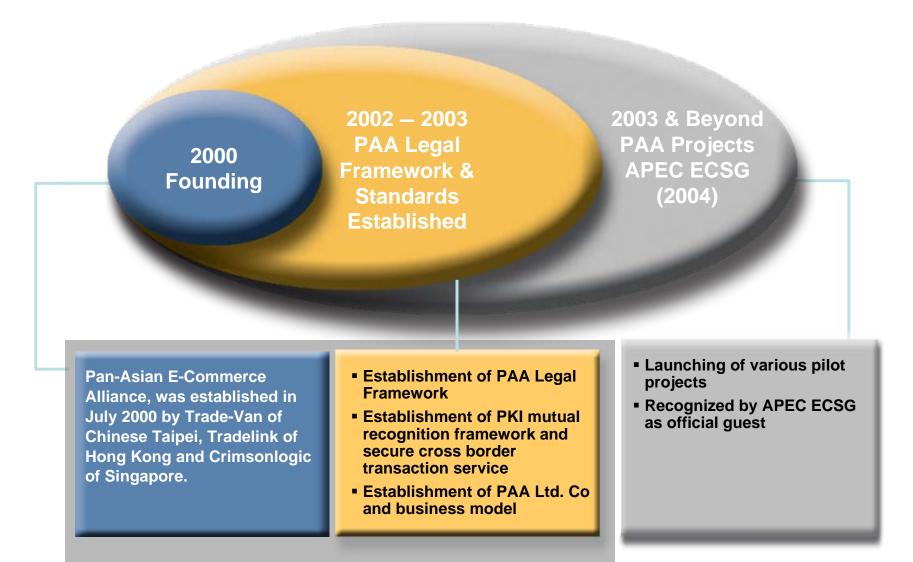


One-Stop Asian Connection





PAA Milestones





E-Commerce Alliance

Jsiness ses -Case

5