



**Asia-Pacific
Economic Cooperation**

**APEC SYMPOSIUM ON PAPERLESS TRADING
CAPACITY BUILDING AND INTELLECTUAL
PROPERTY PROTECTION**

China, September 2007

APEC Electronic Commerce Steering Group

October 2007

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2007•APEC无纸贸易:能力建设与知识产权保护峰会
2007•APEC Symposium on Paperless Trading Capacity Building and IP Protection



中国·北京 | BEIJING • CHINA

2007年8月14-16日 | 14-16 AUG 2007

Agenda of 2007•APEC Symposium on Paperless Trading Capacity Building and IP Protection

Aug. 14th

Morning Session

08:45-09:00 **Mr. Xiaoqi Liao, Vice-Minister, Ministry of Commerce, P. R. China will meet with representatives from APEC member economies**

Opening Ceremony Moderator: Ms Monica Ochoa, Project Manager, APEC Secretariat

09:00-09:10 Mr. Xiaoqi Liao, Vice Minister of Commerce, P.R. China

09:10-09:20 Ambassador Juan Capunay, Deputy Executive Director of APEC Secretariat

09:20-09:30 Mr. Xiaohong Yan, Deputy Director, National Copyright Administration, P. R. China

09:30-09:40 Mr. Chuanzhong Wei, Deputy Director, General Administration of Quality Supervision, Inspection and Quarantine, P. R. China

09:40-09:50 Mr. Jingchuan Wang, Consultant of National Intellectual Property Strategy Formulation Office (Former Commissioner of State Intellectual Property Office of the People's Republic of China)

09:50-10:00 Mr. Hailong Wu, Director-General, Department of International Organizations and Conferences, Ministry of Foreign Affairs, P.R.China

10:00-10:10 Mr. Junsheng Liu, Chairman, APEC e-Commerce Business Alliance

10:10-10:30 Tea Break

Session I – Overview of Paperless trading development and importance of paperless trading capacity building in trade facilitation

Moderator: Mr. Yuzhou He, Deputy Director-General, e-Commerce Department, Ministry of Commerce, P. R. China

10:30-11:00 **Paperless Trading and Capacity Building in APEC Economies**

Mr. Jian Wang, Professor, UIBE, P. R. China



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- 11:00-11:20 State of Developing Paperless Trading in Japan 2007**
Mr. Kazumi Hirai, Director, Third Management Dep., Japan Association for Simplification of Trade Procedures
- 11:20-11:40 The Critical Role Of Content In Effective Global Trade Management**
Mr. Graham R.F. Napier, CEO, TradeBeam, U.S.A.
- 11:40-12:00 Q & A**
- 12:00-14:00 Working Lunch**
(Location: Banquet Hall, 1st Floor, Beijing Jinjiang Fuyuan Hotel)

Afternoon Session

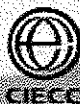
Moderator: Mr. Jianguo Wang, Deputy Director of China International Electronic Commerce Center

- 14:00-14:20 Tradelink and Digital Trade and Transportation Network**
Mr. Justin Yue, CEO of DTTN, Hong Kong, China
- 14:20-14:40 Trusted Electronic Documents For Cross-Border Trade**
Mr. Junxu Sun, Consulting Manager, eGovernment (Business) Division, Crimsonlogic Ltd, Singapore
- 14:40-15:00 Facilitating Paperless Trading and Customs Clearance**
Ms. Alicia Say, Manager, International Business Development Trade-Van Information Services Co. Chinese Taipei
- 15:00-15:20** Mr. Xingchu Xiang, Manager, Department of Business Planning, Jianghuai Automobile Group
- 15:20-15:40 Tea Break**
- 15:40-16:00 Readiness of the Public Sector for Implementing Paperless Trade in Viet Nam**
Ms. Viet Anh Lai, Head of the Policy Division of the e-Commerce Department, Ministry of Trade, Viet Nam
- 16:00-16:20 Korea's National Single Window Platform for paperless trade and e-logistics**
Dr. Yoon Say Jeong, Secretary General, Korea Paperless Trade Center, Korea Int'l Trade Association



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16:20-16:40

Q & A

19:00-20:00

Welcome Reception

(Location: Banquet Hall, 1st Floor, Beijing Jinjiang Fuyuan Hotel)

Moderator: Mr. Junsheng Liu, Chairman, APEC e-Commerce Business Alliance

Host: Mr. Zengwei Jiang, Vice Minister, Ministry of Commerce, P. R. China

Aug. 15th

Morning Session

Session II: Overview of IP protection and importance of IP protection in trade facilitation

Moderator: Mr. Daming Zhang, Deputy Director, China International e-Commerce Center

09:00-09:30

The Influence and Actions of APEC Intellectual Property Protection on Paperless Trading Capacity Building

Mr. Zhicheng Zhang, Head of Documentation Team, National Intellectual Property Strategy Formulation Office, P. R. China

09:30-09:50

Mr. Ian Macintosh, Counselor (Economic), Australian Embassy Beijing

09:50-10:10

New Development of Intellectual Property Protection in China

Prof. Shunde Li, CASS, World Intellectual Property Organization

10:10-10:30

Ms. Gilda González, Director of Intellectual Property Protection Mexican Institute of Industrial Property (IMPI)

10:30-10:50

Tea Break

10:50-11:10

The Peruvian Legal Framework As Support Of The Paperless Capacity Building

Ms. Maria Viatoria Navarro Crespo, Cybersec Consult S.A., Peru



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- 11:10-11:30** **Three Major Strategies for the ICT - enabling Environment**
Mr. Jidong Zhao, Deputy General Manager, China Network Communication Group Corporation
- 11:30-11:50** **IPR Protection in Thailand**
Mr. Somsak Liengkaewpratum, Head of IP Information Center ,
Department of IP , Thailand
- 11:50-12:00** Q & A
- 12:00-14:00** Working Lunch
(Location: Banquet Hall, 1st Floor, Beijing Jinjiang Fuyuan Hotel)

Afternoon Session

Moderator: Professor Chenjin, UIBE, P. R. China

- 14:00-14:20** **Overview of IP Protection and Importance of IP Protection in Trade Facilitation**
Ms. Pancy Fung, Assistant Director of Intellectual Property, Intellectual Property Department, Government of Hong Kong Special Administrative Region
- 14:20-14:40** **Challenges for IPR Enforcement in a Paperless Environment**
Mr. Paul Pizzeck, U.S. Customs and Border Protection
- 14:40-15:00** Mr. Zhai Shumin, Shapewriter, Canada
- 15:00-15:20** Q & A
- 15:20-15:40** Tea Break
- 15:40-16:30** **Panel Discussion on Paperless Trading and IP Protection**
Moderator: Mr. Zhicheng Zhang; Mr. Jian Wang ; Mr. Paul Pizzeck;
Mr. Kazumi Hirai



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Aug. 16th

Morning Session

Suggestions and Initiatives for Future Development

Moderator: Mr. Fudong Zhan, Deputy Manager, Department of Research and Development, China International E-commerce Center

09:00-09:30 APEC Project on Paperless Trading Capacity Building and IP Protection

Mr. Guangzhou Lv, Project Manager, China International e-Commerce Center

09:30-09:50 Strengthen IPR Enforcement Promote Paperless Trading Development

Mr. Nianlu Zhang, Secretary-General of APEC Electronic Commerce Business Alliance

09:50-10:10 Statement of 2007•APEC Symposium on Paperless Trading Capacity Building and IP Protection

10:10-10:30 Tea Break

10:30-11:00 Closing Ceremony

Moderator: Mr. Shaogang Zhang, Deputy Director-general of Department of International Trade and Economic Affairs, Ministry of Commerce, P.R.china

Certificate rewarded by Ambassador Juan, Deputy Executive Director of APEC Secretariat and Mr. Junsheng Liu, Chairman of APEC e-Commerce Business Alliance

Mr. Xiaozhun Yi, Vice Minister, Ministry of Commerce, P. R. China

11:00-11:30 Technology Demo by Jiang Huai Automobile Group

11:30-12:00 Visit China International Electronic Commerce Center (CIECC)

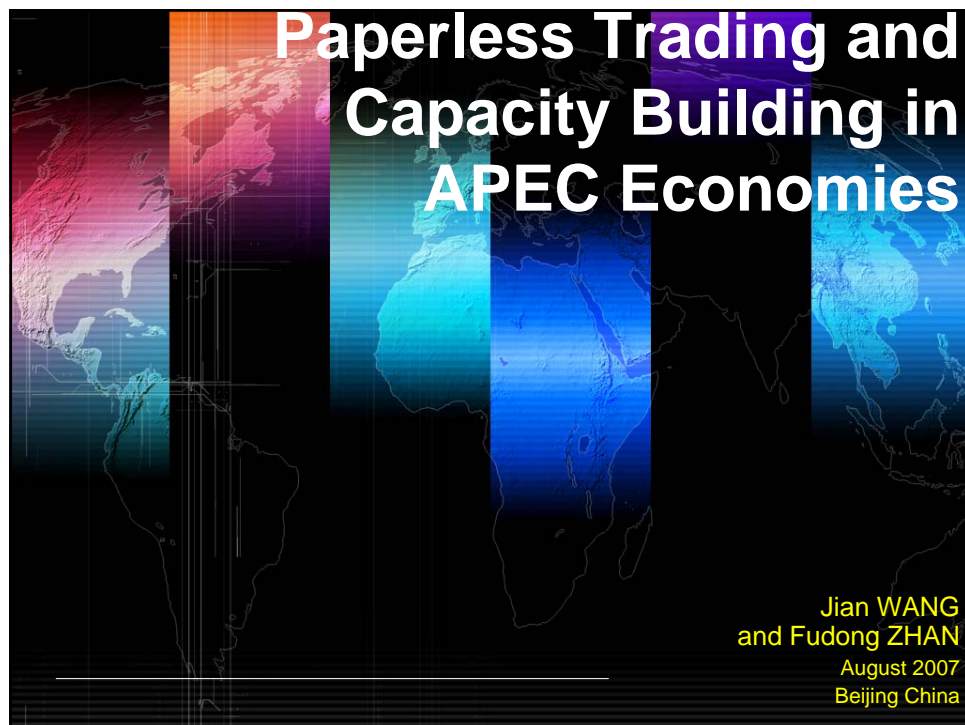
12:00-14:00 Lunch

(Location: Cafe', 1st Floor, Beijing Jinjiang Fuyuan Hotel)



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Building And Intellectual Property Protection
People's Republic of China
September 2007**

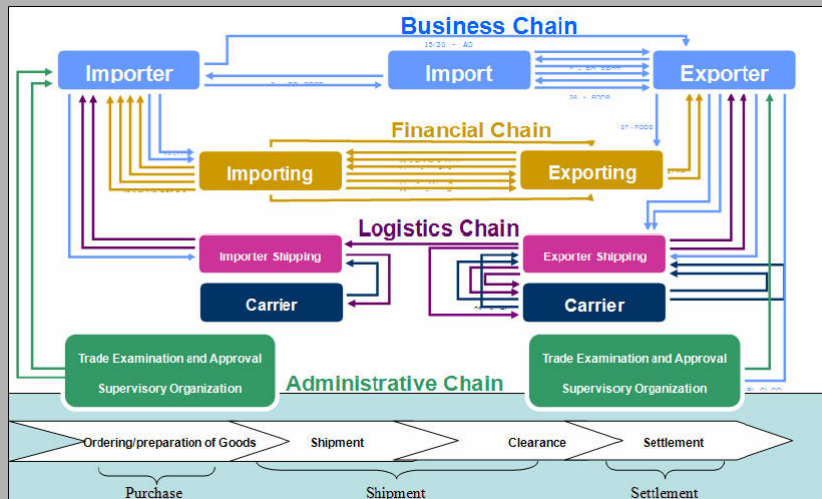
Paper



Background

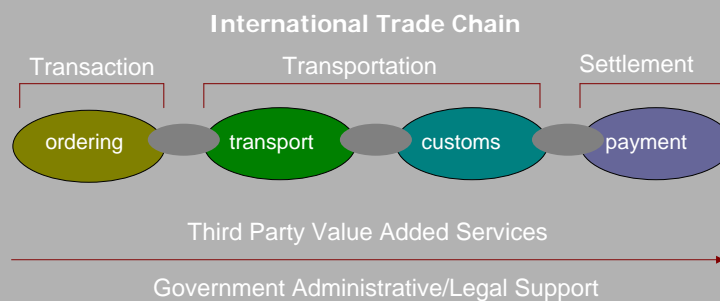
- 21 members, 50% of global trade volume in APEC region
- APEC Blueprint for Action on E-commerce-1998
 - By 2005 paperless trading for developed countries
 - By 2010 paperless trading for developing countries
- APEC Trade Facilitation Action Plan-2002
 - Business transaction cost reduction by 5% 2006
 - Single-window system to cover all import and export related procedures

Chain of International Trade



Paperless Trading Concept

- Paperless trading is the IT application in international trade practice and management

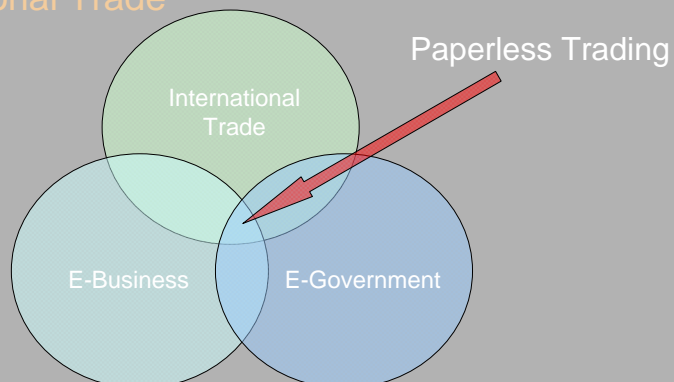


Paperless Trading Concept

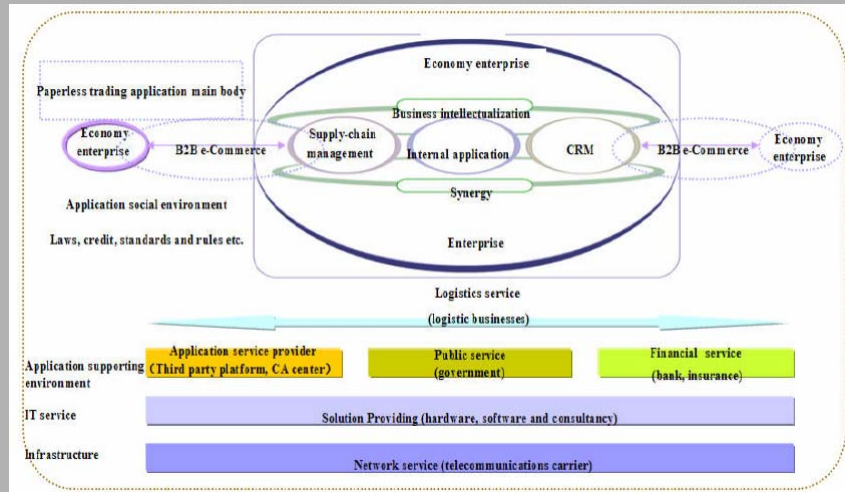
It does not only include commercial data exchange, but also involves trade processes by electronic means related to services provided by e-Government and Value-added Networks.

Paperless Trading Relationship

- An overlap of EC and EG in the process of International Trade



Ecological Environment of APEC Paperless Trading



The Goal of Implementing Paperless Trading

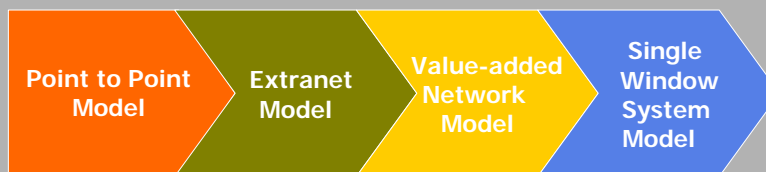
Single Window System

A facility that allows parties involved in trade and transport to lodge standardized information and documents with a single entry point to fulfill all import, export and transit-related regulatory requirements. If information is electronic, then individual data elements should only be submitted once.

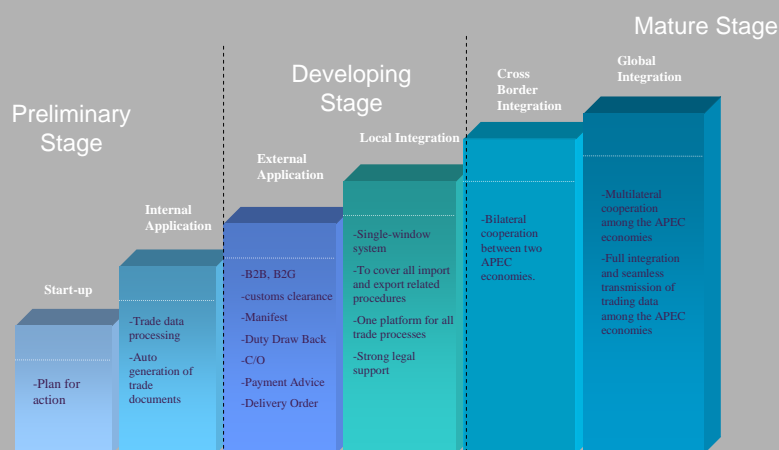
(Source: UN/CEFACT)

Streamlining Trade Process- towards single window system

International Trade Process
Change and reengineering

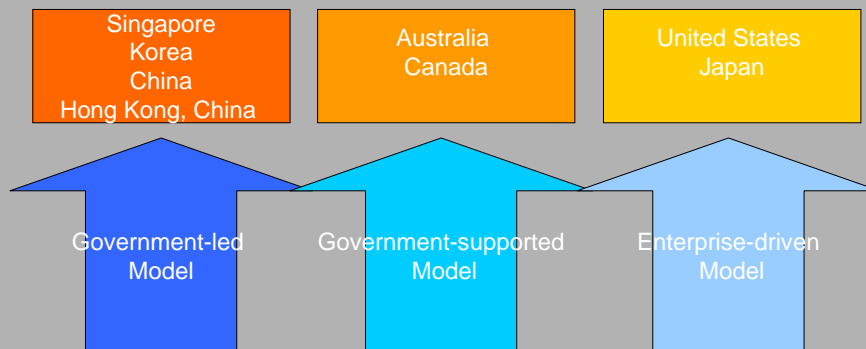


Paperless Trade Adoption Stage Theory- towards global integration



Pathways to Successful Implementation of Paperless Trading

Development Models



Measure the Development of Paperless Trading among APEC

Two dimensions of integration

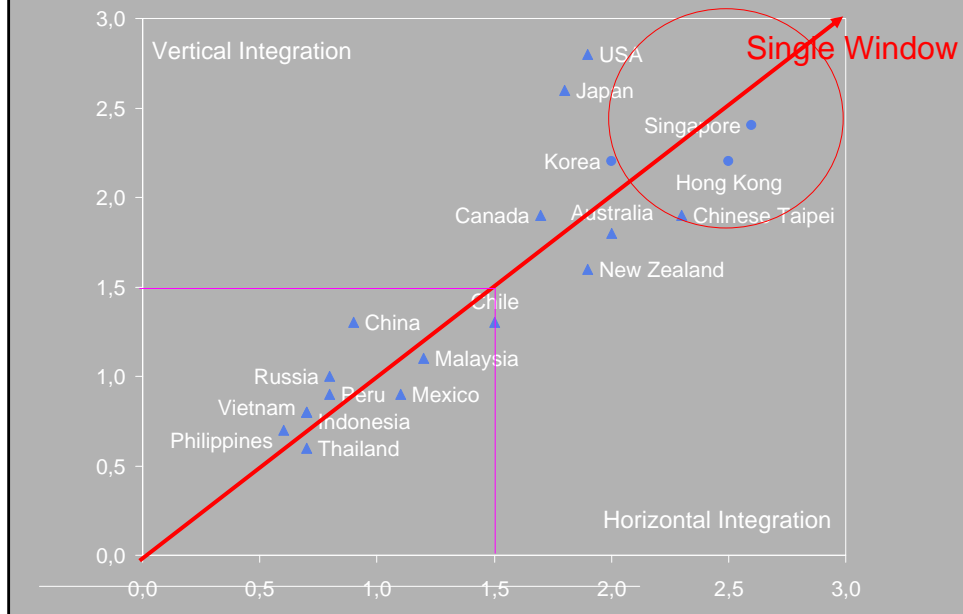
Vertical Integration: Collaboration

trade process and management
innovation within the industry
and this is moving towards
supply chain integration

Horizontal Integration: Coverage

trade data flows across functions and beyond border
and this is moving towards global integration

Mapping the Development



What are the latest developments?

APEC Project 2007

Paperless Trading Capacity Building
and Intellectual Property Protection

Government's Role in Promoting Paperless Trading

- Mid-and-long-term Development Strategy for 2010 E-commerce (Korea)
 - The E-trading Regulations (*Hong Kong, China*)
 - 2006-2010 plan for e-commerce development (*Viet Nam*)
 - Uses Government E-procurement to Steer Paperless trading (*Russian*)
-

Legal Environment of Paperless Trading

- The E-commerce Promotion Law (*Korea*)
 - The Uniform E-trading Law (*U.S.*)
 - The Electronic-signature Law for International and Domestic Business (*U.S.*)
 - The E- signature Law (*China*)
-

The Development of E-Trade Standard

- *UN/EDIFACT*
 - *Open XML*
-

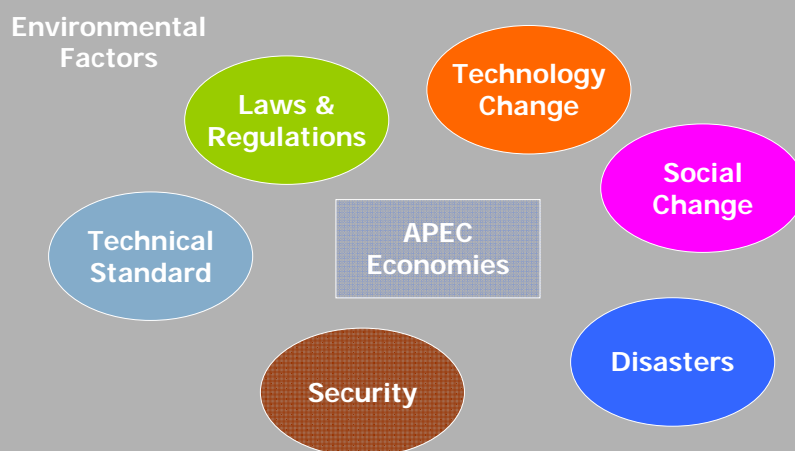
Technology Upgrading of E-Trade Application

- *POSCO (Korea)*
 - *Nippon Steel (Japan)*
 - *“Customs 2000” plan (Canada)*
 - *DDTN (Hong Kong, China)*
 - *CIEEC (China)*
 - *ISIDORA (Chile)*
 - *POETNET (Singapore)*
-

Capacity Building in Paperless Trade?

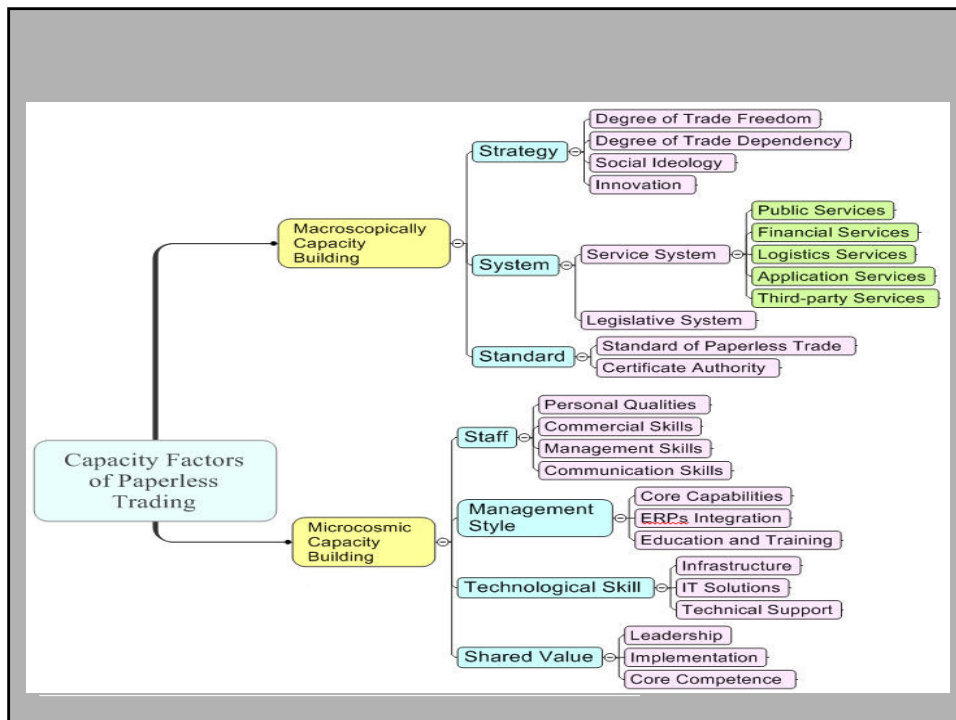
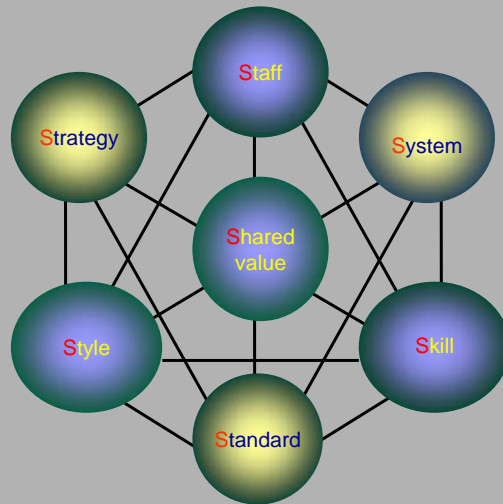


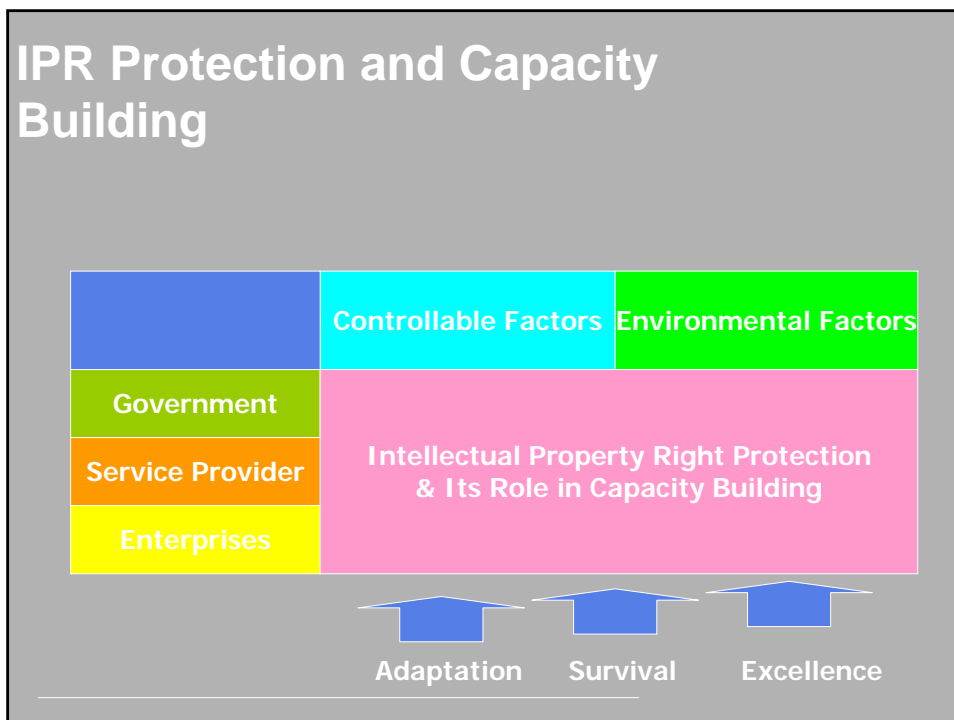
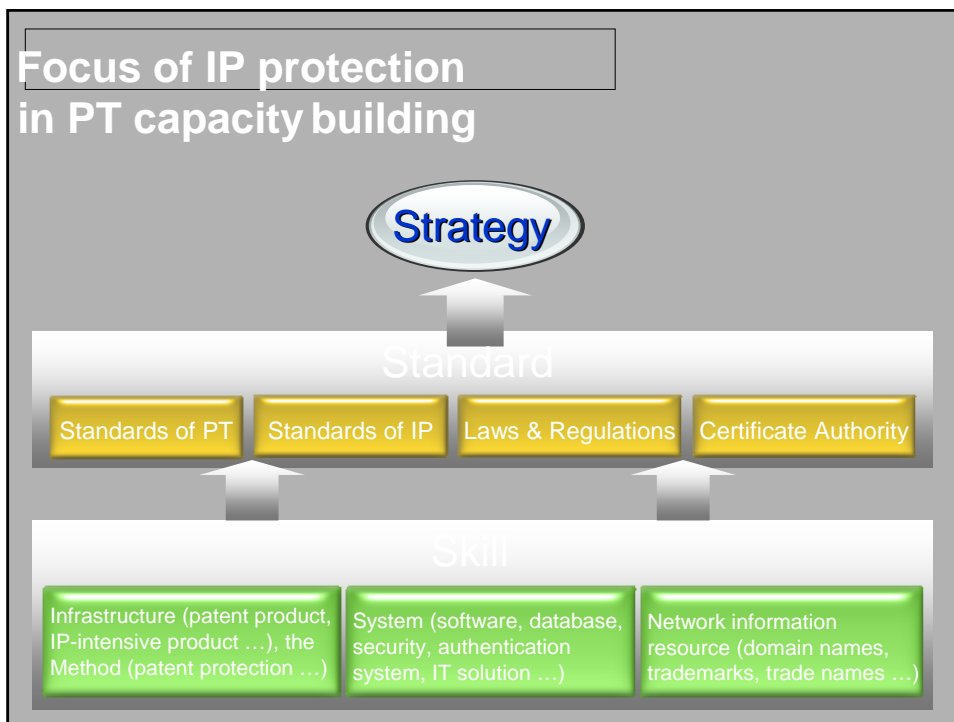
Capacity Building in Paperless Trade?



Capacity Building at Implementation Level

7S Model





Thanks

- Jian WANG
Professor of International Business, University of
International Business and Economics (UIBE),
wj@ibb.cn
 - Fudong ZHAN
Expert for APEC report, Senior consultant,
Ministry of Commerce, P.R. China
zhanfd@ec.com.cn
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**APEC Symposium On Paperless Trading Capacity
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Paper

State of developing paperless trading in Japan 2007

State of developing paperless trading in Japan 2007

Kazumi Hirai
Director,
Third Management Dept
Japan Association for Simplification of
International Trade Procedures

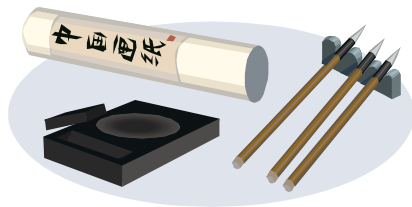
Four Great Inventions of ancient China 中国四大发明

- The Compass 指南针
- Gunpowder 炸药
- Papermaking 纸生产
- Printing 印刷

「倫乃造意用樹膚麻頭及敝布魚網以為紙。元興元年奏上之。帝善其能」「自是莫不從用焉。故天下咸稱蔡侯」



蔡倫：
Cai Lun



Paper is considered to be one of the Four Great Inventions of Ancient China, as the first standard papermaking process was developed in China during the early 2nd century. While the Han Dynasty Chinese court official Cai Lun is widely regarded to have first invented the modern method of papermaking from wood pulp in 105 AD, the discovery of specimens bearing written Chinese characters in 2006 at north-west China's Gansu province suggest that paper was in use by the ancient Chinese military more than 100 years before Cai in 8 BC.

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Korea and Japan thank China greatly for the royalty free IPR on the heritaget ICT Suite (paper , Chinese ink, and drawing bush) given by China for over than 1,600 years

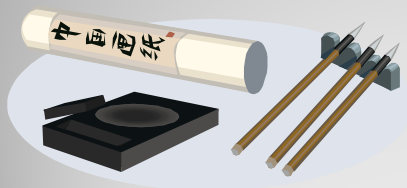
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Great Paradigm Shift comes after 2000 years history of the heritage ICT

ICT of 105 A.D.



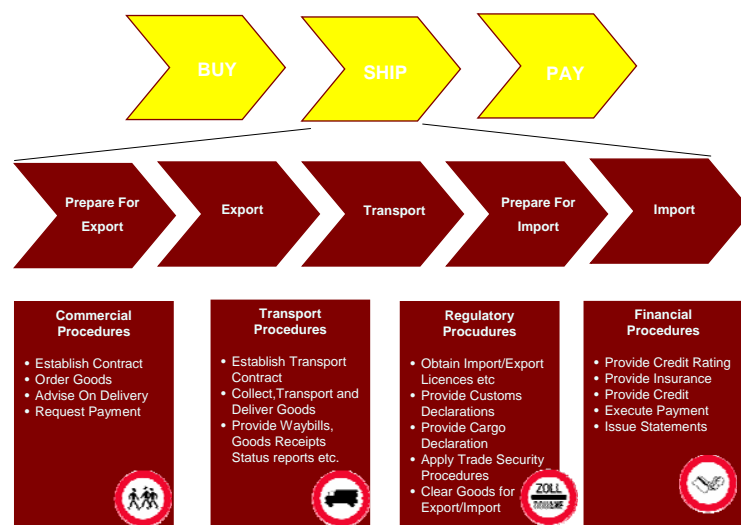
ICT of 21st Century



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Field of International Trade Transactions waiting for streamlined innovation



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Paperless Trading

— Acceptance vs. Resistance

- “Paperless Trading” should be a slogan to represent a Business Process Reengineering (BPR) to maximize the throughput and to minimize the total cost of business transactions to be carried out by the parties concerned in International trade from the point of sales till the delivery of goods by appropriate implementation of ICT, which inevitably invite resistance on conservatism against such BPR
- Anyhow “paperless trading” should not be recognized as a purpose, but a leverage for BPR

Paperless Trading

State of Japan in 2007

- In respect of “Paperless Trading” Japan is no longer the leading player even in Asia.



In spite of the fact that Japan has competitive edge in ICT platform, such as nation wide broad band optical fiber network services, mobile phones services having more than 50 million users

Why?

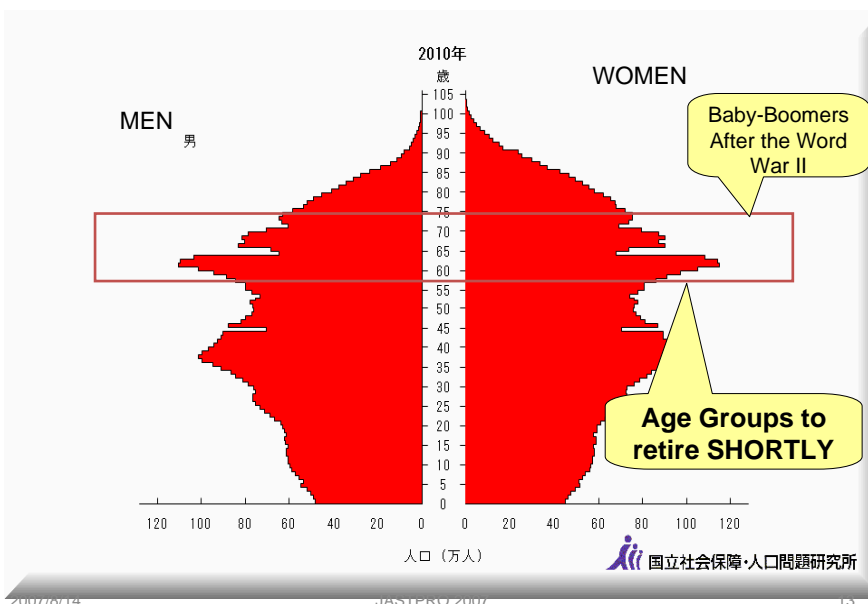
- Significant bottlenecks, which inhibit extensive implementation of the paperless trading (=EDI), are exist:
 - Digital Divide in age groups
 - Digital Divide in vertical trade
 - Digital Divide in geographical region

What about “Digital Divide” in age groups?

What is happening in Japan ?

- Japanese peoples born in 1947, about 1.2 Million in population, will hit their retirement age of 60 in 2007 in their majority
- Those aged groups born from 1947 to 1949 are so-called “Baby-Boomers (団塊 [DANKAI]世代)” it is said their total population in Japan is about 6.8 Million → A very significant group of peoples both in volume and in their property.

Age Group wise Population of Japan in 2010 (Simulation)

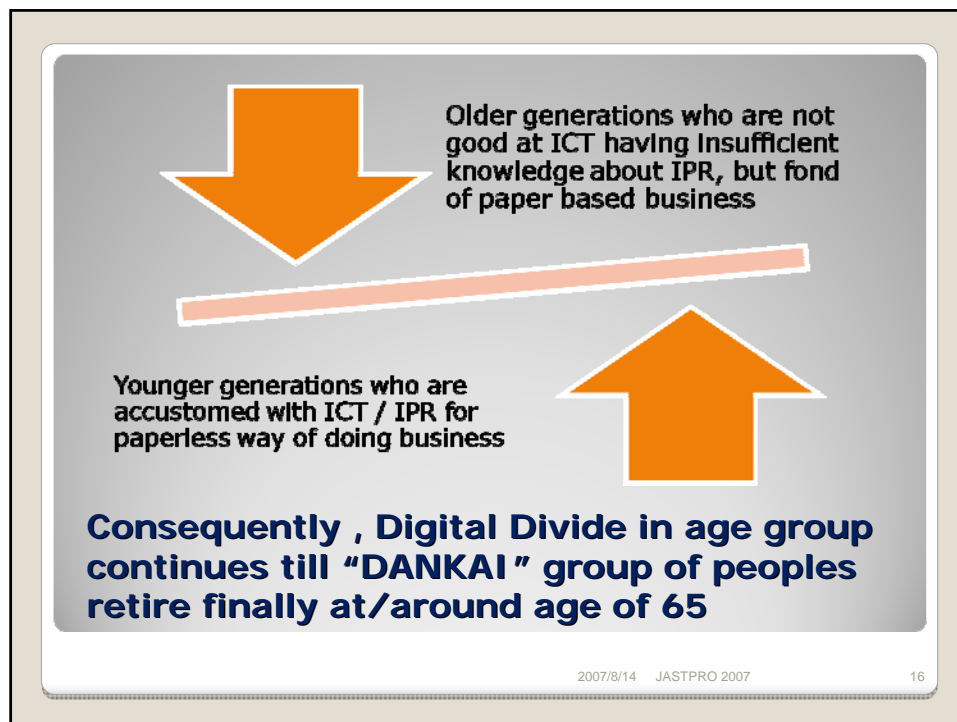


What's the problem?

- The huge age group retiring will claim the Government considerable amount of payment for the retirement pension from the date of retirement, which will accelerate the fiscal difficulty of the Government of Japan (The National Debt Now exceeding US\$6,000 Billion)

How the Government is trying to manage the significant demand of the pension under the severe financial stringency

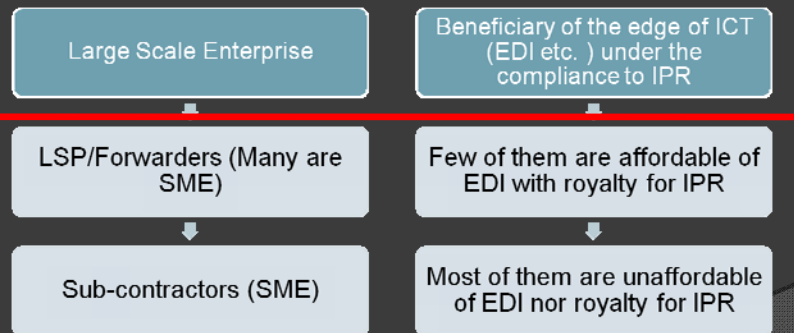
- To revise the regulation to prolong the age to start paying the pension from 60 to 65
- **(For the compensation of the above legislation) They had revised the labor law to enforce companies / organizations to extend the age of retirement from 60 to 65 years of old**



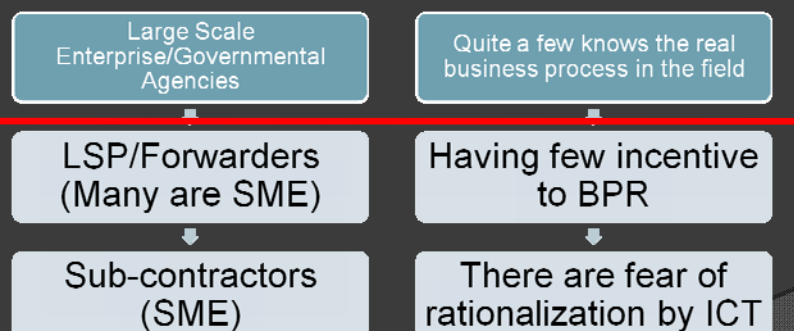
What about “Digital Divide” in vertical trades?

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In Japan, post sales transactions concerning cross border trade are carried out by many sub-contractors subject to market competitions each other to result in little financial resource to invest for ICT



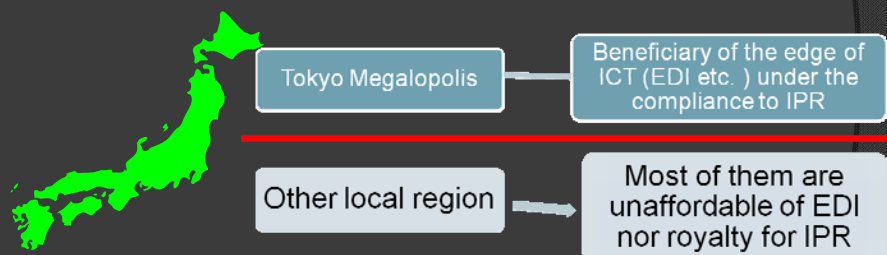
Policy makers are assigned among the officers of large scale enterprises / organizations who often do not know the fact on the business process in the field



What about “Digital Divide” in documentary works ?

Digital Divide in geographical region

Unbalance of wealth between Tokyo area, the megalopolis and other local region is the significant social / political issue of Japan in 2007



**Poverty itself does not
induce the infringement of
IPR**

**But bigger gap between the
Rich and the Poor stimulate
the infringement of IPR**

How to solve those digital divides?

- There is no miracle drug for it
- The First step shall be to go to the real field to know the fact: what kind of bottlenecks and/or constraints exist in the field
- Among other things, research on the ROI for SME's scale of business to enable paperless trading, i.e. their affordable cost of ICT, including the cost to be compliant to IPR is essential, as it will show the demand for policies and services by the Government
- The common understanding on those bottlenecks and/or constraints will yield ideas to solve them

Governmental Strategy of Japan

→ Priority Policy Program in 2007

1. Basic Policy Package

- Promotion of Efficiency, Productivity and Generation of innovative value
- Realization of healthy and reliable society
- Implementation of platforms for innovative development

2. Other Policies

- To seek structural reforms by ICT
- Development of common ICT Platform
- Propagation of Japanese ICT to the World

Distinguishing points of Priority Policy Program in 2007 and its previous policies decided since the announcement of e-Japan in 2002

- Conservatism on paperless transactions
 - ✓ No legislative binding to electronic filing
- Waiver of royalty on the IPR for the software deployed for the e-Government services in public
 - In case of next generation of Customs clearance system (NACCS) the client software will be distributed free of charge

Paperless Trading vs. IPR

- A policy making on how to share the cost of IPR in deploying / propagating Paperless Trading would be essential issue, especially for developing economies
- How to solve the Digital Divide between advanced countries and developing countries

The UN/CEFACT IPR Policy #1 → Waiver Obligation of the IPR Policy

The UN/CEFACT IPR Policy is designed to promote the goal of enabling the implementation of UN/CEFACT Specifications without the burden of fees or restrictions. The Policy promotes this goal by requiring all Participants to waive their rights to enforce any of their intellectual property that would be necessary to implement or use a Specification developed in CEFACT.

The waiver is automatic if the Participant does not disclose the IPR, and is required as a condition of participating in the UN/CEFACT open development process.

The UN/CEFACT IPR Policy #2 → DISCLOSURE OBLIGATION OF THE IPR POLICY

A Participant in a UN/CEFACT Forum Group can avoid the limited automatic waiver only by disclosing the content of its relevant IPR, and electing not to waive its rights to enforce such IPR, on or before one of the express "Disclosure Triggering Events" described in the Policy.

Triggering Event occurs, should the Authorized Individual fail to disclose a Participant's Essential IPR that they have knowledge of, the enforcement of such Essential IPR is automatically waived.

In summary, should a Participant seek to preserve its rights to enforce its IPR against implementers of a UN/CEFACT Specification, the burden falls squarely on that Participant to disclose its IPR.

UN/CEFACT Recommendation No. 33

Will the Single Window be the
card to solve the Digital Divide
both in a National economy and
an International one ?

Yes, but how many windows do we need?



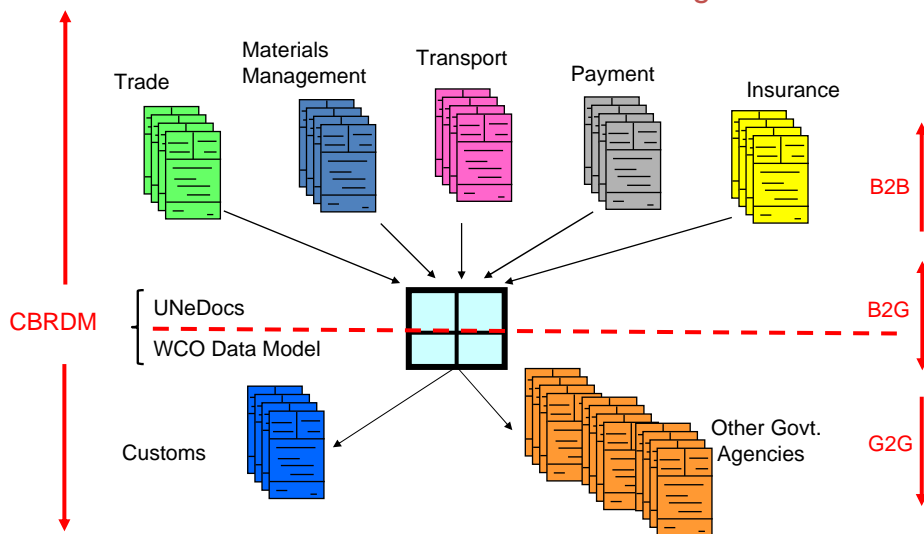
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One encouraging candidate for the solution

UN/CEFACT UNeDocs on the CBRDM for Single Windows



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「食廩實則知礼節、衣食足則知榮辱」
管子

Poverty is an enemy to good
compliance to the law.
From hand to mouth will never
make a worthy man.



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**Paper
The Critical Role of Content in effective Global Trade
Management**



The Critical Role of Content in effective Global Trade Management

Graham Napier, CEO, TradeBeam

APEC Conference

August 2007

Agenda

- I. Global Trade Management Defined**
- II. GTM Value Proposition**
- III. Global Trade Content Overview**
 - I. Content is Key to Global Trade**
 - II. Content is Complex and Dynamic**
 - III. Scope of Content & Support Requirements**
 - IV. Considerations for Outsourcing Content**
- IV. Content and GTM Solutions Deployed in the Market**
- V. Content within GTM Applications**
- VI. Additional GTM Case Studies**

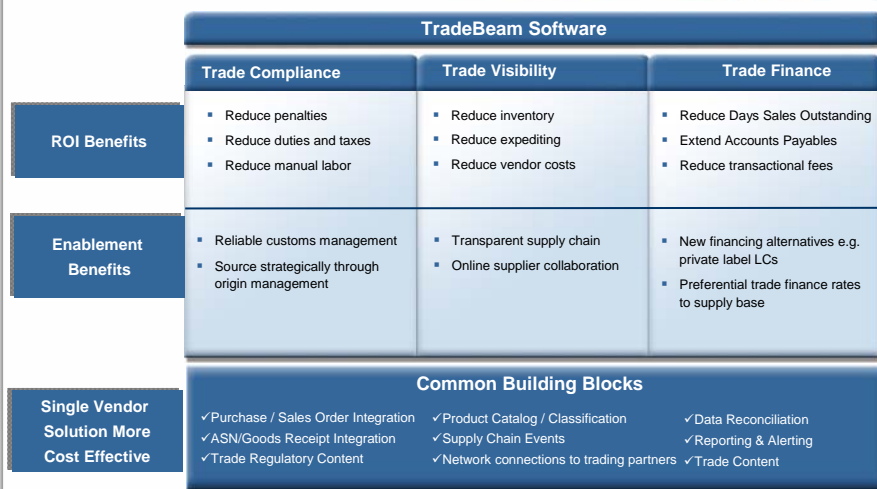
Global Trade Management Solutions



TRADEBEAM
Improving Global Trade

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Benefits of an end-to-end Solution



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Improving Global Trade

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Global Trade Content Overview

TRADEBEAM
Improving Global Trade



Content is Key to the Trade Process

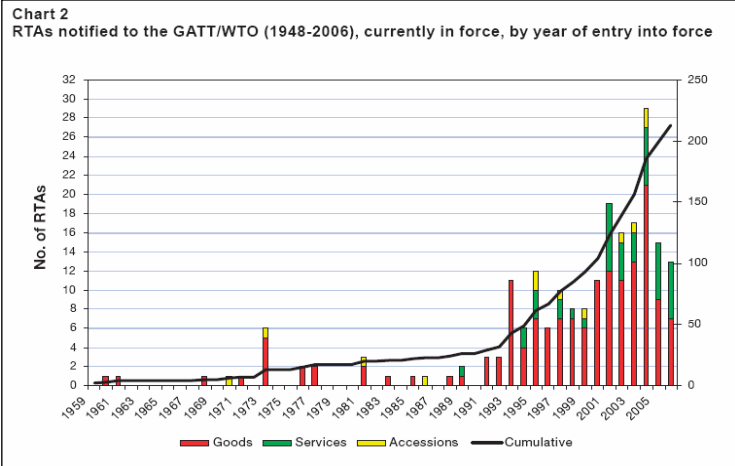
Trade Content

- Trade Content is required to effectively transact globally
- Content drives key trade functions such as Landed Cost, Customs Clearance, Duties, Taxes and Tariffs
- Failure to integrate accurate, up-to-date content into the trading process has many negative implications
 - Delayed shipments and orders
 - Inaccurate payments and costs
 - Penalties and fines

TRADEBEAM
Improving Global Trade

Content is Increasingly Complex and Dynamic

Increasing number of RTAs makes duty rate management more difficult*

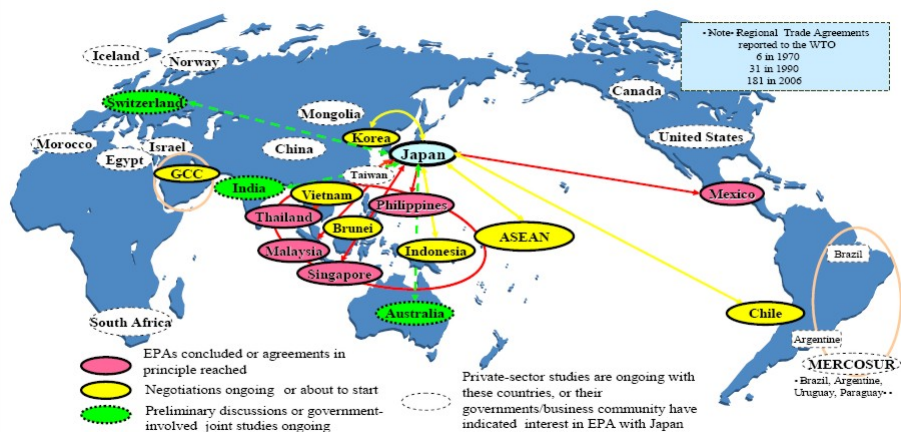


RTAs* Regional Trade Agreements

TRADEBEAM
Improving Global Trade

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Managing FTAs – Japan example



Source: Bilaterals.org

TRADEBEAM
Improving Global Trade

9

Scope of Global Trade Content Required

- **Duties**
 - HS based duties/fees/taxes
 - Non HS based duties/fees/taxes mapped to HS (including VAT, Excise)
- **Compliance**
 - HS based
 - Broad compliance information based on HS code – license and document requirements
 - ECN/ECCN based
 - License determination based on country combinations and goods
 - Restricted Party Data
 - UN, EU, US, UK, Japan, Germany, Worldbank
- **Customs Clearance Content**
 - Customs Clearance Tables directly from customs authorities in local language to support electronic customs clearance
- **Trade Document Support**
 - Ensuring supported documents are valid and correctly mapped
- **Classification Tree**
 - HS and ECN/ECCN classification tree enabled with keyword searches
- **Origin Rules**
 - Preferential Origin Rules (per Rules of Origin as part of FTAs/RTAs)
 - Non-preferential Origin Rules (per local customs legislation)
- **Trade Intelligence**
 - Collect, store, and synchronize documents on specific trade topics

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Sourcing Global Trade Content



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Global Trade Content Support Requirements

- Support for 60+ countries to capture 95% of global trade volume
- A team of Trade Specialists and engineers that collectively have:
 - Decades of subject matter experience
 - 20+ foreign languages
 - Customs House Brokers
 - Background in brokerage, consultancy, logistics, and GTM
- Multi-million dollar investment developing content tools and technologies
- Subscription services to over hundreds of trade data sources
- Network of local contacts in supported countries

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Considerations for Outsourcing Trade Content

- Due to the high cost of maintaining trade content, organizations mature in GTM outsource to specialists in one of several manners:
 - Content-only
 - Software with embedded content
 - Software with embedded content and supporting services
- Government options for global trade content:
 - Use global trade data to enhance market access for exporters
 - Use an experienced content provider as de facto issuing authority for local customs data
 - Use GTM software to provide importers and exporters with relevant information and supporting tools for needs such as landed costs, FTA eligibility, and classifications

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Considerations for Outsourcing Trade Content Continued

- When selecting software solutions, CXOs are turning to On Demand (Software as a Service) GTM Platforms for several reasons:
 - Deep trade content to support activities from many countries to many countries
 - Open, convenient access for suppliers, trading partners, and local compliance staff
 - Quick, low cost roll out to additional countries with no local IT investment
 - Mission critical reliability
 - Single, Centralized Database of Trade Compliance
 - Import and Export data for all countries in one system
 - Business Intelligence to support 'what if' scenario analysis

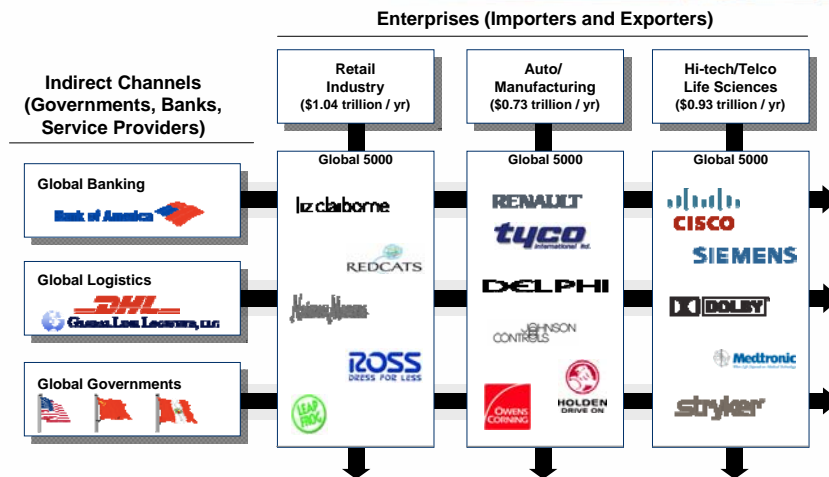
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Content and GTM Solutions Deployed in the Market

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Types of Organizations Leveraging GTM Solutions



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Example Solutions Deployed by GTM Leaders

- **DHL:** Content for all Small to Medium-Sized business globally, offering Landed Cost Calculations, Classifications, Documents and Restricted Party Screenings
- **Peruvian Government:** Content for Ministry of Commerce (MINCETUR) to support Peruvian exporters
- **Tyco:** Software with embedded content, offering Restricted Party Screening, Landed Cost, Trade Document Management
- **Renault:** Software with embedded content and services for Customs Clearance, Product Classification, Landed Cost and Free Trade Agreement Management

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Product Catalog

[illegible][illegible]

Origin Management

TRADEBEAM
Contract Management System

Contract Details

Contract Name: Contract Type: Contract Status:
 Contract Date: Contract Amount: Contract Currency:

Contract Description

Contract Location

Contract Summary

Contract ID	Contract Name	Contract Type	Contract Status	Contract Date	Contract Amount	Contract Currency
1	Contract 1	Contract Type 1	Contract Status 1	Contract Date 1	Contract Amount 1	Contract Currency 1

License Management

[illegible]

Examples of Content in GTM Applications - Continued

Landed Costs Calculator

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Empowering Global Trade

Home | Order Management | Product Catalog | Compliance | Fulfillment | FP | Batch Screening | Customers | User Admin

Manage Orders | Landed Cost Calculation | User: TRADEBEAM | Logout

Landed Cost Calculation

A response has been received from the system.

Item ID	Cost	DUTY	VAT	TRADE_PROMOTION_FEE
CS-100	13650.00	1796.40	2682.62	-
Totals	13650.00	1796.40	2682.62	5.66

Total Purchase Cost: 13650.00
 Total Fees: 4484.68
 Insurance: 120.00
 Freight: 1200.00
TOTAL LANDED COST: 19454.68

Enter information about the transaction in the space below. Optional fields are in *italics*:

Ship From

Country:

State/Province:

Ship To

Country:

State/Province:

Examples of Content in GTM Applications – Continued

Trade Solutions for Small to Medium Sized Businesses

Shipment Services

My Shipments

New Shipment

Comparative Services

Account Management

TAS Resources

TAS Terms & Conditions

You are currently logged in as: **ANNEVDH** [Logout](#)

To create a shipment:

1. Enter a reference number or accept the default reference number.
2. Select a service under "required fields" tag to see the mandatory fields needed to run the service.
3. Complete the remaining shipment information and add products to your shipment.
4. If you want to save the shipment information without buying a report, click "Save".
5. View a report or set of reports by clicking the desired service or services in the "Select a Service" section.

Shipment Details

Reference:

Required Fields:

Select a service to see the required fields needed to run the service.

[Restricted Party](#)
[Landed Cost Estimate](#)
[Product Compliance](#)
[Shipment Documents](#)

From (Shipper)

Recent Addresses:

Contact Name:

Company Name:

Country: [Select Country](#)

Address:

City:

State/Province:

To (Receiver)

Recent Addresses:

Contact Name:

Company Name:

Country: [Select Country](#)

Address:

City:

State/Province:

Additional GTM Customer Case Studies

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Best-in-Class: Neiman Marcus Improves Service by 50%

Global Business

- \$2.5 billion annual sales
- Operates 37 stores
- 60% imported product from over 50 countries
- High-value, time sensitive product portfolio

Neiman Marcus

GTM Issues

- Reactive issue management
- Poor unified visibility into orders
- Poor broker visibility
- Poor pre-entry classifications, manual entry process

GTM Strategy

- Proactive management of uncertainties around international shipments
- Obtain product information and shipment visibility from all logistics partners
- Enable electronic sharing of customs information with brokers prior to goods entering U.S.

Aberdeen Group
Business Success Study

Client's Expected Results

- Reduction in **duties paid of over 5%**
- Regulatory Non-compliance avoidance
- Brokerage spend **reduction by over 25%**
- Service Improvements of in **excess of 50%**
- Received a Low Risk Rating from Customs

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Best-in-Class: Anritsu Reduced Risks of Penalties

Global Business

- Test and measurement equipment
- Expanding into more global markets
- Customers US, South America, Europe, and Asia



GTM Issues

- Risk of fines and penalties
- Risk of loss of ability to export due to non-compliance
- Increased regulatory requirements, such as AES filing
- Compliance with multiple regulatory bodies, such as BIS
- Labor intensive process of compliance regulations

GTM Strategy

- Establish single global export control platform that would enable compliance automation
- Replace manual screening processes performed by multiple departments with new centralized process
- Automated screening at multiple points of the cycle, including initial quote, order placement and at time of shipment.

Aberdeen Group
Business Success Study

Client's Actual Results

- Reduced risk of fines, penalties, loss of trade privileges, and potentially bad publicity for non-compliance
- Increased staff productivity in compliance, order management, and shipping departments due to automation
- Fully auditable compliance process, including access to audit trails for each transaction
- Worldwide access to compliance system to drive productivity and screening consistency

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Thank You

For more information about TradeBeam, go to:

<http://www.tradebeam.com>



Appendix

TradeBeam: GTM Category Leader

Strong Company Performance

- 3,000 + Customers
- Strategic Partnership with CIECC in China
- Thought Leadership: "Pros to Know" 2007
- Industry Accolades



Significant Operations

Global Growth

- 75% N&S America
- 15% Europe
- 10% China
- Users in 100+ Countries
- Billions of \$\$ in trade via TradeBeam



Satisfied Customers

Automotive



Consumer Goods & Retail



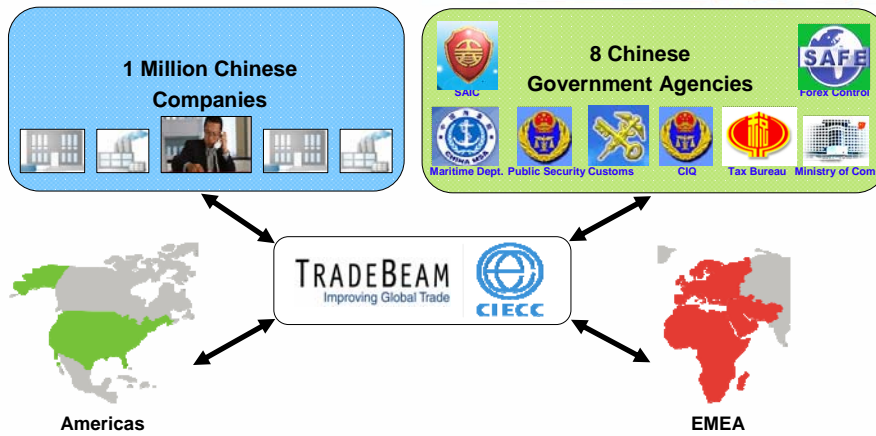
Hi-Tech & Medical



Logistics



TradeBeam China



\$635m in '07 Recurring Market Opportunity with Double Digit Growth

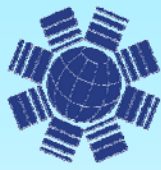
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**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

Paper

Tradelink and Digital Trade and Transportation Network



貿易通
TRADELINK



數碼貿易運輸網絡
DIGITAL TRADE AND
TRANSPORTATION NETWORK

**APEC Symposium on Paperless Trading
Capacity Building and IPR Protection**

**TRADELINK AND
DIGITAL TRADE AND TRANSPORTATION NETWORK**

**Justin Yue Chief Executive Officer
August 2007**

2

Agenda

- ◆ **Tradelink (B to G) Highlights**
- ◆ **Digital Trade and Transportation Network (B to B)**



Tradelink Highlights



Security Solution



- Uses PKI
- All documents digitally signed and encrypted for open network transmission

Now

◆ Support mainly Tradelink's e-Business Services

- 320,000 + certificates issued
- Pan-Asian E-Commerce Alliance mutual recognition
- Certificate Processing Services including
 - Mobile Validation Solution
 - Time-stamping Service
 - Online Certificate Validation Service
 - Professional Consultation

Immediate Future

◆ Enterprise security solution for applications such as

- Internet banking
- Internet stock broking
- Authenticity certification for professional bodies

◆ Technology Standards

- | | |
|--|--------------------------|
| – Accepted and Trusted by all popular browsers | – 99.3% browser ubiquity |
| – Chained to GTE CyberTrust Root CA | – 128 bit SSL encryption |

Our Key Services

Services	Details
Import or Export Declaration ("TDEC")	<ul style="list-style-type: none"> ◆ e-lodgment of import or export declaration with Customs
Production Notification ("PN")	<ul style="list-style-type: none"> ◆ e-lodgment of notification to the Trade & Industry Department about cut-and-sewn garments manufactured in HK
Certificate of Origin ("CO")	<ul style="list-style-type: none"> ◆ e-application for CO to the Trade & Industry Department or other government approved organisations
Dutiable Commodities Permit ("DCP")	<ul style="list-style-type: none"> ◆ e-application for DCP to Customs for import, export, manufacturing or storage of dutiable commodities
Electronic Cargo Manifest ("EMAN") (excluding road mode)	<ul style="list-style-type: none"> ◆ e-submission of manifests for air, rail, water cargo to the Census Department and the Trade & Industry Department ◆ e-receipt of notice / voucher from Customs and e-communication with other government departments
Notifications under Textiles Trader Registration Scheme ("TTRS")	<ul style="list-style-type: none"> ◆ e-submission of notification to the Trade & Industry Department for textile trading under TTRS

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Other Value-added Services

Services	Details
Trader Documentation Services	<ul style="list-style-type: none"> ◆ web-based application solutions ◆ facilitates secure electronic document exchange for international trade transactions
Electronic Shipping Orders	<ul style="list-style-type: none"> ◆ platform that assists shippers and forwarders to prepare and submit shipping orders and obtain draft bills of lading
Automated Manifest Services	<ul style="list-style-type: none"> ◆ e-solution for carriers and non-vessel operating common carriers ◆ meets the requirements under the "24-hour Rule" imposed by the US Customs and Border Protection
Digital Certificate	<ul style="list-style-type: none"> ◆ supports digital signatures ◆ ensures secure electronic transactions

7

Our Substantial Customer Base

- ◆ Over 54,000 registered users including manufacturers, importers, exporters, freight forwarders, logistics services providers, and carriers
- ◆ Steady transaction volume – over 19 million in 2006
- ◆ Dedicated customer services: hotline, onsite technical support, 35 customer services centres, training support, and account managers for key clients

8

Tradelink Highlights

Support for both web based service and client software based service

Customer Hotline and Training

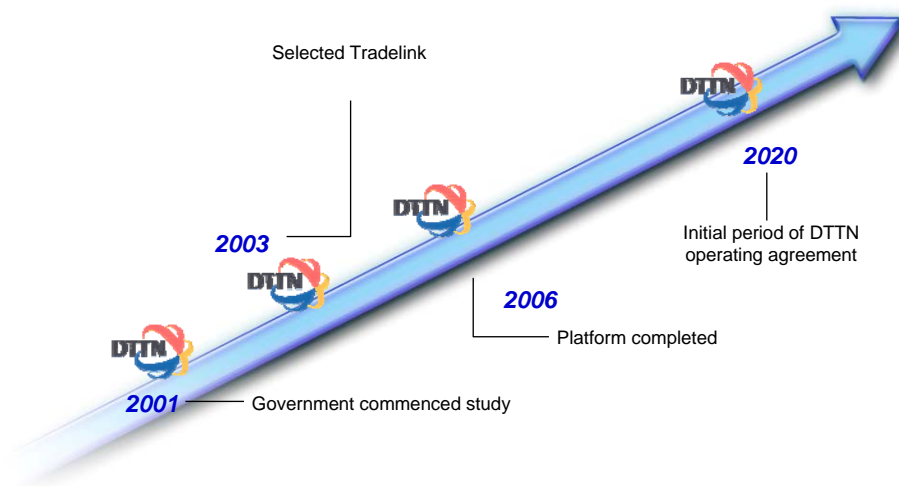
- Three tiers with 100 + staff
- Dual call centers
- Sophisticated Customer Relation Management System
- Dedicated training centers



B to B The Digital Trade and Transportation Network (“DTTN”)



Genesis Digital Trade and Transportation Network (“DTTN”)



Launch of DTTN

◆ Capital

- Tradelink:
HK\$76,500,000
- HK SAR Government:
HK\$31,500,000
- Other Shareholders:
HK\$42,000,000

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DTTN Services – Core Infrastructure

Reliable, secure transformation and delivery of legally recognized electronic documents

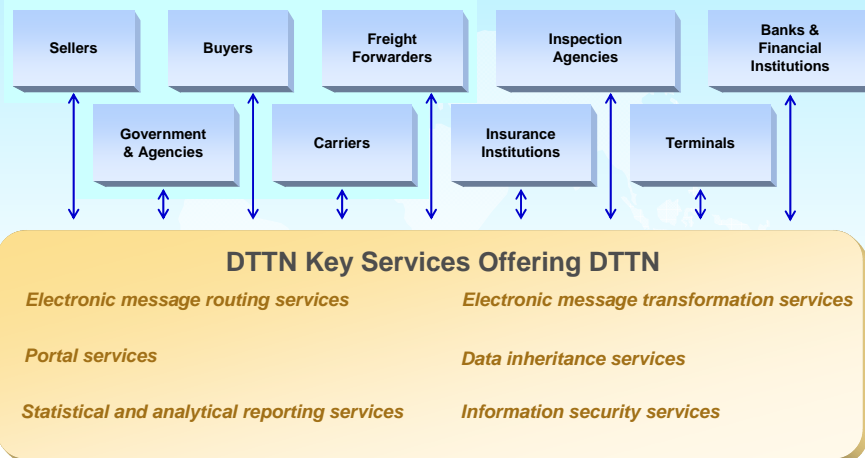
- ◆ Any-to-any protocol & document transformation
- ◆ Secure delivery – encryption & digital signatures
- ◆ Documents stored online for 2 years, offline for 7 years
- ◆ Data inheritance service allowing reuse of data and documents
- ◆ Creating a network with world-wide reach



13

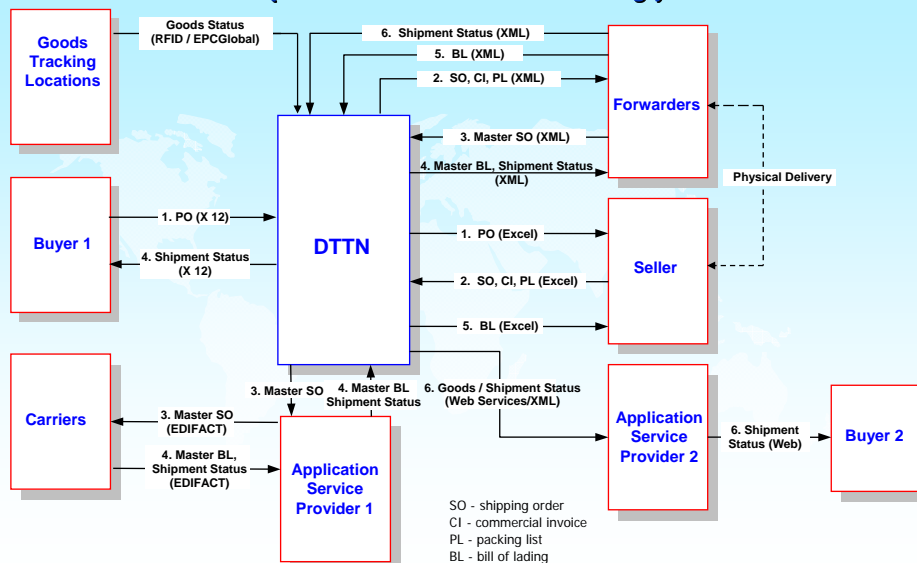
Functional Blueprint of DTTN

- ♦ Rich array of capabilities for messaging, transactions, payments, security etc.



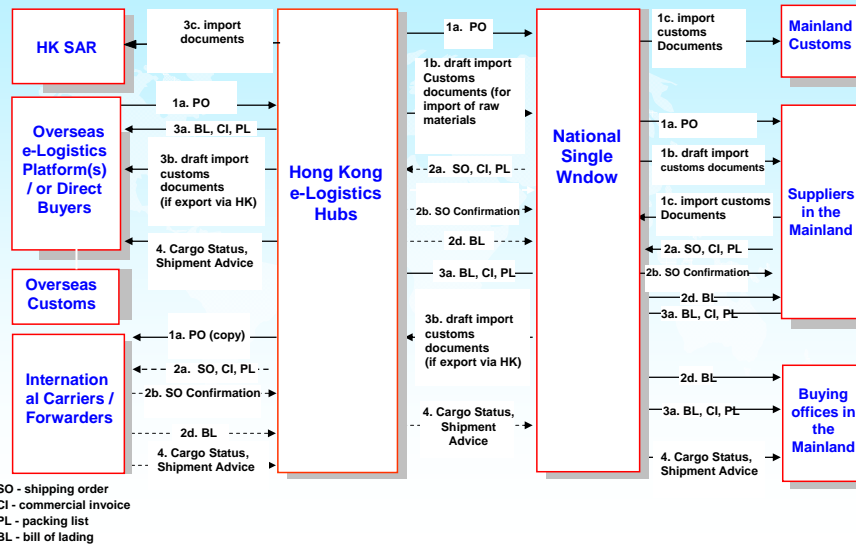
14

DTTN Interconnection Example (Purchase to Delivery)

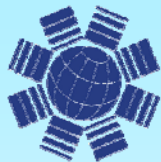


15

DTTN Model for Worldwide Interconnections



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www.hk-dttn.com





**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

**Paper
Trusted Electronic Documents for Cross-border Trade**



Trusted Electronic Documents For Cross-border Trade

Sun JunXu
CrimsonLogic
Aug 2007

Productivity Efficiency Accuracy Secure

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Background



Which country are goods made in?
Where is product made?
Which country are goods going to?

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Agenda



- Demand From Cross-border Trade
- eCertificate
- Application Area
- Features
- Benefits

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Background


- Government trade agreement



- Lower tariff rate
- Product qualification verification
- Products ban
- Market demand


What to do???

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Demand From Cross-border Trade

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Cross Board Trade

Region or Economy	Documents for export (number)	Time for export (days)	Cost to export (US\$ per container)	Documents for import (number)	Time for import (days)	Cost to import (US\$ per container)
East Asia & Pacific	6.9	23.9	884.8	9.3	25.9	1,037.1
Europe & Central Asia	7.4	29.2	1,450.2	10.0	37.1	1,589.3
Latin America & Caribbean	7.3	22.2	1,067.5	9.5	27.9	1,225.5
Middle East & North Africa	7.1	27.1	923.9	10.3	35.4	1,182.8
OECD	4.8	10.5	811.0	5.9	12.2	882.6
South Asia	8.1	34.4	1,236.0	12.5	41.5	1,494.9
Sub-Saharan Africa	8.2	40.0	1,561.1	12.2	51.5	1,946.9

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China		Singapore	
Import documents	Export documents	Import documents	Export documents
Bill of lading	Bill of lading	Bill of lading	Bill of lading
Cargo manifest	Certificate of origin	Cargo manifest	Commercial invoice
Certificate of origin	Commercial invoice	Certificate of origin	Customs export declaration form
Commercial invoice	Customs export declaration form	Commercial invoice	Packing list
Customs cargo release form	Export permit or licenses	Customs import declaration form	Shipping note
Customs import declaration form	Packing list	Packing list	
Customs transit document			
Equipment interchange receipt			
Import license			
Packing list			
Ship arrival notice			
Terminal charges receipt			

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Electronicizable Documents	
Import documents	Export documents
Bill of lading	Bill of lading
Cargo manifest	Certificate of origin
Certificate of origin	Commercial invoice
Commercial invoice	Customs export declaration form
Customs cargo release form	Export permit or licenses
Customs import declaration form	Packing list
Customs transit document	Shipping note
Equipment interchange receipt	
Import license	
Packing list	
Ship arrival notice	
Terminal charges receipt	


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China		Singapore	
Nature of Export Procedures (2006)	Duration (days)	US\$ Cost	
Documents preparation	14	120	
Inland transportation and handling	2	80	
Customs clearance and technical control	1	60	
Ports and terminal handling	1	75	
Totals:	18	335	
Nature of Import Procedures (2006)	Duration (days)	US\$ Cost	
Documents preparation	14	120	
Customs clearance and technical control	4	60	
Ports and terminal handling	2	75	
Inland transportation and handling	2	120	
Totals:	22	375	

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Paperless Trade Process Time

Singapore

	Before TradeNet	After TradeNet
Processing time	2 - 7 days	Less than 1 minute
Number of documents	3 - 35 docs	1 doc

China

Nature of Export Procedures (2006)	Duration (days)
Totals:	18
Nature of Import Procedures (2006)	Duration (days)
Totals:	22

Nature of Export Procedures (2006)	Duration
Totals:	??? minutes
Nature of Import Procedures (2006)	Duration
Totals:	??? minutes

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Problems	
<ul style="list-style-type: none"> Multiple manual trips to the authorities Paper flow with replicated data entry at each point of approval Entire process took up to days 	<ul style="list-style-type: none"> Manual processing was labour intensive, time-consuming and prone to error Delay slows down trading flow Human error



High Cost
Low Productivity
Low Efficiency

How to resolve???

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Hardcopy-demandable Documents	
Import documents	Export documents
Bill of lading	Bill of lading
Cargo manifest	Certificate of origin
Certificate of origin	Commercial invoice
Commercial invoice	Customs export declaration form
Customs cargo release form	Export permit or licenses
Customs import declaration form	Packing list
Customs transit document	Shipping note
Equipment interchange receipt	
Import license	
Packing list	
Ship arrival notice	
Terminal charges receipt	

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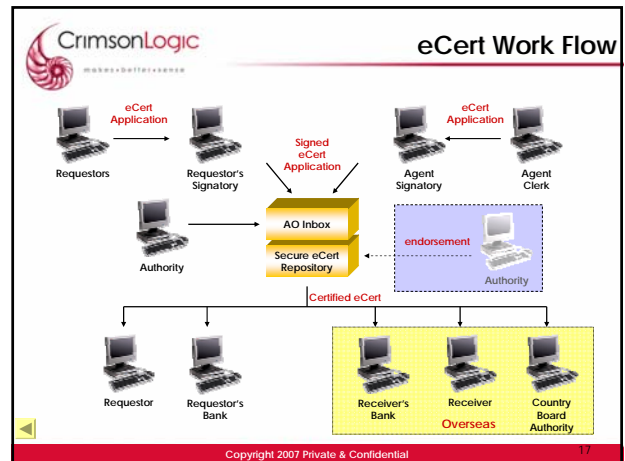
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Certificate of Product or Service



- A document, required by foreign governments, organizations or institutions, declaring that products or services are verified that achieved certain level of requirement or quality.

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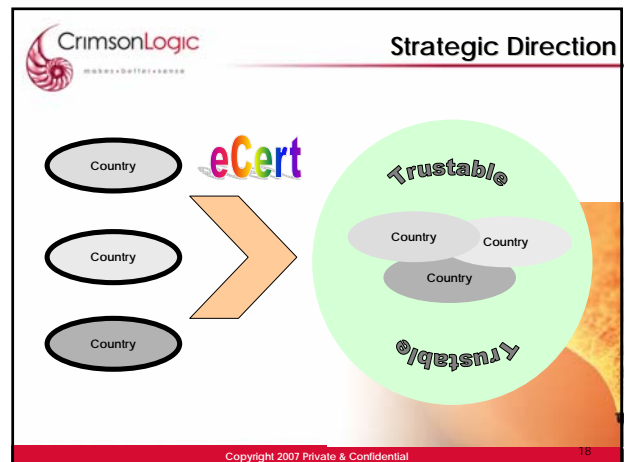


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eCertificate



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Electronic Certificate (eCert)



- Way to apply for, approve and receive certificate of products, information or services
 - Allows Authorised Organisations (AO) to certify the document online with easy retrieval of supporting documents such as commercial invoice, Bill of Lading etc. through data integration capability built within computerized system
- Immediate transmission of certified eCert to designated recipients such as the banks, overseas buyers, customs etc. in a secure electronic environment.

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Application Areas



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Certificate of Origin

- Ordinary COO
- Non-preferential COO
- Preferential COO

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Certificate of Origin

- A revolutionary way to apply for, approve and receive certificate of origin electronically
- Provides simple verification of goods with repository of information
- Governments, chambers, banks and forwarders are working together to migrate from paper-based to electronic CO

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FTA

- ASEAN CEPT (Form D)
- ASEAN-China FTA (Form E)
- GSP (Form A)
- GSP Yellow Copy (Form A)
- Malaysia-Pakistan FTA (MPFTA Form)
- Malaysia-Japan EPA (MJPEA Form)

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Certificate of Organic Product

- To certify organic products.
- Multi-ingredient Products
- Foreign Organic Markets

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Form E

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Other Application Areas

- Certificate of Processing and Assembling
- Certificate of Re-export
- Force Majeure Certificate
- International Commercial Certificates
- China Compulsory Product Certification
- Export permit
- Import license
- Commercial invoice
- Professional Certificate

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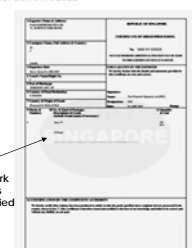
Features of eCert



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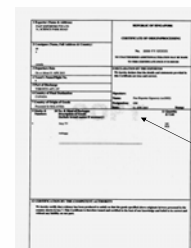
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Watermarking



Visible watermark that deteriorates when photocopied

Original Document



Invisible watermark that appears when photocopied

Photocopy of Original Document

Watermarking Technology

- Protects printed document from unauthorized copying
- Allows for a transition state before a total paperless acceptance

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Security

Anti-Fraud

Online Data Verification

Electronic Certificate Repository

Improved Data Accuracy

User Authentication

Document Control

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Verification of eCert

Verify Certs

ECO No and CID
Please enter ECO No and CID, then click on 'Verify' button.

ECO No:
CID:

Verify CO
Invalid
Sorry, it is not a valid ECO!!

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Anti-Fraud

- Optical watermark
 - lowers risk of duplicating certificates
- Digital signature (PKI)
 - non-repudiation of certificate
- Encryption of data (PKI)
 - ensure confidentiality
- Online verification
 - lowers risk of fraud in forging certificates

Anti-Fraud

Online Data Verification

Electronic Certificate Repository

Improved Data Accuracy

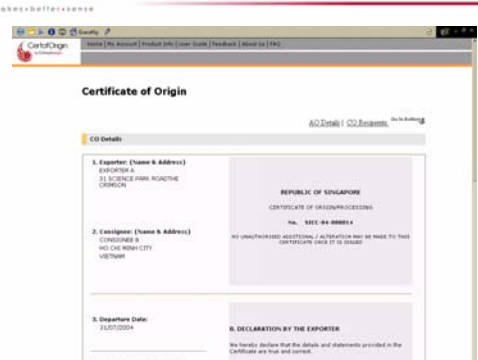
User Authentication

Document Control

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Verify "Valid eCert"



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Anti-Forgery

- Micro-printing

A very fine print that appears as a line to the naked eye. its contents can only be viewed clearly under a magnifying glass. It will appear distorted when photocopied to reveal any unauthorized reproduction of the document.



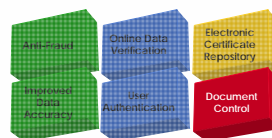
Document Control

- Print control

- Ensures original and only a specified number of prints can be made

- Reference ID

- access and verify electronic document



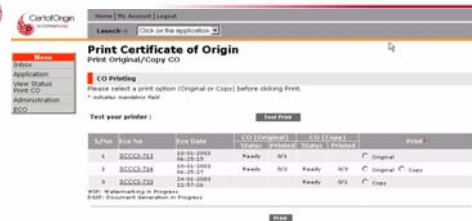
Anti-Tampering

- SecureCode (2D barcode)

- A two dimensional barcode.
- Higher capacity, contain more information than the conventional 1D barcode.



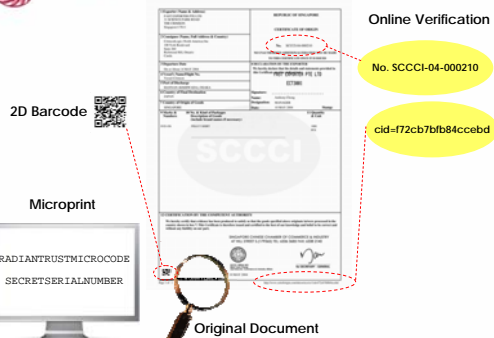
Print Controls



- Remote Printing

- Print controls functions included to limit copies
- Printing can be used as an intermediary prior to pure electronic acceptance
- Watermarking included

2D Barcode, Microprinting



User Authentication

- Digital signature (PKI)

- non-repudiation of identity

- Automated Workflow

- Control and verification of applicant, authorising party, recipients etc



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Electronic Certificate Repository

- Online retrieval of eCert
 - Reference ID to access electronic document
 - for verification of applicant, authorising party, contents etc
 - increases integrity of certificates

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Improved Data Accuracy

- Data from other trade systems
- Automated data validation by system
- Online data processing and reuse - minimise human error

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PKI

- Authenticity
 - Digital Certificates included
- Security
 - PKI used
 - Smart Card readers / USB Tokens

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Online Data Verification

- Rules engine
 - Rule Sets to automatically check and verify the validity of eCert
- Use of standards and standard messages

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Controlled Access

- View eCert
 - Controlled access to various stakeholders
 - Archived copies available

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Alerts

- Messages Management
 - Users' Alerts
 - A typical screen for management of certificates


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Benefits of eCert




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Thank You

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General Benefits




- Cost and Time Savings
- Allows for transition from paper-based flow to fully electronic implementation
- Improved work processes and seamless connection among all parties involved
- Greater security and reliability
- Data integration
- Minimize human error, alleviate repetitive typing
- No need to fax back "pink" applications

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 **CrimsonLogic**
makes better sense

Questions & Answers




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**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

Paper

Facilitating Paperless Trading and Customs Clearance



Facilitating Paperless Trading and Customs Clearance

From the Perspective of the Leading ASP in Chinese Taipei

Presented by: Alicia Say, Trade-Van Information Services Co

August 14-17, 2007 for APEC Symposium on Paperless Trading Capacity Building and IPR Protection

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About Trade-Van

- Establishment:** established in 1990 as a 'customs clearance automation' task force under Ministry Of Finance, Chinese Taipei
- Objective:** set up EDI network for customs clearance automation system
- Achievement:** Completed air cargo clearance system in 1992 and sea cargo clearance system in 1994

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Agenda

- From Where We Started**
- Our Services**
 - Customs Clearance Automation
 - Trade Facilitation
 - E-Commerce
- Our Management**
 - Strategy
 - Service Quality
 - IPR Protection
- Conclusion**

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Full Cooperation Between Government and Private Sectors

Mission Statement:

- Simplify and automate customs clearance procedures
- Facilitate international trade
- Digitize global logistics process

Capital and Shareholders
Paid up capital- NT\$1.9 Billion

Shareholders- Government owns 40%- M.O.F.
Private sector owns 60%



China Airlines
Eva Airways
Mega Holdings
Taiwan Land Investment Ltd
China Development Bank
Chang Sheng Transportation Company
Hong Tai Electric Industrial Co.
Crimson Logic Pte
Hung Poo Construction

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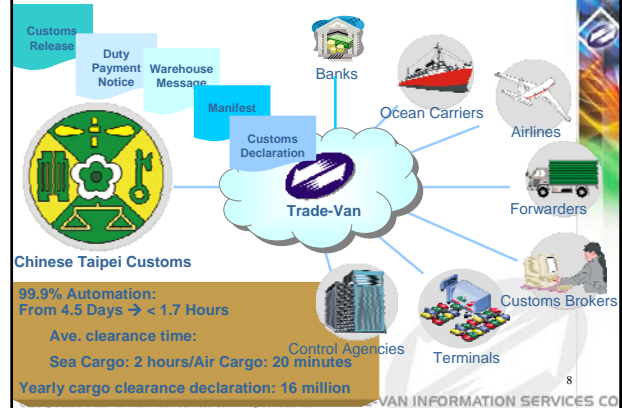
Development Blue Print



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6

Customs Clearance Automation



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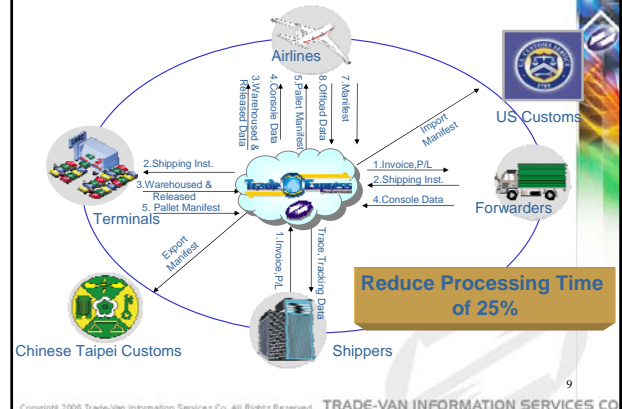
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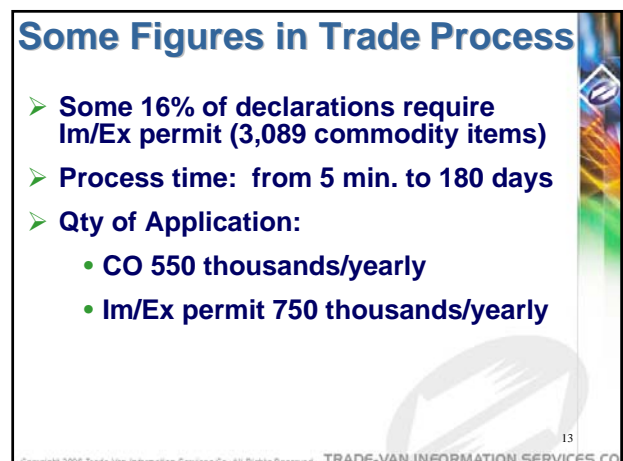
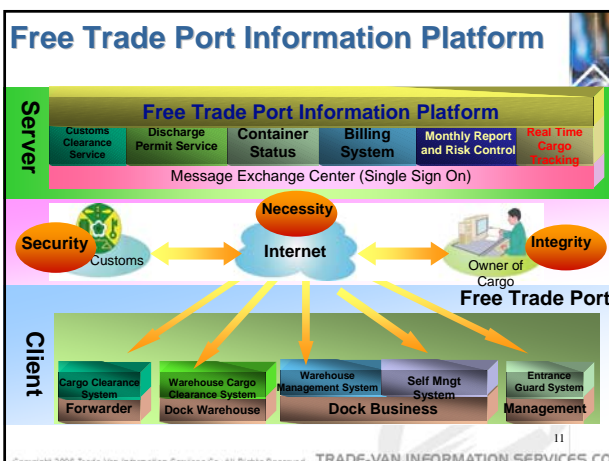
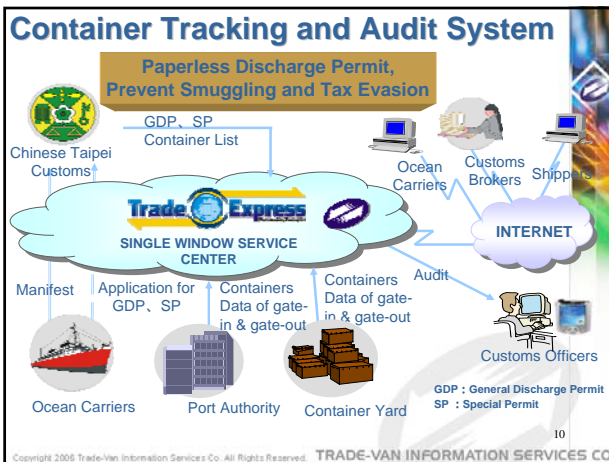
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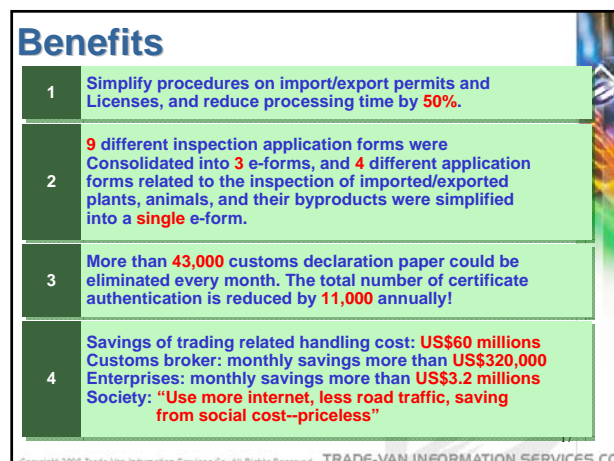
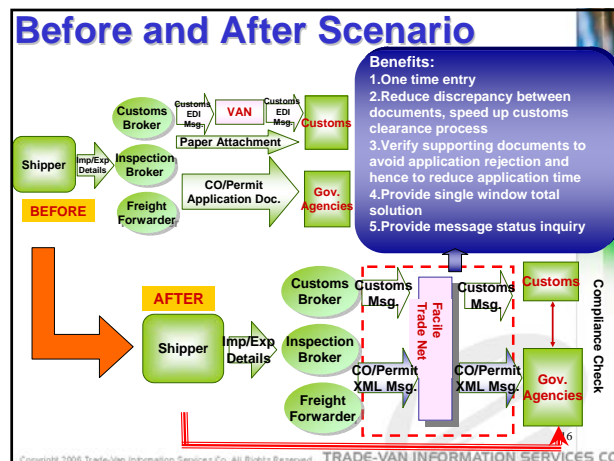
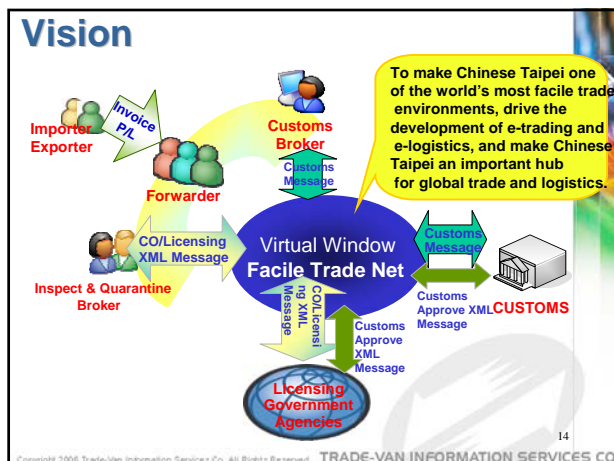
Manifest Consolidation



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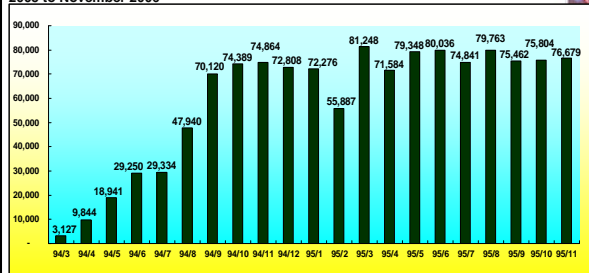
9





Achievements in Figures (1/2)

Statistics of permit application completed on FTNet from March 2005 to November 2006



The percentage of application completed on FTNet has increased from 3.2% in March 2005 to 70.2% in October 2006 (Source: BOFT)

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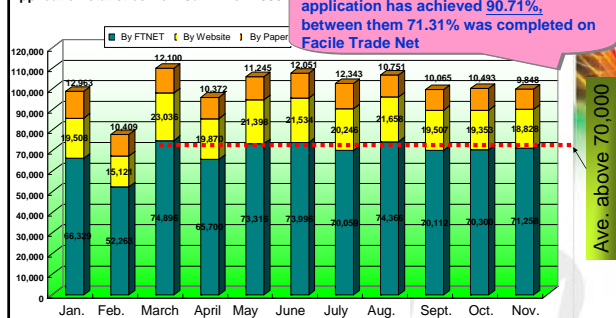
Agenda

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Achievements in Figures (2/2)

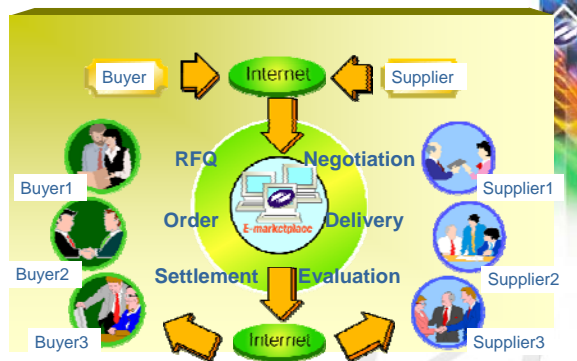
Application statistics from Jan – Nov 2006



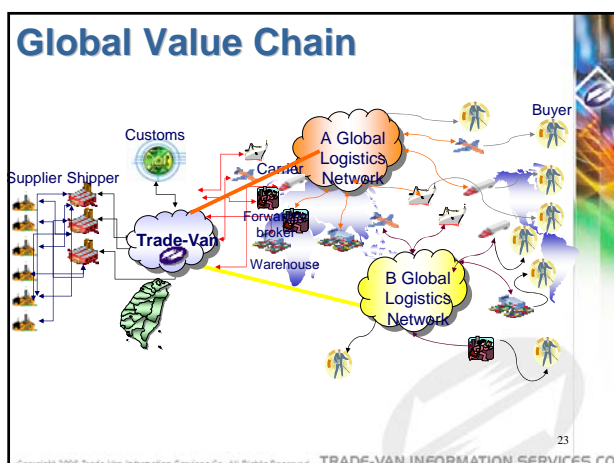
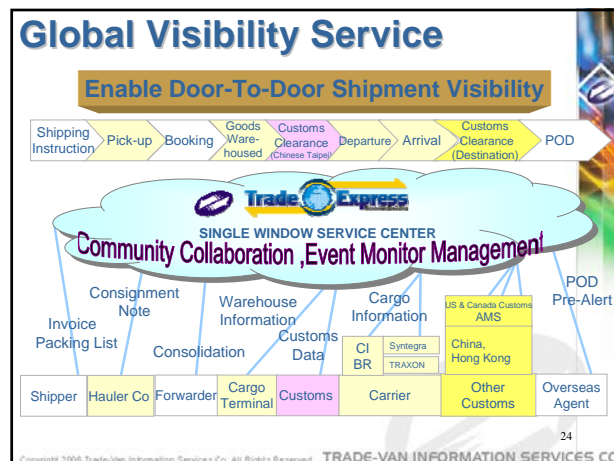
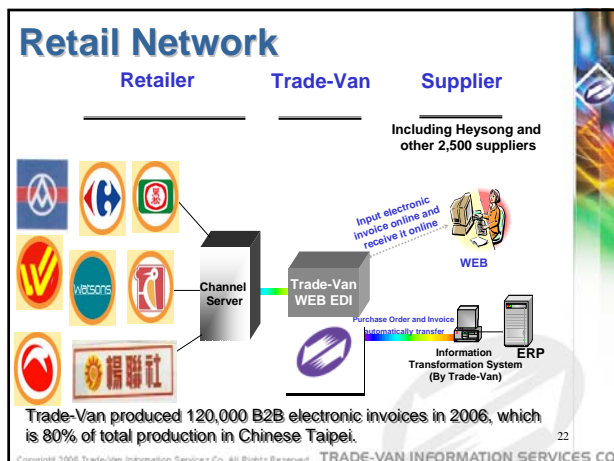
As of Nov. 2006, the percentage of e-application has achieved 90.71%, between them 71.31% was completed on Facile Trade Net

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eProcurement



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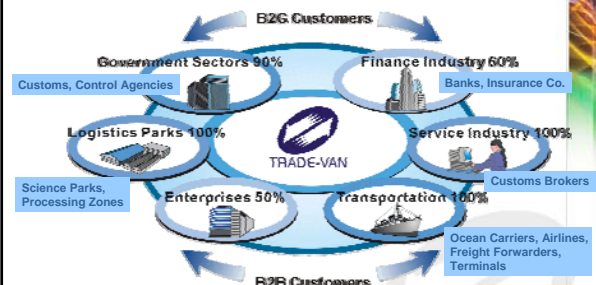
Strategic Goals



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Collaboration

Collaborate 80% of the whole Trading and Customs Clearance Community



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Integration

Integrate 90% of the whole Trading and Customs Clearance Procedures

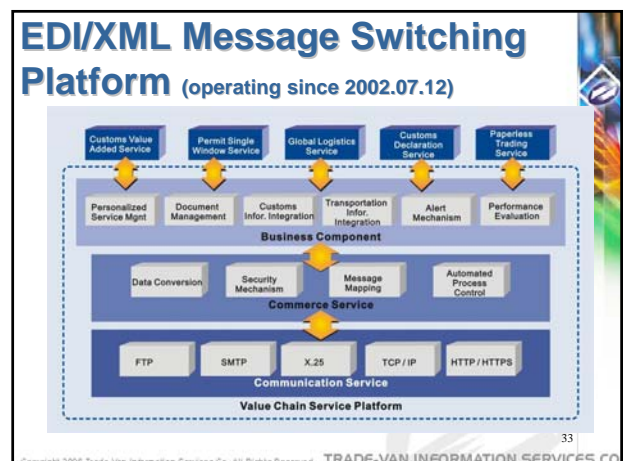
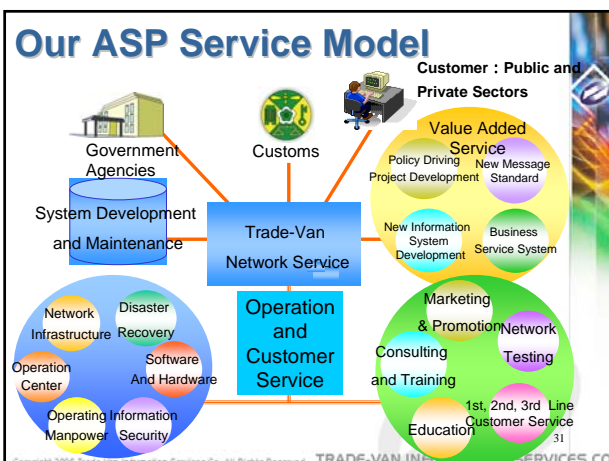
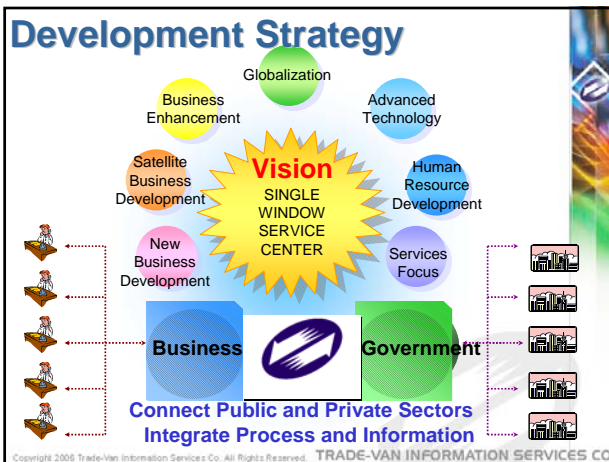


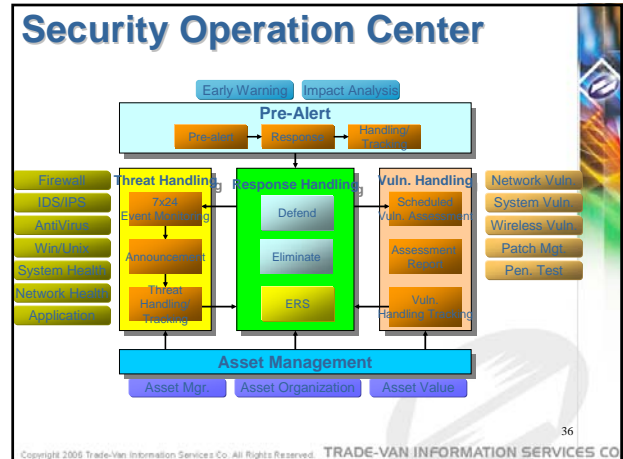
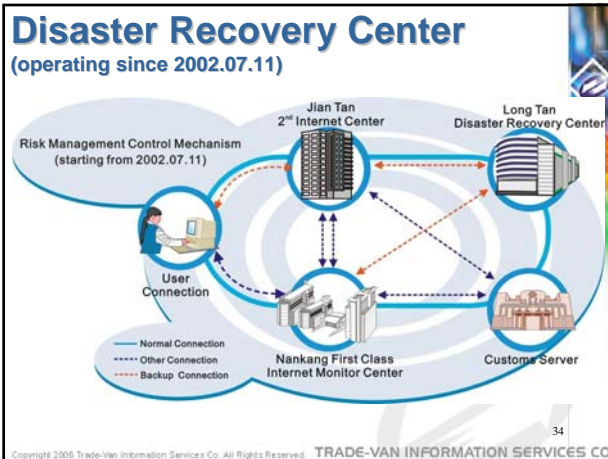
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Globalization



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A+ Operation Center

- ❑ Integrated operation and monitoring service
- ❑ Complete network management service
- ❑ Excellent setting and facilities
- ❑ Strict information security control
 - ❑ BS7799
 - ❑ SOC implementation

The A+ Operation Center features several key facilities: a 'Center Monitoring Platform' (showing multiple computer monitors), 'Standard Server Rack' (a long row of server cabinets), 'Automatic Fire-fighting Equipment' (a fire extinguisher), a 'Generator' (a large industrial power unit), a 'UPS' (Uninterruptible Power Supply unit), and 'Networking' (networking equipment).

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Customer Service

- Implementation Date: June 1992
- Human Resource: 33 (including first line and second line customer service representatives)
- Number of Customers: over 40,000
- Customer Service System: ICC (Internet Call Center)
- 24 X 7 non-stop service

The Customer Service section includes three circular images showing customer service representatives working at their desks, equipped with multiple computer monitors and headsets.

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- From Where We Started
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 - Service Quality
 - **IPR Protection**
- Conclusion

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Emphasis of IPR Protection

Application for:

- Trademark of the services/products
- Patent of computer software related invention
- Patent of business method
- Domain name

Gathering and keeping of R&D materials for:

- Copyright
- Trade secret
- Know how

40

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IPR Protection in ASP

- **Internal audited process flow** to control IPR
- **Incentives** to encourage IPR application
 - Award, bonus
 - Leadership in the project of self-developed product
- Prudent use of **self-government** under the private law and **freedom of contract**
 - In licensing, distribution arrangement
 - Partnership, strategic alliance
 - Cross border services

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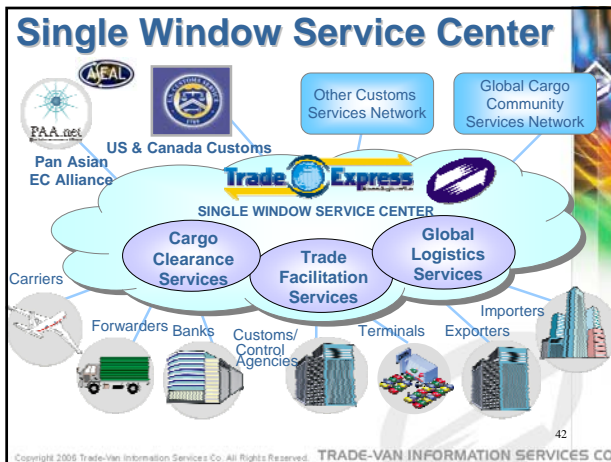
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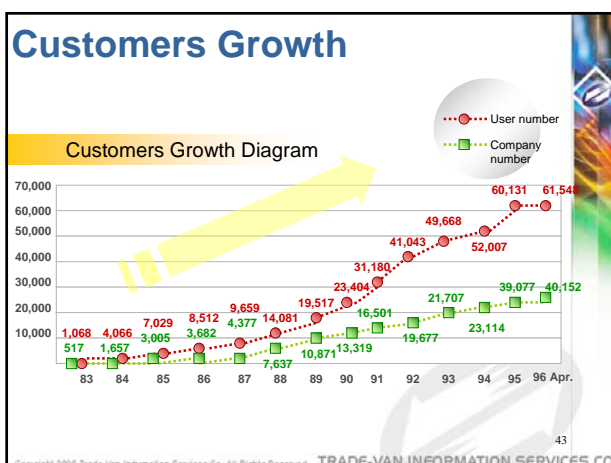


Thank You!

Comment?

For further information, kindly contact
alicia.say@tradevan.com.tw 886 2 3789 5762

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**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

**Paper
Readiness of the public sector for
implementing paperless trade
in Viet Nam**

Readiness of the public sector for implementing paperless trade in Vietnam

*APEC symposium on Paperless Trading
Capacity Building and IPR Protection*

Role of the public sector

- **Regulator:** create enabling policy and legal framework
- **Facilitator:** provide public services and support activities to promote paperless trade
- **Leader:** act as role model in implementing paperless trade

Contents

- Role of the public sector in promoting paperless trade
- Current status of online public services
- Cases of public services to facilitate paperless trade

Policy and Legal Framework

- The Master Plan for E-commerce Development in the 2006-2010 period
- Electronic Transaction Law
 - E-commerce Decree
 - Decree on Digital Signatures and CA Services
 - Decree on E-transactions in Financial Activities
 - Decree on E-transactions in Banking Activities
- Civil Code
- Commercial Law
- Customs Law, Accounting Law
- Sub-laws, regulations

Role of the public sector in promoting paperless trade

FOR MORE INFO...

Vietnam E-commerce Report 2004, 2005, 2006 on
www.mof.gov.vn

Support activities

- Awareness raising and training
- Social movement: Vietnam E-commerce Association (Vecom) to align businesses in implementing e-commerce
- National E-commerce Portal
- International cooperation

Public services

- Information disclosure on Government agencies' website
- Trade-related public services (C/O, special license, garments export visa, etc)
- E- customs
- E-tax
- Online business registration (e-licensing)

Development of e-Government

- Current status:
 - All ministries and 52/64 provinces have websites, most of which were up and running since 2004
 - Some websites offer basic online services (access to business information, application form download, etc)
 - Lack of synchronized information system and database for all agencies in the Government -> duplicate resources and fragmented communication
- E-Government goal in the Strategy for ICT Development towards year 2010
 - 100% Gov. agencies have websites with comprehensive information about their respective area of management, policies and regulations, administrative procedures, investment projects and procurement plans
 - Some procedures of application, registration and licensing services are provided online via the information systems of government agencies at the municipal and provincial level

Implementing paperless trade: online bidding for public procurement



E-Readiness Ranks of Ministries

No	Ministry	Technical Infrastructure	Human Resources	ICT application	Organization and policy	ICT Index
1	Ministry of Trade	0,7201	0,3942	0,6519	0,8333	0,8183
2	Ministry of Posts and Telecommunications	0,6978	0,6703	0,4402	0,6667	0,6059
3	Ministry of Finance	0,3787	0,5991	0,6264	1,0000	0,5217
4	Ministry of Transport	0,4927	0,3736	0,5186	0,1667	0,4680
5	Ministry of Home Affairs	0,4830	0,5240	0,3906	0,8333	0,4662
6	State Bank of Vietnam	0,4013	0,3443	0,6233	0,8333	0,4639
7	Ministry of Justice	0,5278	0,3490	0,4226	0,6667	0,4493
8	Vietnam National Administration of Tourism	0,4885	0,3877	0,4040	0,5833	0,4361
9	Ministry of Construction	0,5634	0,2586	0,3954	1,0000	0,4351
10	Ministry of Health	0,6170	0,0038	0,5211	1,0000	0,4339

Current status of online public services

FOR MORE INFO...

Vietnam E-commerce Report 2004, 2005, 2006 on
www.mof.gov.vn

E-Readiness Ranks of Ministries

No	Ministry	Technical Infrastructure	Human Resources	ICT application	Organization and policy	ICT Index
11	Ministry of Culture and Information	0,6038	0,2663	0,3461	0,2500	0,4303
12	National Institute for Science and Technology	0,5209	0,1409	0,5165	1,0000	0,4278
13	Ministry of Planning and Investment	0,4924	0,5366	0,1978	0,2500	0,4044
14	Ministry of Natural Resources & Environment	0,4703	0,3036	0,3536	0,5000	0,3900
15	Vietnam Television	0,4662	0,4276	0,1274	1,0000	0,3500
16	Ministry of Science and Technology	0,4270	0,4108	0,2086	0,1667	0,3486
17	Ministry of Foreign Affairs	0,3414	0,1675	0,4613	0,3333	0,3367
18	General Statistics Office	0,3505	0,2783	0,3529	0,6667	0,3360
19	Voice of Vietnam Radio	0,3046	0,2947	0,3610	0,5000	0,3224
20	Ministry of Industry	0,3994	0,3514	0,1839	0,6667	0,3189

Online public services

• Disclosure of public service procedures on websites: 10 agencies

No.	Ministry / Agency	Public services
1	Ministry of Trade www.mot.gov.vn	- Procedures of granting permits and certificates
2	Ministry of Industry www.mot.gov.vn	- Procedures of granting permits and certificates
3	Ministry of Foreign Affairs www.mofa.gov.vn	- Consular and protocol procedures - Application forms
4	General Department of Taxation www.gdt.gov.vn	- Tax payment procedures - Tax invoice forms

• Online provision of public services: 3 agencies

Cases of public services to facilitate paperless trade

FOR MORE INFO...

Vietnam E-commerce Report 2004, 2005, 2006 on
www.mot.gov.vn

E-Readiness Ranks of Localities

No	Cities/ Provinces	Technical Infrastructure	Human Resources	ICT application	ICT business	Organization and policy	ICT Index
1	HCM City	0,5671	0,4883	0,2994	0,8252	0,6667	0,5500
2	Hanoi	0,6235	0,6028	0,1958	0,6095	0,6667	0,5444
3	Da Nang	0,5740	0,4145	0,1364	0,2737	0,8889	0,4144
4	Can Tho	0,4094	0,4161	0,5827	0,0553	0,7778	0,3954
5	Ba Ria – Vung Tau	0,3692	0,3656	0,5734	0,1425	0,8889	0,3880
6	Khanh Hoa	0,2693	0,5165	0,4695	0,1454	0,8889	0,3846
7	Dong Nai	0,3060	0,5052	0,5550	0,1863	0,0000	0,3699
8	Lam Dong	0,2224	0,4330	0,4070	0,1993	0,6667	0,3337
9	Quang Ninh	0,2710	0,2867	0,2621	0,5000	0,5556	0,3297
10	Quang Binh	0,1710	0,3022	0,2348	0,4327	0,8889	0,3035

Electronic Certificate of Origin (eCoSys)

• Ministry of Trade:

- To formulate and promulgate legal texts governing issues related to origin of goods
- To administer C/O issuance for export goods
- To conduct negotiations regarding Rules of Origin with foreign institutions

• Decision 0519/QĐ-BTM, 21 March 2006, approving the Plan for Implementing electronic Certificate of Origin

• Goals:

- Establish a single system and database for managing C/O issuance nationwide -> improve state management
- Streamline the process of C/O issuance -> time saving and cost efficiency for enterprises
- Speed up administrative reform regarding public service -> prerequisite for implementing paperless procedures in MOT

Online public services

• Disclosure of public service procedures on websites

- 35 provinces/cities disclose on their websites information about public service procedures, required documents, agencies in charge, processing time and fees, etc
- Hanoi and HCM City's websites allow online lookup of application's status

• Online provision of public services: 3 localities (Hanoi, HCM City, Da Nang)

- Business Registration
- Construction License (for private home construction)
- Customs Declaration

Phased implementation of eCoSys

• Phase 1: set up a single database and centralized managerial information system for C/O issuance

• Phase 2: issue electronic C/O on a pilot scale:

- prestigious enterprises with high and stable export turnover
- some preferential forms

• Phase 3: roll-out implementation:

- online application and C/O issuance (C/O can be printed by enterprises and transmitted directly to import country)
- nationwide implemented (in all local export-import administration units and industrial/export zones)



Completed tasks

- eCoSys software phase 1: <http://ecosys.mot.gov.vn>
- Certification system (MOT-CA) for the generation and authentication of digital signatures in eCoSys
- The sub-system for managing C/O form A (footwear exported to EU), connecting MOT and local export-import administration units
- EDI standard (XML) for electronic data interchange between MOT and VCCI

E-customs in HCM City

- HCM City Customs Department: implemented pilot e-Customs procedures since 4/10/2005
- Achievements after one year:
 - 12,953 customs declaration forms processed (10,294 for import; 2,659 for export)
 - USD 1.13 billion turnover
 - 92 enterprises selected to participate in e-Customs procedures
 - VND 1,219 billion tax collected
 - Average clearance time:
 - 5-10 minutes for "green current" goods
 - 20-30 minutes for "yellow current" goods
 - 1-2 hours for "red current" goods
- average time saving: 4-8 hours per lot of goods

Current work

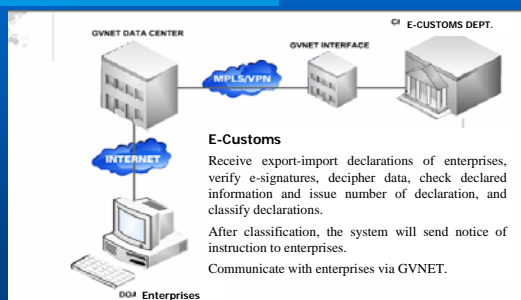
- eCoSys software phase 2, including the back-office segment run on www.mot.gov.vn (for management agencies) and the front-end segment run on www.ecvn.com (for end-users)
- Pilot launch of online forms that allow selected enterprises (gold members of ECVN) to fill in and submit online to the Ministry of Trade (with digital signature registered on MOT-CA)
- C/O is issued in paper
- Disclosure of information on C/O issuance (MOT and ECVN websites) for online tracking by enterprises

Initial achievements (cont)

Indicators	Value
Growth in volume of declarations	10%
Average growth of export-import turnover	11.5%
Percentage of enterprises participating in e-customs procedures	11%
Average tax contribution for State Budget	VND 100 billion/month
Average number of declaration forms submitted	50 per day

Source: <http://www.customs.gov.vn/Default.aspx?tabid=1&mid=520&ItemID=2784>

E-Customs



Some drawbacks

- Participation of enterprises
 - High requirements of eligibility
 - Enterprises' technical infrastructure
 - Low awareness (and skills)
- Category of goods subject to e-customs clearance: limited
- Scale of implementation: narrow
- E-customs procedures
 - yet to be completely paperless
 - yet to be seamless
 - Yet to be completely automated (in the back end)

Conclusions

Key issues to tackle:

- Policy and legal framework
 - Technical infrastructure
 - Awareness
 - Human resources (knowledge and skills)
 - Organizational and operational structure
- > Require overall reform of the administrative mechanism and vigorous efforts in capacity building
- > Hope to benefit from APEC paperless trade agenda

- Thank you !
- Questions and comments?

FOR MORE INFO...

Vietnam E-commerce Report 2004, 2005, 2006 on
www.mot.gov.vn



**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

Paper

Korea's National Single Window Platform for paperless trade and e-logistics



Korea's National Single Window Platform for paperless trade and e-logistics



August 14, 2007

Presented by **Dr. Yoon Say Jeong**
Secretary General
Korea Paperless Trade Center








1. What is National Single Window?



APEC Symposium On Paperless Trading Capacity Building And Intellectual Property Protection
People's Republic of China
September 2007



Paper
Korea's National Single Window Platform for paperless trade and e-logistics


Korea Paperless Trade Center




Single Window Definition

- **UN/CEFACT Recommendation 33**

A facility that allows parties involved in trade and transport to lodge standardized information and documents with a single entry point to fulfill all import, export and transit-related regulatory requirements.



6



Contents

1. Definition of National Single Window Trade Platform
2. Why Do We Need It?
3. Where Are We Now?
4. e-Trade Korea 2007 Project
5. Korea's e-logistics Services
6. Challenges ahead

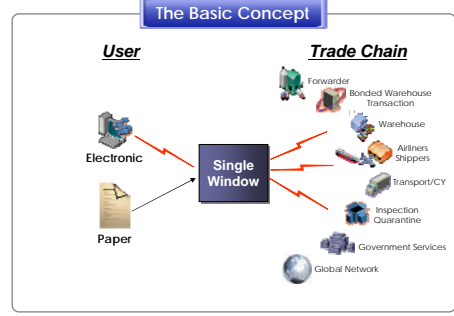



4




The Conceptual Model of Single Window

The Basic Concept





7



Benefits of Single Window

- Process innovation
- Cost reduction
- Time saving/ No delay
- No worries of losing documents
- Prevention of counterfeit
- Transparency of procedures

Trade - Korea's Life Line

Labor-intensive Products → Hi-tech Products

1961 (41M USD total)

1. Iron Ores
2. Tungsten
3. Raw Yarns
4. Coals
5. Cuttlefish
6. Live Fish
7. Graphite
8. Plywood
9. Rice
10. Swine Bristles

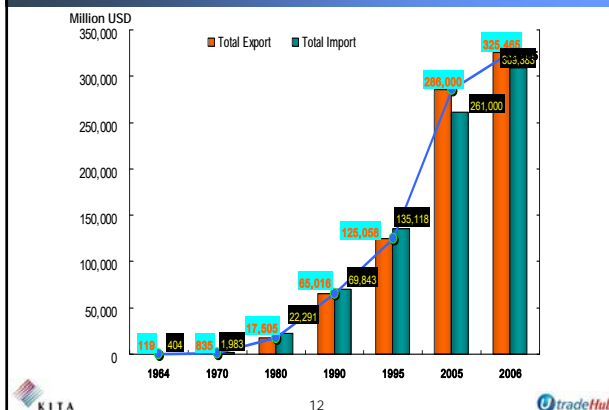
2005 (284B USD total)

1. Semiconductor
2. Automobile
3. Wireless com Apparatus
4. Computer
5. Vessel
6. Petroleum Products
7. Synthetic Resin
8. Steel Flat-rolled Products
9. Video Apparatus
10. Automobile Parts

Global Trends of Single Window

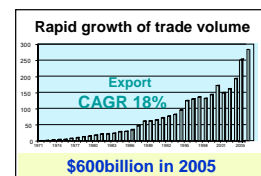
Countries	Summary
Singapore	<ul style="list-style-type: none"> • Organizer of global pathfinder projects (e-C/O) • TradeXchange project launched in 2007
HongKong	<ul style="list-style-type: none"> • DTTN Project of Tradelink and HKSAR * DTTN : Digital Trade and Transportation Network
Taiwan	<ul style="list-style-type: none"> • Total trade service by TradeVan (VAS provider) covering cargo clearance, global logistics, e-Commerce and etc • Efforts to integrate various services into SSO window
Japan	<ul style="list-style-type: none"> • Connection Portal linking various service providers and government agencies for total and integrated trade services

Korea's Trade Volume



2. Why Do We Need It?

International trade in Korea



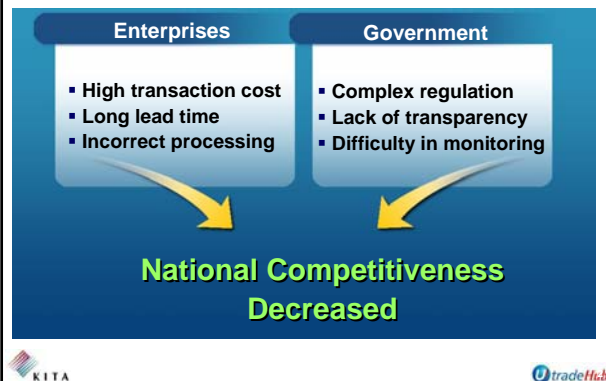
Bottleneck in trade process



Tons of trade documents



Problems of Paper Based Trade

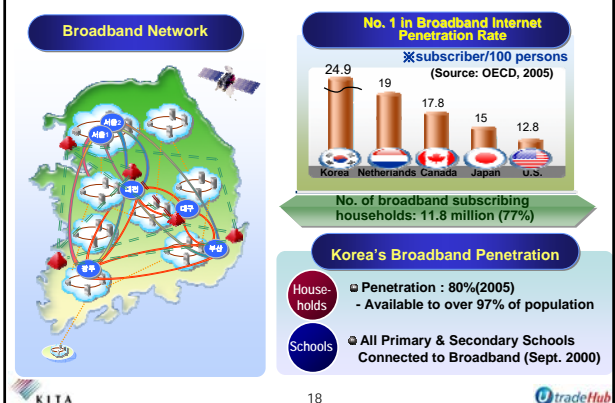


Korea's Single Window Model (u Trade Hub)



3. Where Are We Now?

IT Infrastructure of Korea



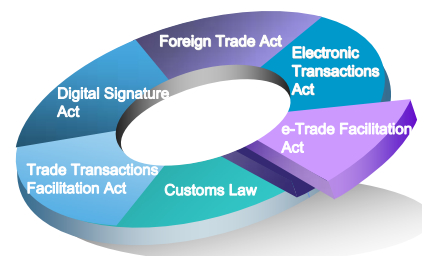
Korea's Status in Paperless Trade

The Development Level of APEC Economies



2005 APEC Symposium on the Assessment and Benchmark of Paperless Trading

Legal Infrastructure



In 1991, Enacted 'Trade Automation Act'

In 2005, Enacted 'e-Trade Facilitation Act'

Strong Leadership and PPP



A typical Working Group meeting held by KITA



Government - Bank Leaders meeting organized by KITA (JUN '05)

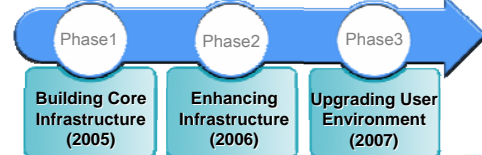
Vision

Vision

e-Trade KOREA, Innovation 2007
A leading e-Trade nation in the 21st century

- Every company can trade in the most economic and efficient way via the internet
- Simplify the process, higher productivity, deregulation
- Economic effects → Cut trade cost by US\$14.5 billion
→ Increase exports by US\$7.9 billion

3 Phases Plan



4. e-Trade Korea 2007 Project

Organization(Korea Paperless Trade Center)

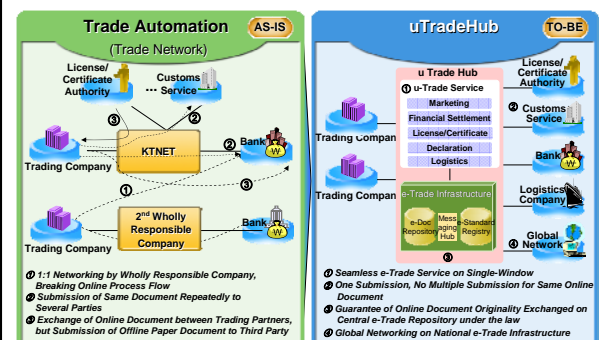
- **Foundation**
 - Founded in Jan. 2005 in KITA after BPR/ISP Project(Jun. 2004)
- **Role : Project Management Office**
 - Implementation of 33 tasks from 'e-Trade Korea 2007' roadmap
 - Secretariat of National e-Trade Committee



Milestones of Korea's Paperless Trade

- In 1989, Korean government initiated
 - "Comprehensive Trade Automation Plan"
- In 1991, Korea enacted "Trade Automation Act"
- In 1991, Korea Trade Network (KTNET) was established by KITA
- In 1992, Korea Customs Service designated KTNET as sole customs automation service provider
- In 1996, KTNET provided logistics service through MFCS
 - Korea realized a 100% electronic customs clearance system(VAN/EDI)
- In 2003, National e-Trade Committee was established (Chair :PM)
- In 2004, BPR/ISP for e-Trade Process Innovation
- In 2005, enacted 'e-Trade Facilitation Act'
 - 'e-LC service' launched for the 1st time in the world
- In 2006, e-Trade Service Project, 2nd Stage
- In 2007, 'uTradeHubTM' Launched

Principles of u Trade Hub

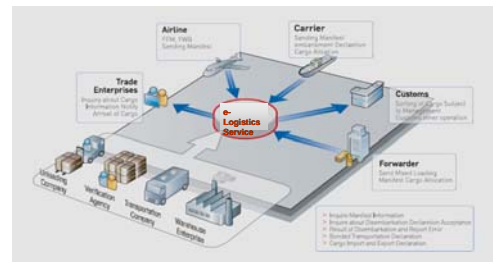


The uTradeHub Portal Site



26

eLogistics Service> Concept



- Web-based import /export related logistics management system
- Electronic data submission/sharing among traders, Customs, government agencies, transportation companies, warehouses and forwarders

29

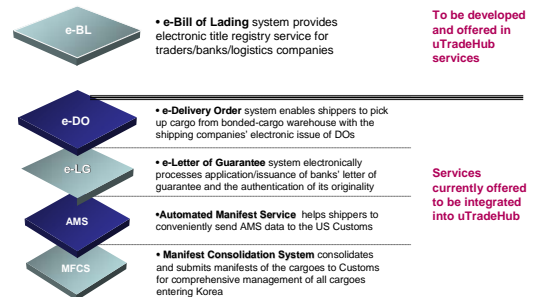
Ex) Export Contract Menu



27

eLogistics Service > Services Offered

- e-Logistics Services

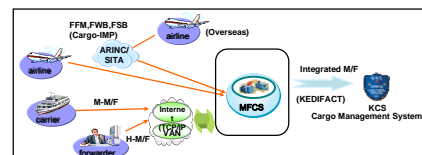


30

5. Korea's e-Logistics Services

eLogistics Service>MFCS

□ **Manifest Consolidation System (MFCS)** collects manifest information from air lines/ocean carriers/forwarders to consolidate and submit data to the Customs.

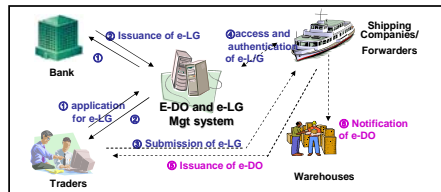


- **Functions:** automatic collection of manifest information, conversion of data into EDI documents, automating cargo allocation operation, offering cargo tracking/arrival notice/APIS (Advanced Passenger Information System)
- **Benefits**
 - Reducing cost of managing/distributing documents related to arrival and departure of ships, loading/unloading of cargo
 - Increasing effectiveness/correctness of cargo related information

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eLogistics Service>e-DO/e-LG

- *e-DO and e-LG service* provide traders with time and cost savings in pick-up imported cargo

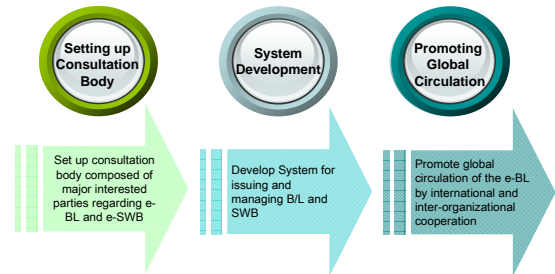


Benefits

- Saving time and cost by electronic application/issuance/notification of LG and DO
- Safe and transparent transactions free from forgery documents

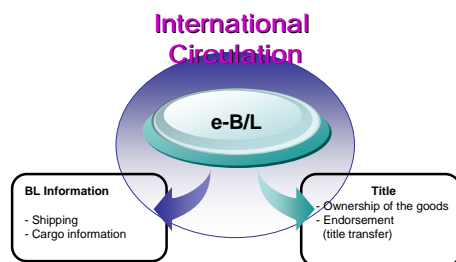
eLogistics Service>e-BL (Cont'd)

- Steps to Implement e-Bill of Lading System

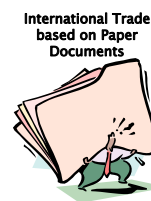


eLogistics Service>e-BL

- *e-Bill of Lading System* will be a final step of paperless trade and logistics services
- It will pave the way for e-Negotiation.

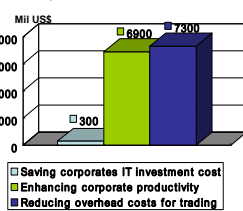


Projected Benefits of Paperless Trade



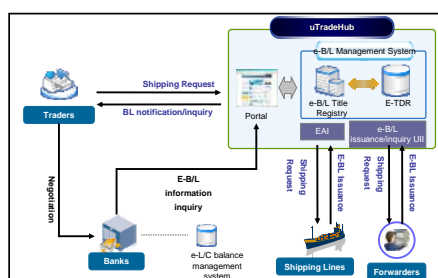
By
electronizing
trade process

[Projected Benefits for Korea]



eLogistics Service>e-BL (Cont'd)

- e-BL System Workflow



Critical Success Factors

- Legal Framework readiness
- Strong leadership by government
- Public & Private cooperation
 - Covers not only B2B but B2G, G2G
- Enough Budget
- IT infrastructure (Network, Hardware, Software)
- Adopting International standards and trends
- User-friendly system(Easy, Simple and Intuitive interface)
 - ex) My Trade™ at uTradeHub™
- Adopting State-of-the-Art Technology
 - BPM (Business Process Management)
 - Trusted Platform of reinforced security technology
 - Supporting industry SCM with Global visibility and RFID

6. Challenges Ahead

-Global Proliferation-

Multilateral Cooperation



APEC 2005 PPP Dialog



UN/CEFACT TBG Meeting



UN/CEFACT 2006 Forum



APEC 2005 Busan Summit

Connectivity to the global trade

- Best Practices & International Standard
 - ebXML
 - the UN Trade Data Elements Directory (UNTED)
 - UN EDIFACT
 - WCO Data Model etc.
- Hub to Hub connection among National SWs
 - Mutual Authentication
 - Pilot Projects for e-C/O, e-B/L etc
- Multilateral cooperation
 - APEC, UN, ASEM
 - Public and Private Cooperation



Korea's Initiatives as e-Trade Leader

On-Going Agenda

- e-C/O Pathfinder Project
 - Korea-Chinese Taipei
 - Korea-Singapore Customs

Upcoming Issues

- e-B/L Project
 - Connecting national SWs for title documents
 - APEC Initiative by Korea
 - Singapore's TradeXchange as a potential partner
 - Projected to share experience and system with CIECC
- E-Nego Project
 - China-Korea cooperation project to realize paperless trade

Expansion and proliferation of u-Trade



Thailand

Vietnam

Canada



China

Japan

Chinese-Taipei

Thank you !

Q&A



**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

**Paper
The Influence and Actions of APEC Intellectual Property
Protection on Paperless Trading Capacity Building**

A world map is shown in the background, overlaid with several vertical bands of color: red, orange, yellow, green, blue, and purple. The title text is centered over the map.

The Influence and Actions of APEC Intellectual Property Protection on Paperless Trading Capacity Building

August 2007
Beijing China

Zhicheng ZHANG
National IP Strategy Formulation Leading Group Office
Zhangzhicheng@sipo.gov.cn

The influence and actions of APEC intellectual property protection on paperless trading capacity building

- The relationship between intellectual property protection and paperless trading capacity building;
- The difficulties of intellectual property protection for developed economies in paperless trading capacity building;
- The difficulties of intellectual property protection for developing economies in paperless trading capacity building;
- Problems related with intellectual property protection for the economies and paperless trading capacity building;
- Major problems related with intellectual property protection that can affect the APEC paperless trading capacity building ;
- Suggestions for development .

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The relationship between intellectual property protection and paperless trading capacity building

- Concept and definition (1)

Paperless trading: the activities of trade data exchange that are conducted in electronic form. It refers to the various participants in the trade chain that have used the means of information technologies to realize the standard business data transmission and processing between the participants and the application systems, in order to complete the whole process of transaction for the trading activities.

[Source: APEC Assessment Report on Paperless Trading (2005)]

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The relationship between intellectual property protection and paperless trading capacity building

- Concept and definition (2)

Electronic commerce means information generated, sent, received or stored by electronic, optical or similar means including, but not limited to, electronic data interchange (EDI), electronic mail, telegram, telex or telecopy. It also includes the business activities undertaken by means of information interchange and storage that have used substitutes to replace paper.

[Source: UNCITRAL Model Law on Electronic Commerce]

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The relationship between intellectual property protection and paperless trading capacity building

- Concept and definition (3)

Electronic commerce: all activities related with products, promotion, marketing, sales, logistics and service that are undertaken by means of electronics.

[Source: WTO]

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The relationship between intellectual property protection and paperless trading capacity building

- Concept and definition (4)

Up till today, there is still no universally recognized definition to paperless trading. Out of the necessity of paperless trading research, based on the analysis and induction of the collected literature, defines it as:

“a significant instrument in the process of international trade that integrates the business behavior of trading partners with the accomplishment of government functions by way of information technology and standardized rules for the purpose of realizing the electronic data exchange (EDI) between the trade administration departments of the government, enterprises and value-adding service providers and thus stimulating trade development.”

[Source: APEC Research Report on Paperless Trading Capacity Building and Intellectual Property Protection (2007)]

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The relationship between intellectual property protection and paperless trading capacity building

■ Concept and definition – conclusion

Although paperless trading capacity building has market characteristics, in nature it is to allow all economies to undertake infrastructure construction in order to achieve easiness and freedom in trade and it is the ability building process for setting up a trade bridge between the public service in trade and the economies, which will be realized through digitalization. For this reason, the evaluation of the influence by intellectual property on paperless trading capacity construction should be based on the common interests and the public service ability construction instead of the consideration of business operation process and the profit distribution.

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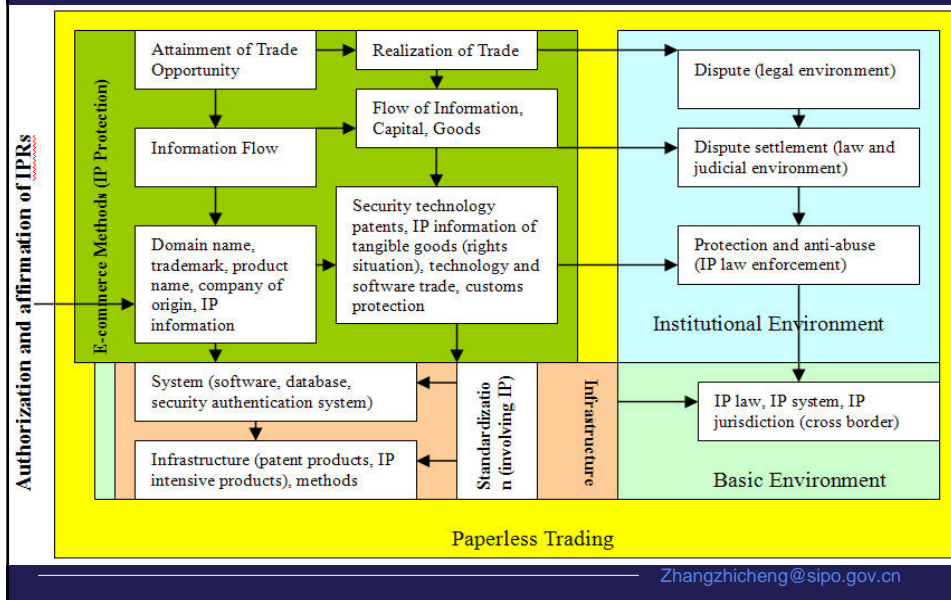
The relationship between intellectual property protection and paperless trading capacity building

■ Basics and conditions

- ★ Basic information technologies: network technologies, communication technologies, etc. ;
- ★ Assistive information technology: security technologies, electronic signature technologies, electronic certification technologies, electronic contract technologies, etc. ;
- ★ Commodities and commercial service identification system ;
- ★ Standardization system ;
- ★ Software and database.

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The relationship between intellectual property protection and paperless trading capacity building



The relationship between intellectual property protection and paperless trading capacity building

- The major influence of intellectual property protection on paperless trading capacity building
- ★ To paperless trading infrastructure construction ;
- ★ To the application of necessary paperless trading technologies ;
- ★ To the common will of the economies.

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The difficulties of intellectual property protection for developed economies in paperless trading capacity building

- General conditions:

The complete intellectual property system, rich IP resources and strong enforcement and management capabilities have provided sufficient guarantee to paperless trading capacity building.

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The difficulties of intellectual property protection for developed economies in paperless trading capacity building

- Major obstacles:

- ★ **Patents have created difficulties to the application of technologies ;**
- ★ **The business modes and patent protection have increased risks for business operation ;**
- ★ **Expensive intellectual property protection and application cost.**

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The difficulties of intellectual property protection for developed economies in paperless trading capacity building

■ Major obstacles :

- ★ Legal construction cannot meet the requirements of intellectual property protection for paperless trading ;
- ★ The new intellectual property has restricted the paperless trading capacity building ;
- ★ The expenses for purchasing intellectual property rights have negatively influenced the paperless trading capacity building ;
- ★ Intellectual property protection has technically confined paperless trading capacity building for developing economies.

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Problems related with intellectual property protection among the economies

- The standardization issues related with intellectual property have delayed the process of paperless trading ;
- The difference of creative abilities have caused the different profit earnings for various economies in the process of paperless trading and have affected the political wills of the economies;
- The truthfulness of trading messages cannot be really guaranteed ;
- The territoriality of intellectual property protection and the cross-border characteristics of paperless trading will lead to disputes in administration ;
- There are no effective coordinative system and development frame for intellectual property related with paperless trading.

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Major issues related with intellectual property protection that can affect the APEC paperless trading capacity building

- **Governmental ability**
- **Trading platform**
- **Technical support**
- **Participation system**

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Development Vision

Realize the coordinated development of capacity building and intellectual property protection!

- ★ **Strengthen intellectual property protection for the developing economy according to needs ;**
- ★ **Increase the sharing space for intellectual property related with paperless trading ;**
- ★ **Use adaptive policies to promote the construction of public service system ;**
- ★ **Increase coordinative ability related with intellectual property policies.**

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August 2007
Beijing China

Zhangzhicheng@sipo.gov.cn



**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

**Paper
Overview of Australia's IP system**

APEC Symposium on Paperless Trading Capacity Building and IPR Protection

Overview of Australia's IP system

Ian Macintosh



2

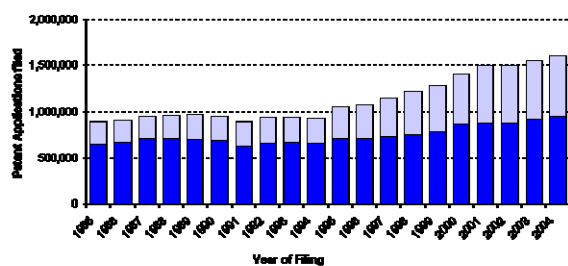
Australia's IP Policy Framework

- Enhanced trade and investment;
- Technological development
- Internationally competitive enterprises
- Effective commercialisation of inventions and innovations
- Social and cultural development; and
- Secure international reputation for exports.



4

Worldwide Patent Filings

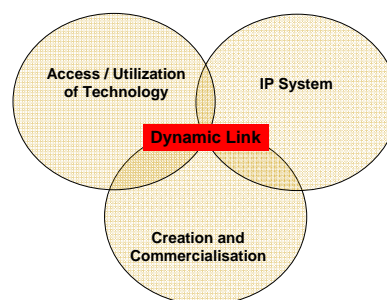


Source: WIPO Statistics Database



3

Key Challenges for Policy Makers



5

Administration of IP in Australia

- IP Australia:
 - Patents, trademarks, designs, plant breeders rights (*over 100yrs old, one of 14 PCT ISA/IPEAs, provides patent services to other countries*)
- Attorney-General's Dep't:
 - Copyright
- Dep't Foreign Affairs & Trade:
 - Trade issues related to IPRs



6

IP Australia's Vision

One Application, One Search,
One Examination

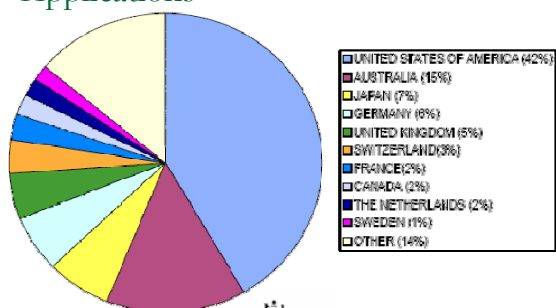
Internationally Recognised

Office of Choice



8

Country of Origin of Australian Patent Applications



7

IP Australia – meeting the challenges

- Utilising modern technology and business processes
- Development of people skills
- Quality improvements to administration systems



9

E-Business @ IP Australia

E-Business initiatives

- E-filing
- Free on-line services
- Digital libraries and databases
- B2B solutions



10

Focus on Quality

- Quality framework
- Ensuring appropriate resources
- Documentation of practices
- PCT Quality standards
- Feedback –
 - continuous improvement
 - Alignment of products and service
 - Improving applications



12

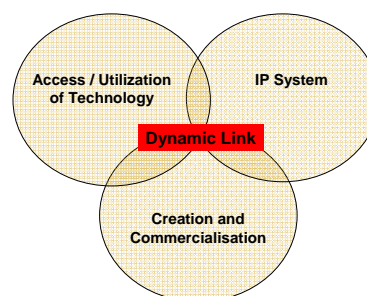
Supporting People Skills

- Investment in People
- Access to modern searching tools
- Flexible work arrangements



11

Key Challenges for Policy Makers



13

Thank you



**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

**Paper
New Development of Intellectual Property Protection in
China**

New Development of Intellectual Property Protection in China

Li Shunde

Researcher and Doctoral Advisor
Institute of Law, Chinese Academy of Social Sciences

- **I. The release and implementation of Regulations on Protecting the Right of Propagation through Information Network**
- (It was passed on May 10, 2006, released on May 18, 2006 and implemented on July 1, 2007)
- **1. Standardize the protection of the right for information dissemination through network**
- Anyone who wishes to provide works of the owner to the public through the information network shall be approved by the owner and make the necessary payment unless specifically defined by law and regulations.

- **I. The release and implementation of Regulations on Protecting the Right of Propagation through Information Network**
- **II. Further lower the threshold of criminal liabilities in intellectual property rights to reinforce the criminal remedy**
- **III. Join WCT and WPPT**

- **2. Standardize the protection of the technical measures taken by the owner for protecting the right of dissemination through the information network**
- It is forbidden to manufacture, import or provide to the public any systems or parts that are used for evading or destroying the technical measures or to provide services in evading or destroying the technical measures.
- **3. Standardize the protection of the right of managing electronic information**
- It is forbidden to provide works for which it is known or should be known that the right of electronic information management has been deleted or changed without authorization of the owner.

- **4. Establish simple procedures of “notify and delete” in handling infringement disputes**

- In case the owner believes any works on the network have infringed its right or have deleted or changed the right management electronic information, it can require the network service provider in written form to delete the works or disconnect linkage with the works. The network service provider, upon receipt of the notice from the owner, shall immediately delete the works or disconnect linkage with the works that are suspected of infringing rights and shall notify the client. In case the client believes the works have not infringed the rights of others and has requested in written form to recover, the network service provider shall immediately recover the deleted works and restore the linkage to the works. The owner who has misused the notice and has caused any losses to the client shall bear the compensation expenses.

- (2) Statutory license

- For the purposes of implementing the nine-year compulsory education or any state education plan via the information network, it is allowed to use extracts, short writings, music works, single art work or photographic works of the copyright owner for preparing teaching materials, which will be provided to registered students by statutory educational departments via the information network. However, remuneration should be paid.
- In case a network service provider need to provide to the public any works that have been published by a Chinese citizen, proprietor or organization which are related with poverty relief or any works that meet the basic cultural demand for poverty-relief purposes, it should consult with the copyright owner by means of announcements and pay the necessary remuneration. However, it shall not directly or indirectly gain profit from it.

- **5. Clarify the reasonable restraint on the right of communication via information network**

- (1) Reasonable use
- To reasonably extend the reasonable use of works to the network environment as stipulated by the Copyright Law, the provision of works of the owner via the information network for purposes of classroom teaching and governmental use will require no permission from or payment to the owner.
- With regard to the works that are damaged, damaged or the storage format is outdated, which have been legally digitalized, the libraries and archives can provide such works to their clients via the information network.

- **6. Clarify exemption conditions for the network service provider**

1. A network service provider that provides automatic connection service and automatic transmission service, as long as it has provided the services in compliance with commands of the clients without changing the transmitted works or transmitting the works to unauthorized parties, it shall not bear any liabilities related with compensation.
2. In case a network service provider has used automatic storage information to provide service to the clients for the purpose of increasing the network transmission efficiency, it shall not bear any liabilities related with compensation as long as it has not changed the stored works, has not affected the monitoring of the use of the works by the client's website and has processed according the disposal of the works by the client website.

3. A network provider that only provides services of information storage space shall not bear any liabilities related with compensation as long as it has specified it only provides service, will not change the stored works, does not know or should know the works are infringing products, has not earned profit from such infringement and has immediately deleted the infringing works upon receiving written notice from the copyright owner.
4. A network provider that only provides services of searching and linkage shall not bear any liabilities related with compensation as long as it has immediately disconnected linkage with the infringing works upon receiving written notice from the copyright owner. However, it will bear the liabilities of infringement if it continues linkage with the works when it knows or should know they are infringing works.

1. It has further reduced the standard for constituting the crime of copyright infringement:

- It has reduced the standards of crimes related with copyright infringement from the total volume of 1000 pieces to 500 pieces with regard to the copy and distribution of writings, music, movies, TV programs, video works, computer software and other works without permission of the copyright owner.

• **II. Further lower the threshold of criminal liabilities in intellectual property rights to reinforce the criminal remedy**

- On April 4, 2007, the No. 1422 conference of the judicial committee of the Supreme People's Court and the No.75 conference of the 10th the procuratorial committee of the Supreme People's Procuratorate have passed the Provisions of the Supreme People's Procuratorate and the Supreme People's Court on Relevant Issues Regarding the Processing of Criminal Cases Related with the Infringement of Intellectual Property Rights (2), which was released and implemented on April 5, 2007. It has further revised and supplemented the standards of criminal liabilities related with copyright infringement.

2. It has revised and reduced the standards of "other serious circumstances" and "other especially serious circumstances":

- It has reduced the standards of other serious circumstances related with crimes of copyright infringement from the total volume of 1000 pieces to 500 pieces with regard to the copy and distribution of writings, music, movies, TV programs, video works, computer software and other works without permission of the copyright owner.
- It has reduced the standards of other especially serious circumstances related with crimes of copyright infringement from the volume of 5000 pieces to 2500 pieces of copy products.

- 3. It has clearly defined the meaning of "copy distribution" crime of copyright infringement which includes copy, distribution and the conduct combining copy and distribution. The holder of infringing products who promotes infringing products through advertising and soliciting subscription will be regarded as "distribution".
- 4. It has standardized the application of charges against crimes related with copyright infringement which has clearly defined the illegal publication, copyright and distribution of the works of others will constitute crimes and are subject to penalties according to the criminal rules on copyright infringement.
- 5. It has clearly defined the standards of condemnation and sentence for entities and individuals. An entity that has committed crimes related with the infringement of intellectual property as stipulated from Article 213 to Article 219 of the Criminal Law will be punished according to the standards of condemnation and sentence for individuals as stipulated in the Provisions released in 2004 and the New Provisions.

- 7. It has stipulated the rules of public prosecution and private prosecution for criminal cases related with intellectual property which has truly protected the rights of the victim in criminal private prosecution. It has defined that the people's court shall accept according to law any criminal cases related with infringement of intellectual property for which the victim has evidence to prove and has appealed to the people's court. With regard to any criminal cases that seriously undermine social order and the interests of the state, the people's procuratorate will initiate public prosecution according to law.
- 8. It has defined the circumstances of crimes related with infringement of intellectual property which are applicable to probation. The criminals related with the infringement of intellectual property which meet probationary conditions are subject to probation. The following four circumstances are not applicable to probation: those who have again committed crimes related with infringement of intellectual property after they have received criminal or administrative penalties due to infringement of intellectual properties. Those who refuse to demonstrate repentance. Those who refuse to surrender the illegal gains. Other circumstances that are not suitable for probation.

- 6. It has defined the considerable increase of fine in addition to the application of principal penalty which for the first time has specified the standards of fine related with infringement of intellectual property. With regard to crimes related with infringement of intellectual property, the people's court will determine the fine by comprehensively considering the illegal gains, illegal business volume, losses that have been caused to the victim, social harmfulness, etc.. The fine will be at least the same amount and less than five times the amount of the illegal income, or will be above 50% and less than the same amount of the illegal sales volume.

III: Joining WCT and WPPT

- **WIPO Copyright Treaty (WCT) was signed in Geneva on December 20, 1996 and came into force on March 6, 2002. By December 2006, 62 countries have joined this treaty. China decided to join this treaty on December 29, 2006 and it joined this treaty on June 9, 2007.**
- **WIPO Performances and Phonograms Treaty (WPPT) was signed in Geneva on December 20, 1996 and came into force on May 20, 2002. China decided to join this treaty on December 29, 2006 and it joined this treaty on June 9, 2007.**

Thank you!

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**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

Paper
IP Cooperation and Enforcement

MEXICAN INSTITUTE OF INDUSTRIAL PROPERTY (IMPI)

“IP COOPERATION & ENFORCEMENT”

Gilda González
Director of Intellectual Property Protection
August 15, 2007



IPR-ENFORCEMENT MEXICO

IMPI

- ❖ The **Mexican Institute of Industrial Property (IMPI)** is the administrative authority in industrial property matters.
- ❖ Is a decentralized body with legal personality and its own budget which have various objectives. Created by Presidential Decree in 1993.
- ❖ Besides from being a registration authority dedicated to the granting of patents and trademarks registrations, IMPI is also responsible for imposing sanctions to the illegal use of this rights, and to declare the cancellation or annulment when a third party files a suit because he is being affected due to a new granting or registration.



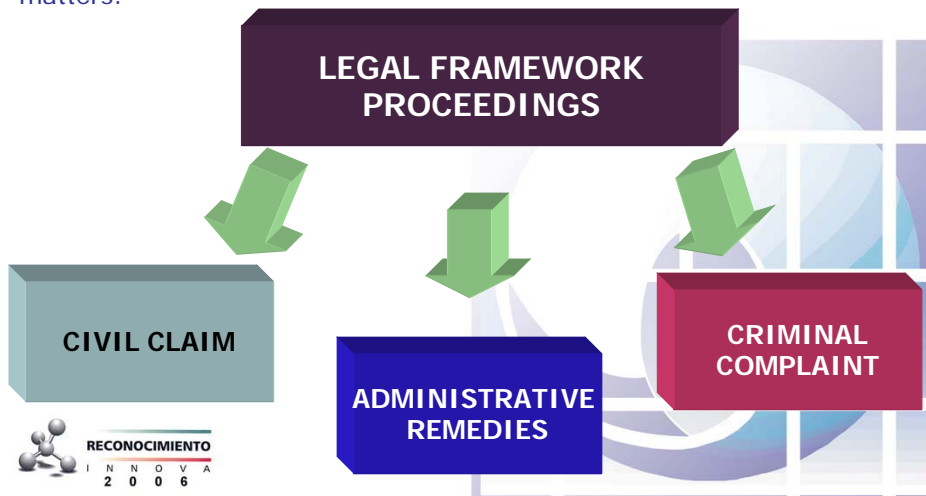
INTERNATIONAL LEGAL FRAMEWORK

- ❖ TRIPS Agreement
- ❖ 16 Multilateral Treaties And Conventions administered by WIPO
 - 9 Industrial property
 - ❖ 7 Copyright and related rights
- ❖ UPOV Convention
- ❖ 12 Free Trade Agreements that include chapters or provisions regarding IP Rights



IPR-ENFORCEMENT MEXICO

The legal framework in Mexico prevents the following **proceedings** in different matters:



Security and Prosperity Partnership (SPP)



2a Reunión Trilateral de la Alianza para la Seguridad y la Prosperidad de América del Norte (ASPAN)

2nd Trilateral Meeting of Security and Prosperity Partnership (SPP)

June/Junio 25-26, 2007 Cancún, Quintana Roo



Background

- In 2006, the three leaders agreed on an initiative for North America region.

SPP on IPR

- Partnership among NAFTA members in cooperation to fighting against IPR infringements.
- 3 main topics:
 - i) Detection and deterrence
 - ii) Public Awareness
 - iii) Measurement

ACTIONS TAKEN BY MEXICO

IP Cooperation

1. SPP
2. Public Awareness



IP Enforcement

- Legal actions
1. Civil procedures
 2. Administrative procedures
 3. Agreements between government and private sector.

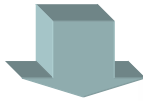
Web pages

Mailbox to report Piracy
Pirateria.gob.mx



Why public awareness?

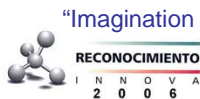
To many people IP remains an obscure legal concept of little relevance to everyday life.



Intellectual Property is the property derived from creations made by the human mind. *We need to protect it.*

Public awareness...

- To promote and enhance IPR protection as a power tool for economic development and wealth creation.
- To make people become aware of IPR enforcement.



"Imagination is more important than knowledge"

Albert Einstein



IP COOPERATION



Public awareness:

- People in Mexico is not conscious on IPR enforcement.
- Mexico has initiated several public awareness campaigns.



CAMPAIGNS



- Children against piracy
- What are you teaching to your children?
- Guardians of music
- The change starts with an idea... that can be yours
- Integrating a Legal Mexico
- Think about it!
- Cleaning Home



Pirateria.gov.mx

- Development of the web page carried out by Attorney's General Office (PGR), General Customs Administration (AGA) and IMPI.

- Information regarding piracy.
- News
- Laws
- Citizen Opinion



PRIVATE-PUBLIC RELATIONSHIPS

- Mexico will publish resolutions with a deterrent objective
- Mexican government is negotiating agreements with private organizations
- On May 28, 2007: started verifying “cybercafés” and its downloading actions to prevent and to stop this illegal activity.



PRIVATE-PUBLIC RELATIONSHIPS

❖ June 2006, National Anti-piracy Agreement

- Federal, Estatal & Municipal Authorities
- Private-Public relation
- Involved all Federal Agencies



❖ Inter-institutional IPR Committee

- Monthly meetings
- Activities reported by the sub-committees
- Next steps



6 NACIONAL REFORMA - Miércoles 4 de Abril del 2006



Agentes de la PGR descubrieron 8 millones 196 mil cigarrillos piratas empaquetados con la leyenda Marlboro

Incauta la PGR cigarros piratas

► Detectan en contenedor en puerto de Manzanillo 409 mil 800 cajetillas que provenían de China

Ubican 858 balas 57x28
En el arsenal decomisado por elementos de la Policía Federal

RECONOCIMIENTOS
I N N O V
2 0 0 6

Decomisan 64 toneladas de artículos 'pirata' en Tepito

Miguel Ángel Serrano y Silvia Otero

Un total de 64 toneladas de productos de origen asiático fueron decomisados por policías federales y capitalinos, durante un operativo sorpresa en el centro comercial Tepiplaza, en el transcurso de la madrugada de ayer.

En estas acciones participaron 250 elementos de la Procuraduría General de la República (PGR), pertenecientes a la Subprocuraduría de Delitos Federales, así como policías fiscales de la Secretaría de Hacienda y Crédito Público



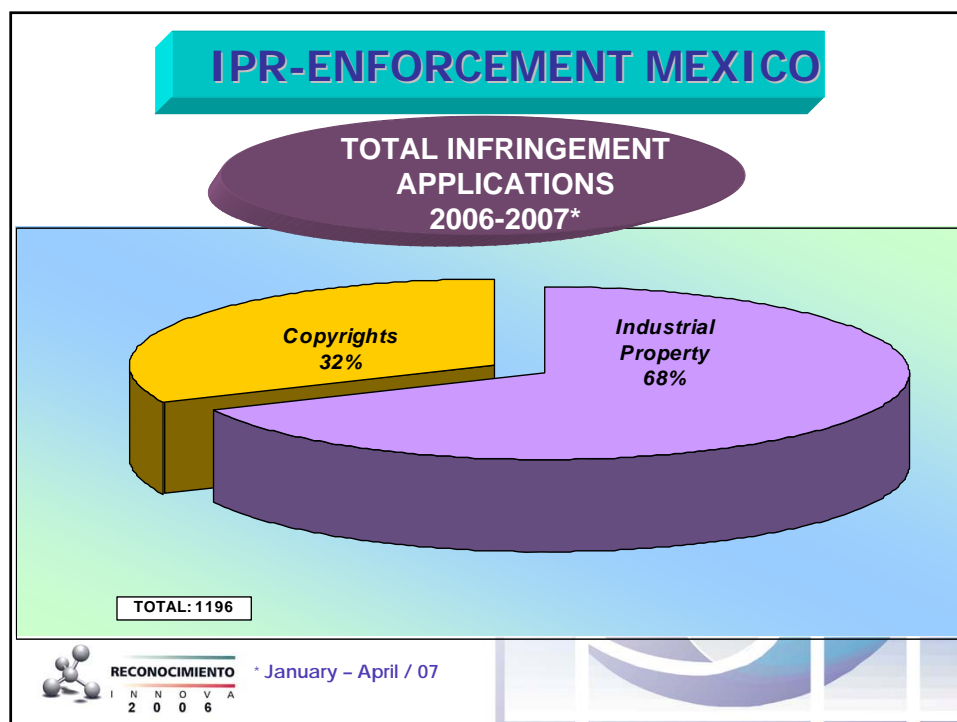
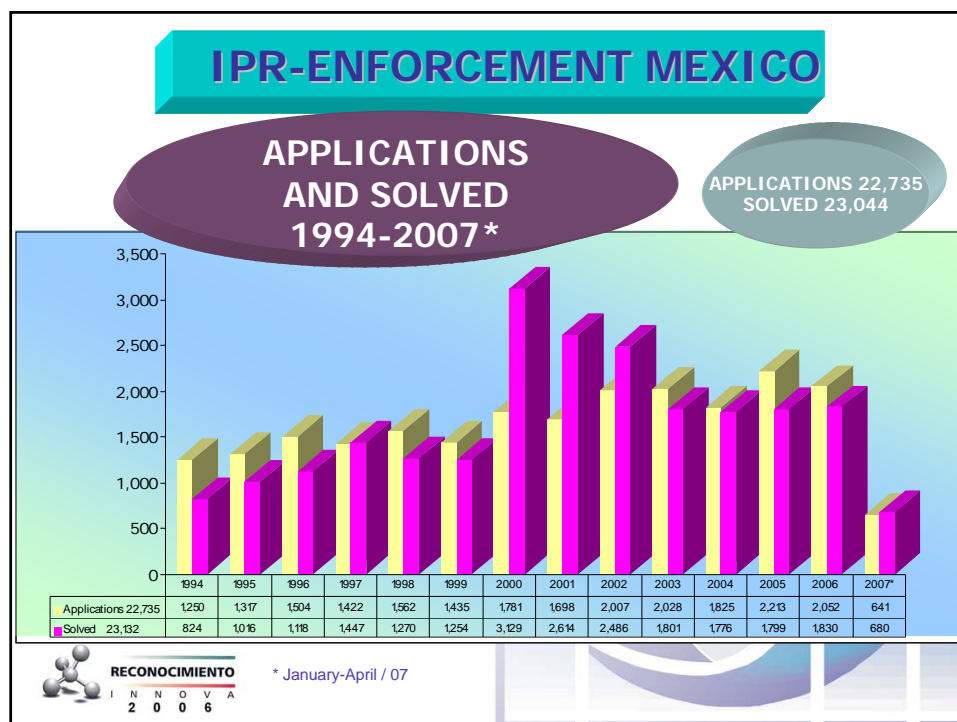
CATEO NOCTURNO El operativo tuvo una duración de cinco horas

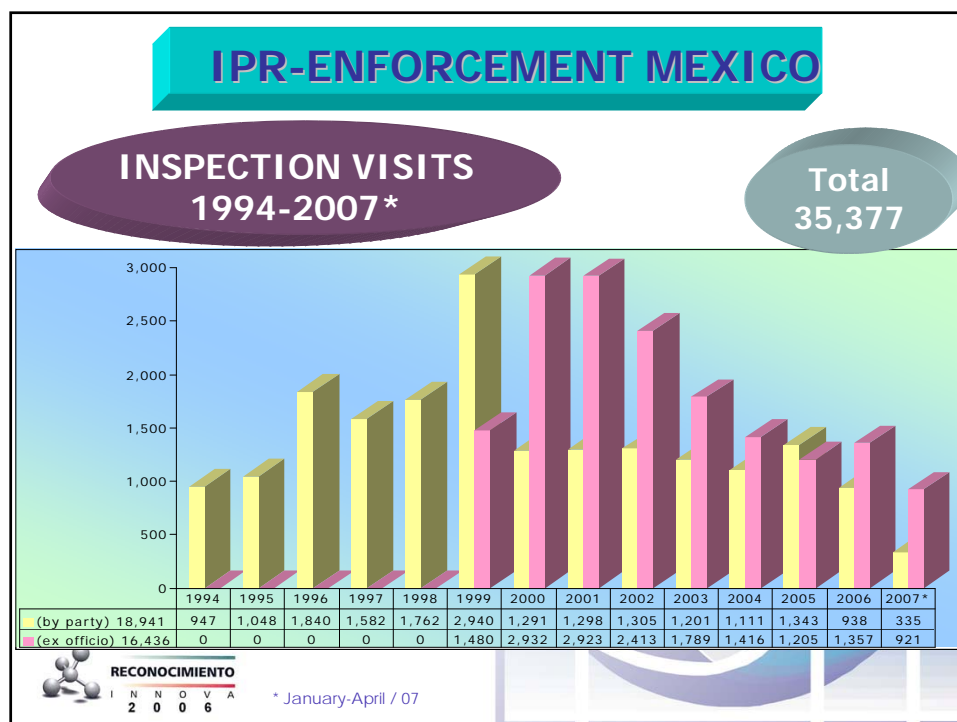
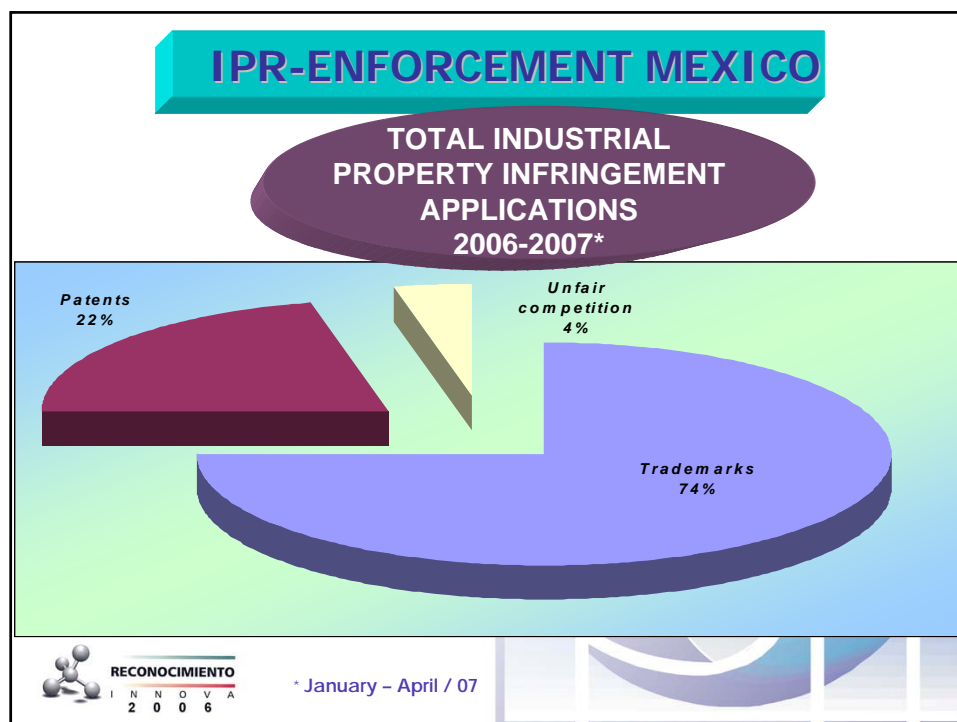
40 locales del centro comercial Tepiplaza fueron cateados

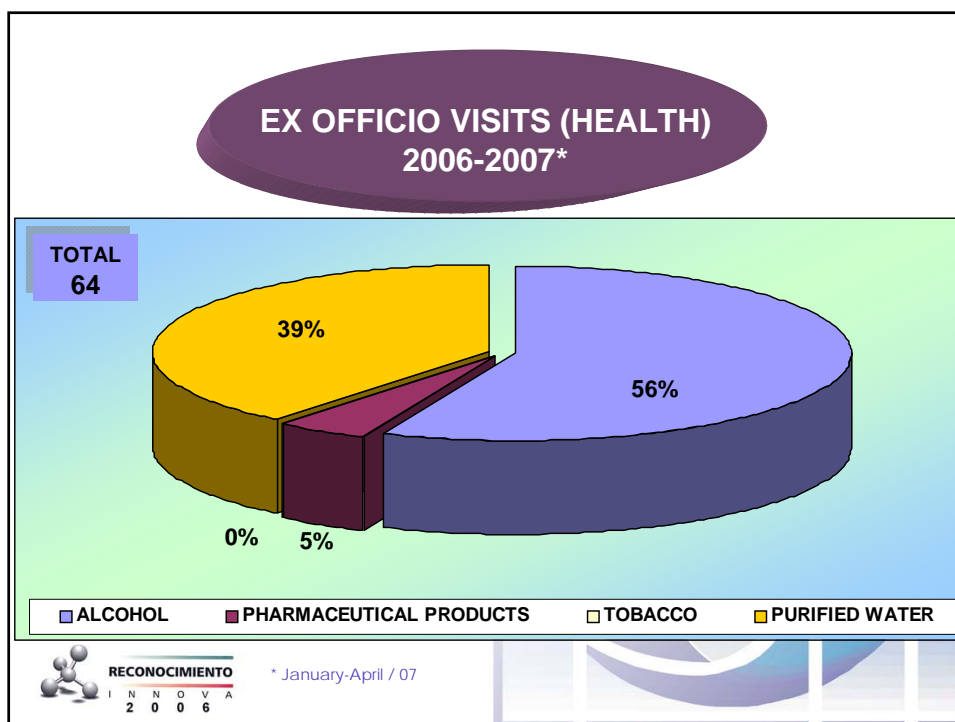
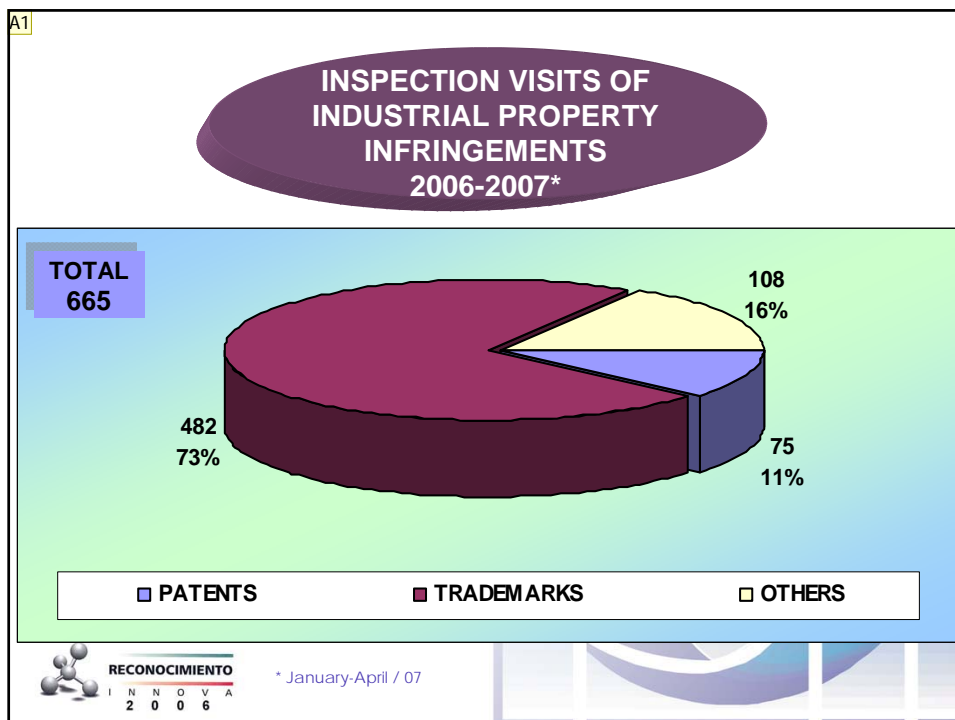
El operativo tuvo una duración de cinco horas y al menos tres camiones de carga con capacidad para 20 toneladas cada uno se encontraban repletos.

A través de un comunicado, la

FUENTE: BOGACI FI UNIVERSAL



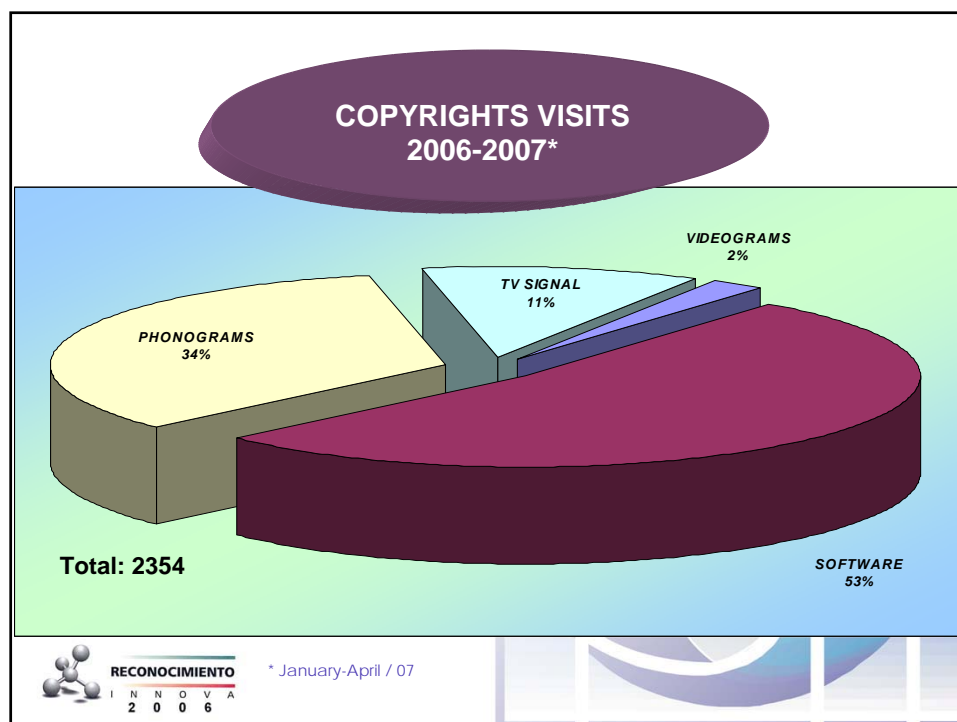
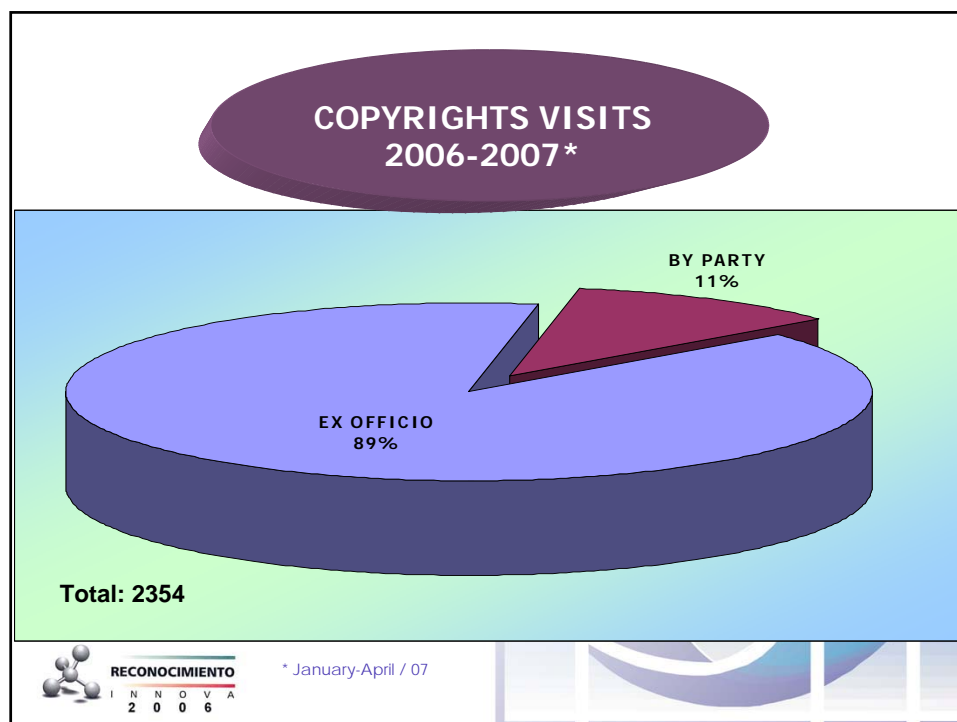




A1

Cámbiese: actualizar a abril 07

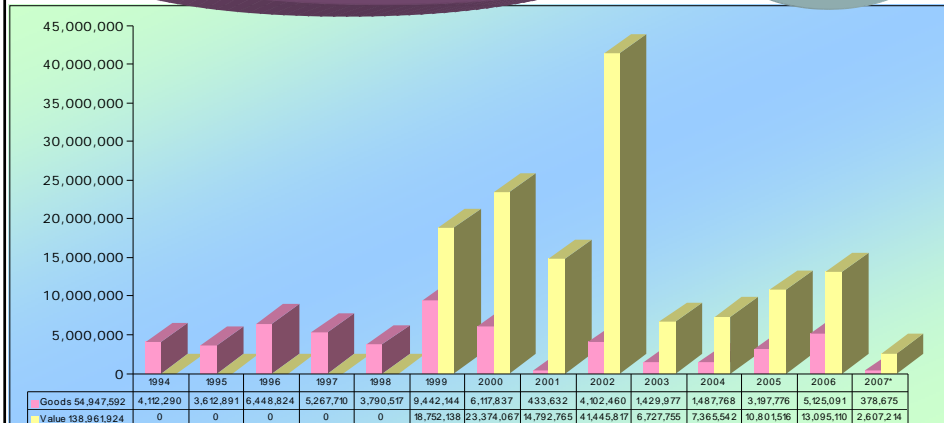
Archivom, 05/29/2007



IPR-ENFORCEMENT MEXICO

**SEIZED GOODS
1994-2007 ***

GOODS 54.947.592
VALUE 12.777.520
USD



RECONOCIMIENTO
I N N O V A
2 0 0 6

* January-April / 07

Thank you for your attention !

www.impi.gob.mx

Gilda González Carmona
ggonzalez@impi.gob.mx



RECONOCIMIENTO
I N N O V A
2 0 0 6



APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007

Paper
**THE PERUVIAN LEGAL FRAMEWORK AS SUPPORT
OF THE PAPER LESS CAPACITY BUILDING**

Successful Experiences in the Public Sector

THE PERUVIAN LEGAL FRAMEWORK AS SUPPORT OF THE PAPER LESS CAPACITY BUILDING

Successful Experiences in the Public Sector

María Victoria Navarro Crespo
Beijing, August 2007



Digital Microform - DM

- **Digital Microform:** Digitalized Image of a document saved in a physical media technically suitable through a computer or electromagnetic process with the object that the image can be saved, seen, read and reproduced in printed copies essentially the same as the original document.
- For the recognition of legal effects, the DM must fulfill formal and technical requirements.

5



Summary

1. Basic Concepts
2. Main Purposes of the Digital Microforms Legal System, Computer Law and its Principles
3. Peruvian Laws related with Digital Microforms
4. Official Infrastructure or Electronic Signatures
5. Peruvian Successful Experiences in the Public Sector
6. IT Legal Services and Software Made in Peru
7. Projects
8. Conclusions

3



Digital Microform - DM

- **Microrecording:** Technical Process to obtain microforms (paper – digital) or directly from computer media or produced by computer (digital-digital).
- **Microarchive:** Systematized group (index, search, retrieval and reproduction in exact copies) of the material elements of support or storage of the digital microforms .

6



1. Basic Concepts

4



Digital Signature

Electronic signature that uses an asymmetric cryptographic technique based in a unique pair of keys that associates a private key with a public key mathematically related; in a way that, the persons that know the public key can not derived from it the private key.

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2. Main Purposes of the Digital Microforms Legal System, Computer Law and its Principles

8



Computer Law and Digital Microforms

- One of the principal concerns of Computer Law has been how to create an electronic document with the same or more legal security than the traditional documents in paper.
- An efficient answer requires of the application of two principles:
 1. Principle of Functional Equivalency.
 2. Principle of Technological Neutrality.

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Main Purposes of the Digital Microforms Legal System

1. Replicate in the “virtual world” in the most reliable way the processes and common acts that take place in the “traditional or physical world”.
2. The Digital Microform must be used as “Proof” or “Evidence” causing in the Judges or Administrative Authorities the same or more legal conviction than the traditional document in paper.

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Principle of Functional Equivalency

- The legal relationships and acts executed by electronic means regulated by law have the same validity and effectiveness than the legal relationships and acts executed in traditional ways.
- The adequate use of IT allows to grant the same legal treatment to electronic and traditional legal relationships and acts.

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Computer Law and Digital Microforms

Computer Law:

1. Studies how to solve the problems derived from the intensive and massive use of the Information and Communications Technologies.
2. Through the application of its principles, institutions and own tools adequates the traditional legal relationships to the new “computer or virtual” reality.
3. Respects the legal institutions.

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Principle of Functional Equivalency

EXAMPLES:

DIGITAL SIGNATURE = HANDWRITTEN SIGNATURE
ELECTRONIC ADDRESS = HABITUAL ADDRESS
ELECTRONIC NOTIFICATION = PAPER NOTIFICATION
ELECTRONIC TIME STAMP = TRADITIONAL PAPER STAMP
CYBERNOTARIES = NOTARIES
DIGITAL MICROFORMS = PUBLIC DOCUMENT IN PAPER
MICROARCHIVE = PHYSICAL ARCHIVE
COMPUTER PROOF (EVIDENCE) = TRADITIONAL PROOF (EVIDENCE)



13



Principle of Technological Neutrality

- All the technologies that comply with the requirements and results established by law can be used.
- The verification of these requirements and results is realized by using suitable and reliable technical means according to national and international accepted legal and computer security standards.

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Peruvian Laws related with Digital Microforms

1. **Legislative Decree N° 681 (10/11/1991)**
Regulates the use of advanced technologies on the subject of documents and archives (files) in private entities. (Digital Microforms, Microrecording and Microarchiving)
2. **Law N° 26612 (05/21/1996)**
Regulates the transmission of Digital Microforms and the use of digital signature by Cybernotaries.

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Principle of Technological Neutrality

RESULTS THAT TECHNOLOGIES HAVE TO GUARANTEE IN ORDER TO RECOGNIZE THE ELECTRONIC DOCUMENT AS "EVIDENCE" WITH LEGAL VALUE:



- Immutability
- Wholeness (Completeness)
- Stability (Certainty)
- Durability
- Availability
- Legibility
- Formality

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Peruvian Laws related with Digital Microforms

3. **Legislative Decree N° 827 (06/05/1996)**
Extends the application of Legislative Decree N° 681 to all public entities with previous authorization of the Vice Minister of the Sector or Resolution of the Official of major hierarchy.
4. **Supreme Decree N° 009-1992-JUS (06/27/92) and Supreme Decree N° 001-2000-JUS (03/26/00)**
Regulates Legislative Decree N° 681, Law N° 26612 y Legislative Decree N° 827.

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3. Peruvian Laws related with Digital Microforms, Technical and Formal Requirements, Security and Legal Effects

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Peruvian Laws related with Digital Microforms

5. **Supreme Decree N° 002-98-ITINCI (02/21/98)**
Approves the Regulation of the technical requirements and procedures of the Organizations necessary to obtain the Certification of Technical Suitability for the Production of Microforms and its Storage in accordance with International Standards.
NTP 392.030-2: (National Peruvian Standard – Last Version 2005) Systems for the Production of Microforms and Electronic Archive Media → Obligatory recording in WORM media (Write Once, Read Many Times).
NO DELETE, NO RE - RECORDING.

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Technical Requirements DM

Peruvian National Standard: Manual and Procedures

The procedures (hw, sw and processes of the organizations) must guarantee the following **results**:

- a) The Microforms reproduce the original documents with absolute accuracy (exactness) and wholeness (completeness).
- b) The Microforms have the same or more durability, immutability and stability than the original documents.
- c) Obtention of microduplicates.
- d) Issue of Certified Copies.

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Legal Effects

The DM that complies with all the technical and formal requirements:

- ✓ Substitutes for all legal effects the original document.
- ✓ Has the presumption of Public Faith before judicial, extra judicial or administrative authorities.
- ✓ As it occurs with Public Documents, the legal value of the DM can be sustained by the Cybernotary or Notary with Certification before any authority.

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Formal Requirements DM

1. The Microrecording Process must be authenticated by a Cybernotary or a Notary with the technical and legal qualifications recognized in a Certificate.
2. Governmental Authorizations.
3. The public entity must have certified the Process of Production of Microforms.

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Other Peruvian Laws related with Digital Micforms

- **Law N° 27269**
Digital Signature and Certificates Law
(05/28/2000)
- **Supreme Decree N° 004-2007-PCM**
Rules the Official Infrastructure of Electronic Signature (01/14/2007)

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Digital Microforms and Security

The accomplishment of the technical and formal requirements guarantee that the Digital Microforms comply with the four (4) levels of SECURITY internationally imposed:

1. Physical
2. Logic
3. Procedures of the Organization
4. Legal

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Declaration or Statement of Will by electronic media

Law N° 27291. Modifies the Civil Code allowing the use of electronic media to communicate the declaration or statement of will and the use of electronic signature.

Article 141-A.- Formality. When law establishes that the statement of will has to be done through a **formal act or requires a signature**, it can be generated or communicated by electronic media, optical or any other similar.

In the case of Public Instruments, the competent authority must authenticate the media used and save a complete version for further consultation or reference.

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Complementary Laws

- Law 27444 – **General Administrative Procedure Law**. Article 153.3: Regulates the procedures and archive (record) of electronic files using digital microforms.
- Civil Procedure Code**. Probatory or Evidenciary Means.

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National Registry for Identification and Civil Status RENIEC

- As Certification Entity for the Public Sector (ECERNEP) will issue the certificates to the Certification Entities of the Peruvian State and proposes policies and applicable standards.
- As Certification Entity for the Public Sector authorized by INDECOPI (ECEP) will issue or cancel certificates of digital signature to persons and institutions that can be used in procedures and to all the public officers.
- As Registration or Verification Entity for the Public Sector (EREP) will check the information of the applicant of a certificate of digital signature.

www.reniec.gob.pe

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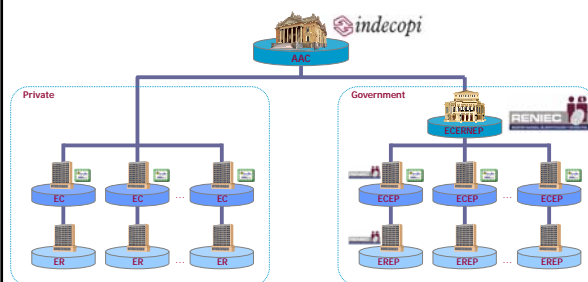


4. Official Infrastructure of Electronic Signatures PKI Perú

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National Registry for Identification and Civil Status RENIEC



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National Institute for the Defense of Competition and Intellectual Property INDECOPI

NATIONAL ADMINISTRATIVE AUTHORITY
RESPONSIBLE OF THE:

1. AUTHORIZATION of the Certification and Registration or Verification entities (Digital Signature).
2. RECOGNITION of technological standards applicable to the Official Infrastructure of Electronic Signatures.
3. SUPERVISION of the Infrastructure.
4. IPR Protection

www.indecopi.gob.pe

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5. Peruvian Successful Experiences in the Public Sector

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RENIEC



- Works with digital signatures and digital microforms. The Process of Production of Microforms is Certified according to Law and Standards.
- Has developed its own software and uses software from other companies too.
- Actually, the documents that are part of this Process are the Birth, Marriage and Death Registry Acts of the Citizens. The project includes documents from all the country.

www.reniec.gob.pe

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NATION'S BANK

- Peruvian National Bank  Banco de la Nación
el banco de todos
- Actually is following the Procedure to obtain the Certification of the Process of Production of Microforms including Microfilms and Digital Microforms.

www.bn.com.pe

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CONASEV



National Commission for the Supervision of Enterprises and Stock Market – CONASEV

- 95% Implementation of Paper Less Procedures
- Use of Digital Signature
- Use Digital Microforms / Microsoft Word® FORMAT
- Electronic Procedures - MVNet
- Certified Process of Production of Digital Microforms
- Certified Microarchive

www.conasev.gob.pe

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6. IT Legal Services and Software made in Perú

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National Superintendence of Taxation and Customs - SUNAT



- Electronic tax declarations.
- Use of digital signatures.
- Use of digital microforms applied to customs declarations or statements.
- Certified Process of Production of Digital Microforms.
- Electronic Seizure (Digital intermediation with the participation of a Cybernotary/Notary. Sunat sends to the Bank the electronic message of the seizure of an account)

www.sunat.gob.pe

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Cybersec Consult

IT LEGAL SERVICES

- Counsel
- Staff of Cybernotaries
- Digital Certification
- Digital Intermediation
- Training

CLIENTS

Institutions / companies from the Public and Private Sector

- Implementation of paperless systems
- Electronic documents management
- Digital archives
- Secure electronic transmission of documents with legal value

<http://www.cybersec.com.pe/>

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ZyTrust S.A. www.zytrust.com



- Peruvian company that develops software for digital signatures and PKI solutions www.zytrust.com
- Results: applications of millions of digital signatures:
 - 30 millions of documents in PDF format.
 - 22 millions of images in JPG format.
 - 1.4 millions of documents in JPG format.
 - 0.8 millions of documents in TIFF format.

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7. Projects

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ZyTrust S.A. www.zytrust.com

Principales productos:

– ZySignerRobot:



– ZySignerBatch:



– ZySignerPDF:

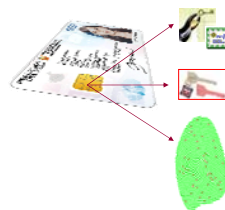


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Project from RENIEC

- eDNI – Electronic National Identity Document (RENIEC)

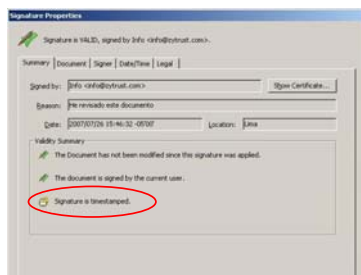


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ZyTrust S.A. www.zytrust.com

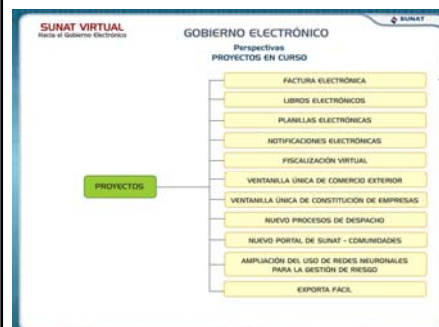
- Service of time stamping
- PKI for companies



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Projects from SUNAT



Electronic Invoice, Electronic book-keeping, Electronic Payroll, Electronic Notice, Electronic Verifications and Easy Export

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8. Conclusions

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Thank you for your kind
attention



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Conclusions

1. Peruvian laws are based on legal institutions and do not rely on “electronic models”.
2. Peruvian legal framework related to Computer Law is integrated within the national legal system coherently and efficiently.
3. Digital Microforms constitute an “ANSWER” to the security of electronic documents and transactions.

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Conclusions

4. The promotion and implementation of uniform policies and standards to SECURE electronic transactions with LEGAL VALUE will enhance and encourage the development of e-commerce in our countries.
5. Peru has successful experiences in the Public Sector and a solid legal framework but it is only the first stage in e-commerce development.
6. The Peruvian Private Sector has the capacity to offer legal counsel related to IT and to develop software and technological solutions for the implementation of PKIs and paperless processes.

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**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

**Paper
Three Major Strategies for the ICT-enabling
Environment**

Three Major Strategies for the ICT-enabling Environment

By ZHAO Jidong

Deputy General Manager

China Network Communication Group Corporation

August 2007

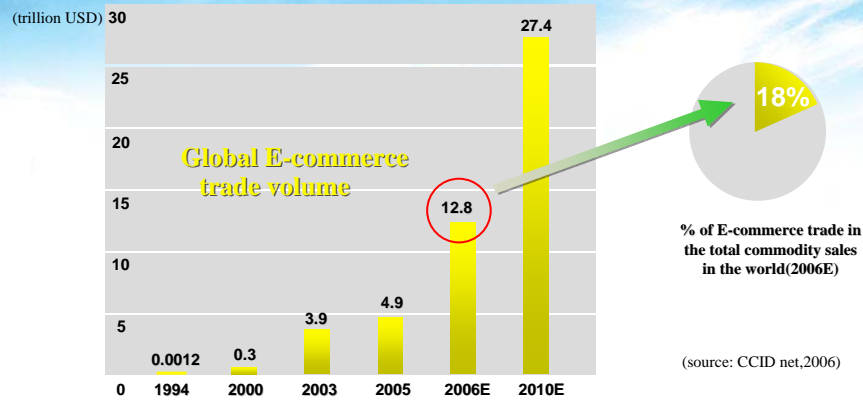
Contents

I Informatization: foundation of E-commerce

II CNC: building ICT-enabling environment for E-commerce

III CNC: promoting the sustained development of E-commerce

E-commerce: important driving force for economic growth



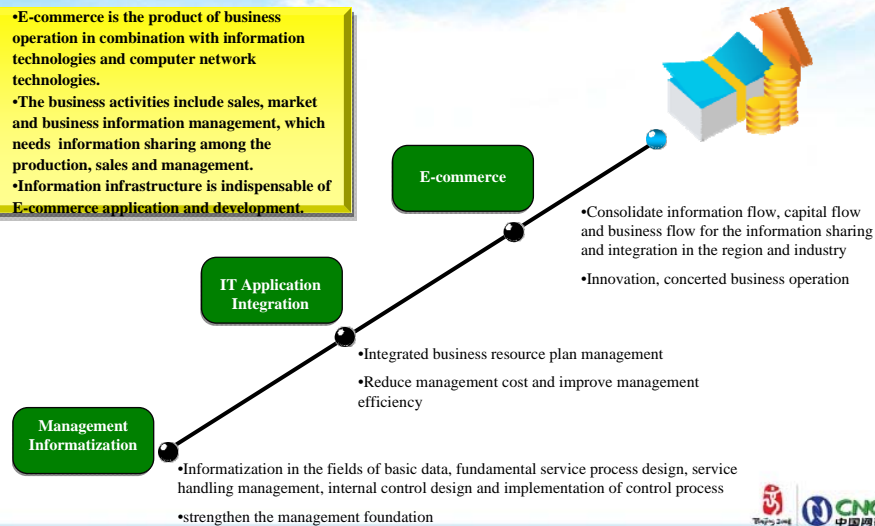
- The global E-commerce trade volume increased from 1.2 billion USD in 1994 to 4.9 trillion USD in 2005.
- The global E-commerce trade volume was expected to hit 12.8 trillion USD in 2006, 18% of the total commodity sales in the world.
- E-commerce, as a brand-new and huge industry, will force the traditional ones to carry out restructuring and reform and promote the upgrading of industries, thus driving the economic growth in the future.

E-commerce: changing the operational mode of the enterprises and producing in-depth influence on people's way of work and living



ICT applications for Enterprises are the foundation of E-commerce

•E-commerce is the product of business operation in combination with information technologies and computer network technologies.
•The business activities include sales, market and business information management, which needs information sharing among the production, sales and management.
•Information infrastructure is indispensable of E-commerce application and development.



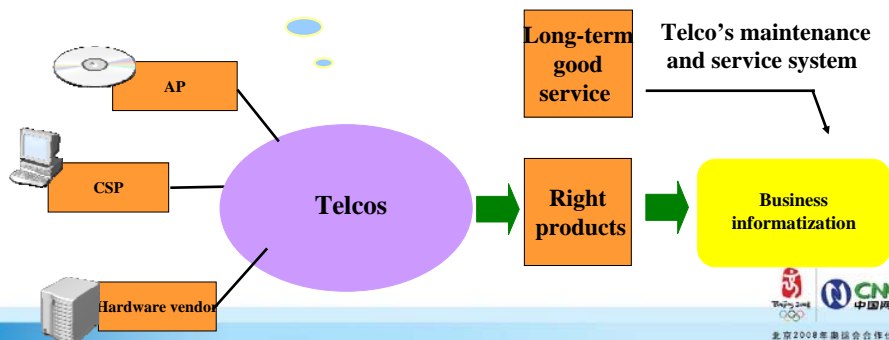
5

Telecom operators are the main driving forces of informatization

Telcos are capable of industry chain consolidation

Telcos are the dominant IT players

- Well-established communication infrastructure
- Sound service brand
- Good-quality professionals
- Rich experiences in communication service, software development and system integration



6

Contents

I Informatization: foundation of E-commerce

II CNC: building ICT-enabling environment for E-commerce

III CNC: promoting the sustained development of E-commerce

CNC has the strength to promote informatization

1 Background

- Approved by the Telecommunication System Reform Scheme (Guo Fa [2001] No.36) issued by the State Council
- Established on May 16 2002

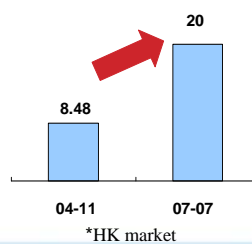
2 Capital and assets

- Registered capital of RMB 60 billion yuan
- Approximate RMB 300 billion yuan assets

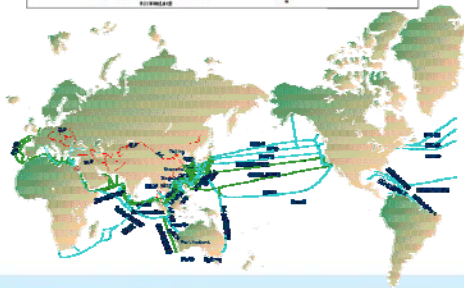
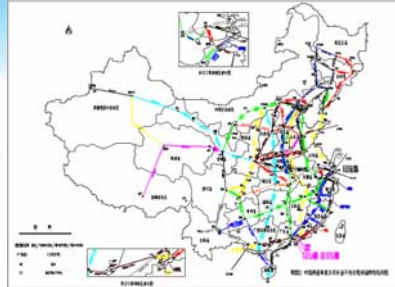
3 Capital market performance

- Listed in red chips on Hong Kong and New York Stock Exchanges in Nov.2004
- Being included in the Hong Kong Hang Seng Index Component share in March 2006 (one year ahead of the schedule)
- Business revenue of RMB 87.9 billion yuan in 2006

CNC's share price (in HKD)



CNC's broad network and huge customer base



Communication network

- Backbone network covering the whole country
- Good user access network
- Double plane networks oriented to public and business customers, providing differentiated broadband Internet service
- Interconnection with the major telcos in the world, with network reaching over 200 countries and regions

Customer base (by the end of 2006)

- Local telephony (including PHS): 115 million
- Broadband access users: 15.08 million
- Key-accounts: over 70,000

Service system (by the end of 2006)

- Business outlets: over 12,000
- Community managers: over 40,000
- Customer service seats: over 6,000

9

CNC's Three Major Strategies and Business Vision

Long-term Vision by 2020 : broadband leader and world-class telecom carrier

CNC's Strategies

Broadband

Internationalization

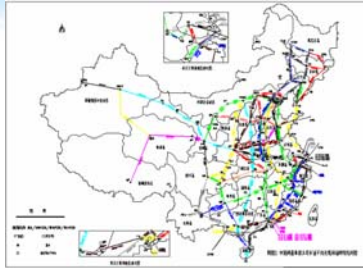
Olympics

Overall targets from 2006 to 2010 :

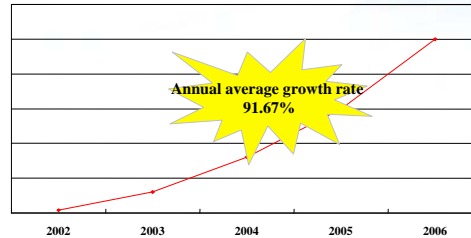
To be the broadband and multimedia service provider featuring complete range of services, best service quality, stable network operation, modern corporate governance system and coordinated and sustained growth

Implement “Broadband Strategy” in a step-by-step way for the fast growth of broadband business

1 1st stage (2003-2005): to build network infrastructure and expand customer base



CNC's plan of ADSL subscriber growth from 2003 to 2006



2 2nd stage (2006-): promote content service and transform operational mode



11

Internationalization strategy: interfacing with the international community in both directions

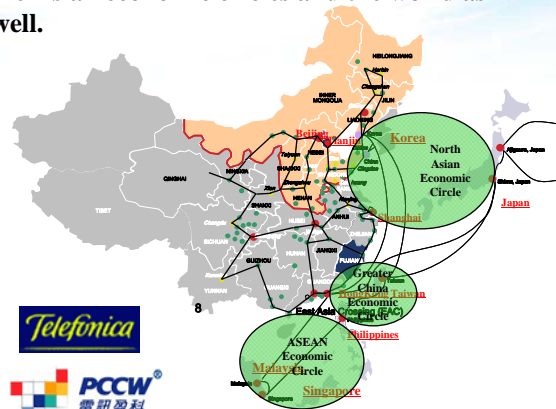
Background

- Economic globalization is promoting the information globalization and integration
- New technologies make the global involvement possible

Targets

- Enhanced international business cooperation to promote the economic globalization
- Expanded international market to better serve the worldwide Chinese
- Application of new technologies to improve people's life

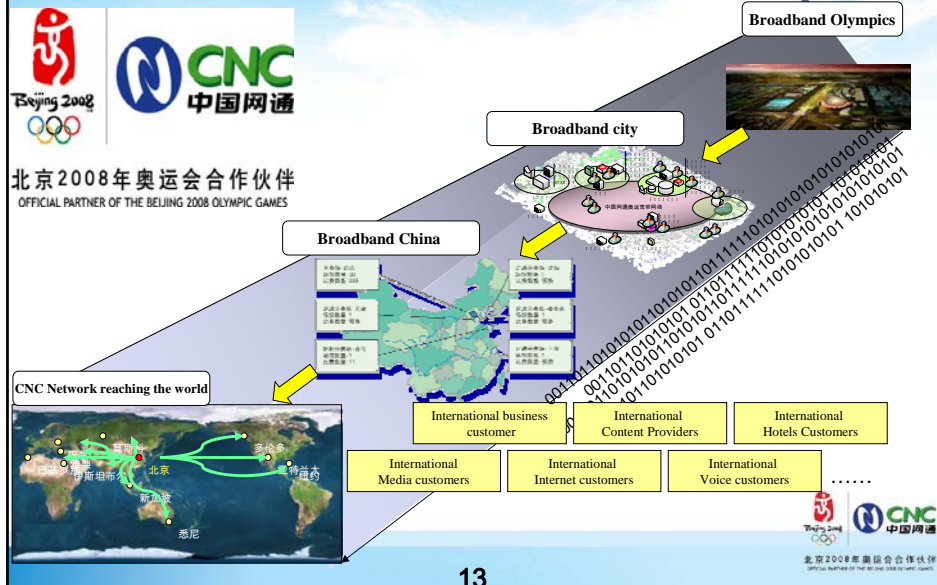
Based on the Chinese market, CNC will serve the Asian economic circles and the world as well.



北京2008年奥运会合作伙伴
Official Partner of the 2008 Olympic Games

12

Leveraging the Olympics to speed up the implementation of broadband and internationalization strategies



13

Broadband Olympics Concept

Broadband Olympics

To build a network-based platform for people to communicate freely, get to know the Olympics, participate in the Olympics, contribute to the Olympics and grow together with the Olympics.

To best meet the customers' demands for stable, secure and easy-to-use communication services through the advanced technologies and best quality service.

Broadband Olympics provides the strongest support to the "High-tech Olympics".



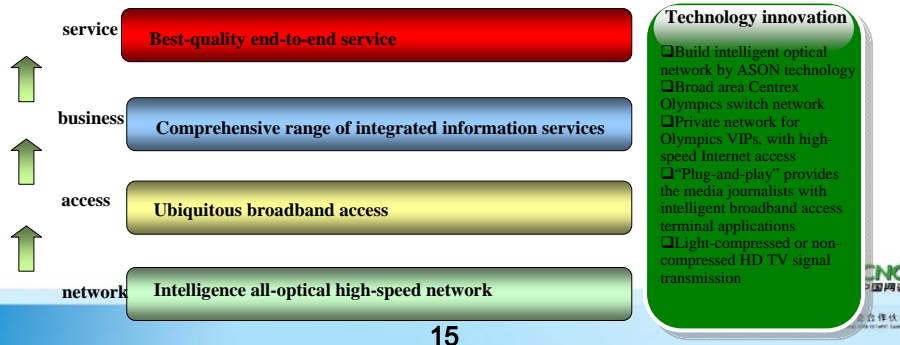
14

Way to Broadband Olympics

Enable the customers with stable, secure and easy-to-use communication services

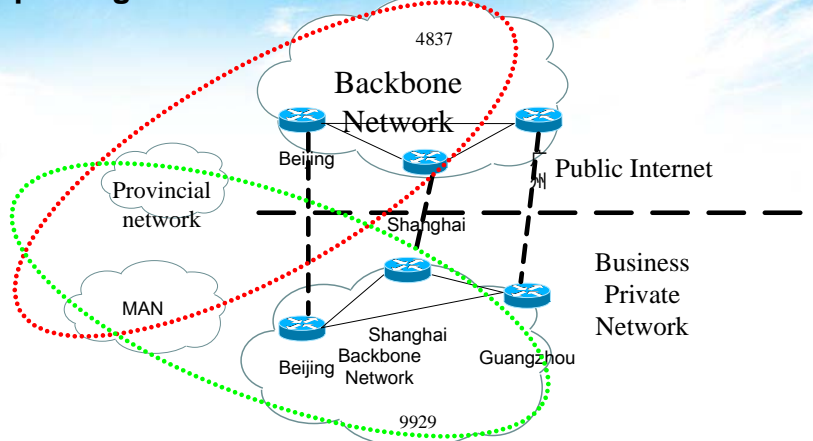
Faster service response, higher network access speed and stronger service capability

CNC's broadband Olympics system



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(I) Building Broadband Network and Continuously Improving Infrastructure for E-commerce



•Two IP broadband networks have been built: CHINA 169 for public users and CNCNET for business customers. International interfaces are located in Beijing, Shanghai and Guangzhou.

•Two separate networks for different needs of public users and high-end users:



北京2008年奥运会合作伙伴
Official Supporter of the 2008 Olympic Games

16

(II) Accelerating the Building of Public Information Service Platform, and Promoting ICT Development of SMEs



- Information service expert
- Upgrading customers' business

Construction model

"standard model+customization"

Operation model

"single interface to customers"

"business IT expert"

•SME ICT brand——“CNC Connected”

•Business ICT applications such as CRM, OA, and order, sales and inventory management.

•According to business feedback, such services improved their management and competitiveness.

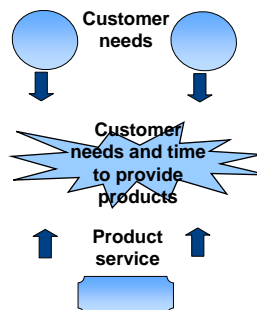
17

(III) Customized ICT Solutions for Large and Medium-sized Businesses

China Network Communications
The Expert of ICT
China Network
Your Network Information Expert



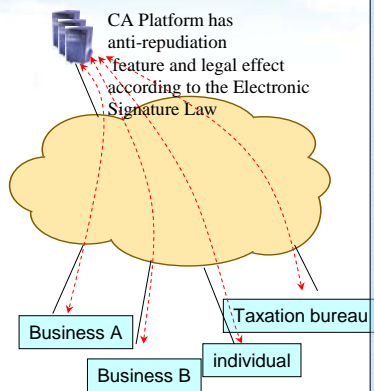
Defining Vertical and Customer Needs



Develop ICT Product Series

18

(IV) Building CA Platform and Business Information Security System



- Security is key in E-commerce
- Security technologies and CA mechanism have to be improved to promote E-commerce
- CNC has built a complete and independent CA Platform and passed the security examination of related state authority, ready to guarantee e-commerce security.



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Successful Cases



Products and projects developed by CNC passed the initial test of e-commerce projects organized by NDRC in 2006

- Jiang Su : Third Party E-commerce Transaction and Service Platform of Chemical Industry
- He Bei : SME Public ICT Service Platform
- Shan Xi : Zhong Tai e-commerce Project for Coal Transaction
- Ji Lin : Third Party E-commerce Reputation Information and Application Platform

Shan Xi

- CNC undertook the Coalmine Gas Measurement and Monitoring Network Project of Shan Xi Province to install coalmine gas monitoring systems in working faces of coalmines with high production and high gas. As a result, mortality per 10,000 tons in the coal industry in Shan Xi dropped to less than one person, representing the best ever record.
- Resources consolidation and information sharing provided complete, timely and correct information to guide decisions on coal production and sales, security monitoring and government's macro control, It also helped cracking illegal coalmines, consolidating coal resources and improving industry concentration and quality.



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Contents

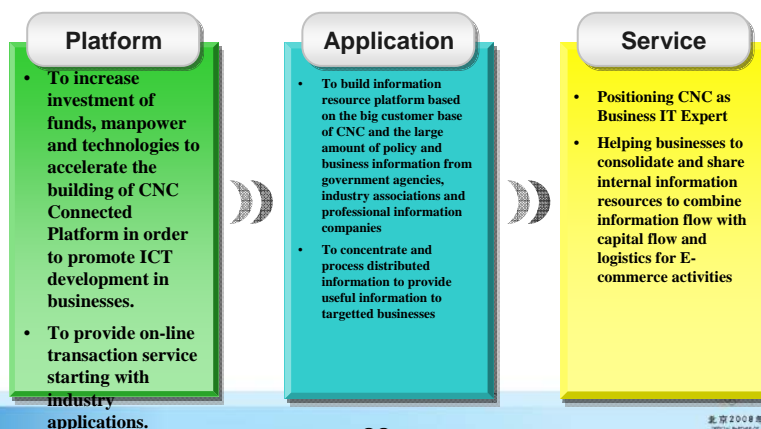
I Informatization: foundation of E-commerce

II CNC: building ICT-enabling environment for E-commerce

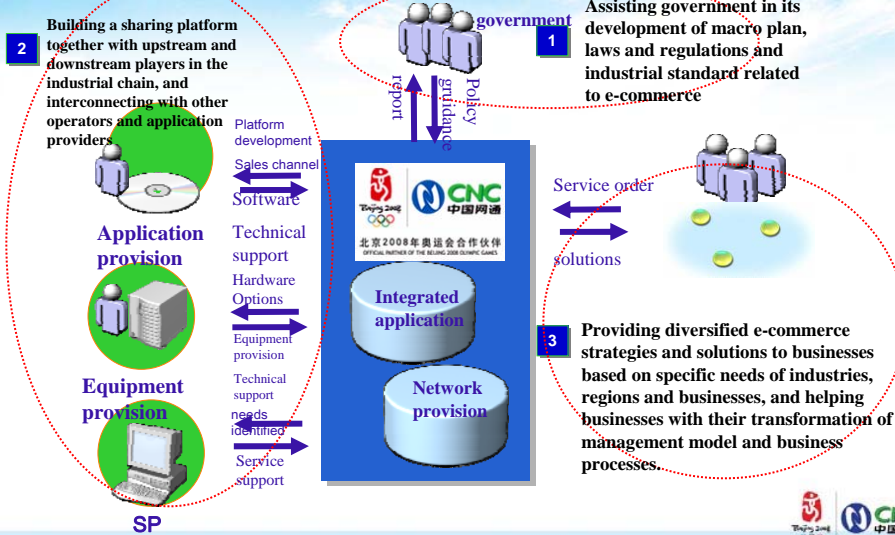
III CNC: promoting the sustained development of E-commerce

(I) Building E-commerce Transaction Platform and Information Resource Platform

Transaction platform is where the e-commerce is conducted and information resource platform is the driving force. Only with such platforms, can users acquire and share information easily and faster through various channels to make B2B and B2C transactions. Greenpath for Order Business will be set up on the platforms.

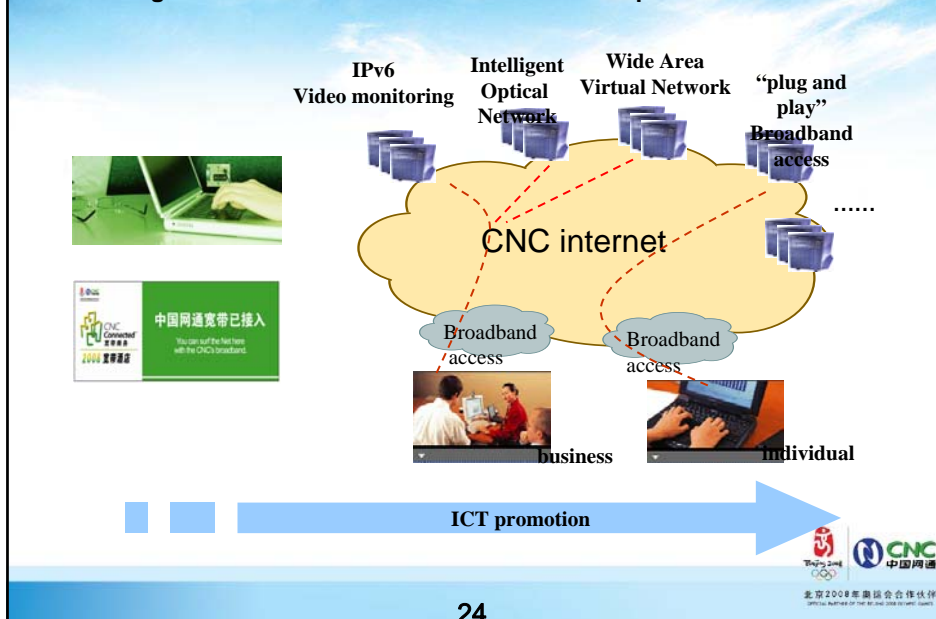


(II) Better E-commerce Environment through Synergy of Various Links of the Chain



23

(III) Continue to Innovate and Provide the Most Advanced Communications Technologies and Services for Business ICT Development



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(IV) Focus on Key Industries and Regions and Deepen E-commerce Development

Make an overall plan and implement it step by step with focus on key industries and regions

Expand e-commerce experiences in key industries and regions to other industries and regions



Focus on industries where e-commerce can play its full role, e.g. banking, civil aviation, securities, foreign trade, retail, software and book sales



Focus on regions that are more developed in economy, have higher ICT level and higher demands for e-commerce.



北京2008年奥运会合作伙伴
Official Partner of the 2008 Olympic Games

CNC Connected 宽带商务

宽带商务
承载企业信息化，助力企业腾飞

中国网通 以2008年北京奥运会合作伙伴的实力，最先进的通信和技术，为中小企业搭建信息化应用平台，提供从接入到应用、一站式、多元化的信息解决方案，助力企业腾飞，宽广企业未来。

中国网通 10060

中国网通 宽天下

北京2008年奥运会合作伙伴
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Thank You



北京2008年奥运会合作伙伴
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**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

**Paper
IPR Protection in Thailand**

IPR Protection in Thailand

By
Mr. Somsak Liengkaewpratum
Head of IP Information Center,
IP Center,
Department of Intellectual Property,
Thailand

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the Department of intellectual Property

- **Vision:** Becoming a leading agency in enhancing competence in trade competition through intellectual Property

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IPR in Thailand

- The Department of Intellectual Property, Ministry of Commerce
- The Central Intellectual Property and International Trade Court
- The Office of the Attorney General
- The Royal Thai Police
- The Custom Department

3

Mission:

1. Developing intellectual property protection systems towards comprehensive efficiency
2. Promotion creation and commercial exploitation of intellectual property rights
3. Preventing and suppressing intellectual property infringements and ensuring a fair use of intellectual property rights

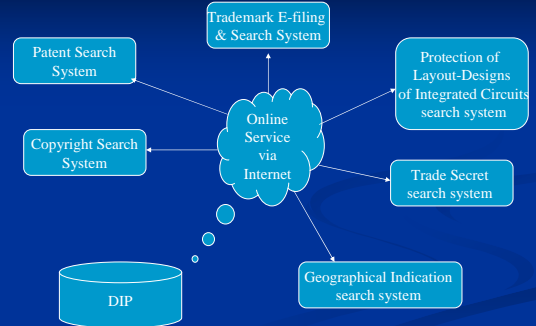
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IP Laws in Thailand

- Copyright Act B.E. 2537 (1994)
- Patent Act (No.3) B.E. 2542 (1999)
- Trademark Act (No.2) B.E. 2543 (2000)
- Protection of Layout-Designs of Integrated Circuits Act B.E. 2543 (2000)
- Trade Secret Act B.E. 2545 (2002)
- Geographical Indication Act B.E. 2546 (2003)
- Optical Disc Production Act B.E. 2548 (2005)

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Online Service via Internet



8

Strategies issues:

1. Developing intellectual property protection systems.

- 1.1 Developing systems for protection of intellectual Property and IP registration services
- 1.2 Promoting protection of Thai intellectual property rights both domestic and abroad

2. Encouraging creation and commercial exploitation of intellectual property.

- 2.1 Creating public awareness of intellectual property.
- 2.2 promoting IPR Management and exploitation.
- 2.3 Establishing Intellectual Property Center (IP Center)

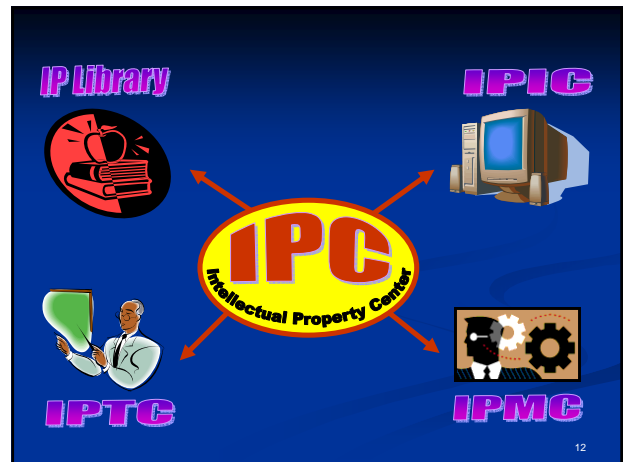


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Objectives and roles

- Develop and disseminate IP Information and Knowledge
- Develop human resource on IP
- Promote IP innovations, creations and commercialization

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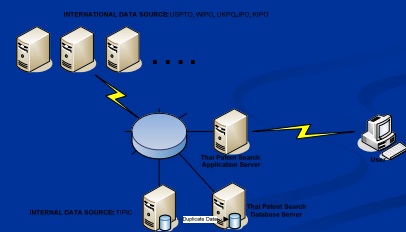
Sub Centers

- IP Information Center (IPIC)
- IP Training Center (IPTC)
- IP Management Center (IPMC)
- IP Library (IPL)

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Activities

- Establishing an IP Center as a focal point for intellectual property data linked with patent databases around the world and making data electronically available to the public;



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- Developing human resources in intellectual property in order to enhance creativity capacity and commercial exploitation of intellectual property;
 - In house / Out site training
 - E-learning



Prevention and Suppression of Intellectual Property Rights Infringements in Thailand

- Building networks and co-operation among State and private agencies concerned in connection with prevention and suppression of intellectual property infringements;
- Executing the Production of CD Products Act, B.E 2548 (2005) for prevention of infringements;
- Launching campaigns for Thai society's awareness of respecting and non-infringement of intellectual property rights of other people;
- Setting up collective societies for copyright and solving copyright infringement problems in concrete ways;
- Promoting mediation and amicable settlement of intellectual property disputes.

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- Holding Intellectual Property Central Market (IPCM) and developing IP E-Market as meeting places where inventors / IP owners and investors can negotiate on licensing or assignment of intellectual property rights. (<http://ipmart.moc.go.th>)



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13 governmental agencies into signing the MOU

- the Royal Thai Police
- the Office of the Consumer Protection Board
- the Custom Department
- the Revenue Department
- the Excise Department
- the Department of Special Investigation
- the Department of Industrial Work
- the Department of Foreign Trade
- the Department of Internal Trade
- the Department of Business Development
- the Provincial Electricity Authority
- the Metropolitan Electricity Authority and
- the Department of Intellectual Property

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IPR protection -VS- Paperless Trading in Thailand

- **Electronic Transactions Act B.E. 2544 (2001)**
- **New Draft Copyright Act**
- **Best practices : Paperless Customs**
 - **Public Key Infrastructure (PKI)**
 - **Certification Authority (CA)**
 - **Digital Signature**

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Access to information

- The Department of Intellectual Property,
website: www.ipthailand.org
- 44/100 Department of Intellectual Property
Building,
Road : Sanambin Nam ,
District : Bangkasor,
City : Muang,
Province : Nonthaburi 11000, Thailand.
- Tel 662-547-4621-25 Fax 662-547-4651

Thank you

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**APEC Symposium On Paperless Trading Capacity
Building And Intellectual Property Protection
People's Republic of China
September 2007**

**Paper
Overview of IP Protection and Importance of IP
Protection in Trade Facilitation**

Overview of IP Protection and Importance of IP Protection in Trade Facilitation

APEC Symposium on Paperless Trading Capacity Building and IPRs protection

Pancy Fung
Assistant Director of Intellectual Property
Intellectual Property Department
Government of Hong Kong SAR, Hong Kong, China
15 August 2007

Intellectual Property Department, Hong Kong SAR Government

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Why is IP Protection Important?(Cont'd)

- Strong IP protection reduces investment risk and enhances investor confidence
- Develop locally-based research and development as well as creative industries is conducive to economic growth and development

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Outline

- Why is IP Protection Important?
- IP Protection System
- IP Protection & Trade Facilitation : Initiatives
 - Timeliness of IPR Registration
 - E-business Model
 - Pilot Scheme for Opening Up IP in New Government IP Systems
 - Patent Application Grant Scheme
 - Intellectual Asset Management

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IP Protection System

One Country Two IP Systems

- Hong Kong, China has its own IP system that are separate from the one in Mainland China
- Rights that need registration (e.g. trademarks, patents and designs) have to be registered separately in Hong Kong, China and in Mainland China before they can be protected effectively in both places

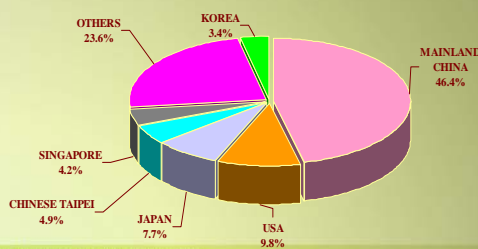
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Why is IP Protection Important?

- Hong Kong, China is an international trading centre

Total trade of HKC in 2006: HK\$5,060,831 million (US\$648,825 million)
(APEC: 83.9%)



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IP Protection System (Cont'd)

International Standards

Meets the standards set out in the WTO Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS)
etc



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IP Protection System (Cont'd)

Organizational Structure:



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IP Protection System (Cont'd)

Function of IPD

1. Policy and Law
2. Registration
3. Provide civil legal advice on IP matters to the Government
4. Promotion and Public education

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IP Protection System (Cont'd)

Commerce and Economic Development Bureau is responsible for:

- policy matters on Hong Kong, China's external commercial relations, inward investment promotion, **IP protection**, industry and business support, tourism

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IP Protection System (Cont'd)

IPRs Protected in Hong Kong, China

	Trade marks	Patents	Registered Designs	Copyright
Type of subject matter normally protected	trade or service names and logos	invention	industrial product designs, fabric designs	literature, drama, music, photographs, computer software, films, phonograms, broadcasts, cable diffusion
Whether registration is required for effective protection in Hong Kong, China	Yes	Yes	Yes	No
Enforcement available in Hong Kong, China	Civil, Criminal	Civil	Civil	Civil, Criminal

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IP Protection System (Cont'd)

Mission of IPD

- Protect IP rights to highest international standards
- Provide high-quality and responsive registration
- Promote awareness of and respect for IP rights

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IP Protection System (Cont'd)

IPRs Protected in Hong Kong, China

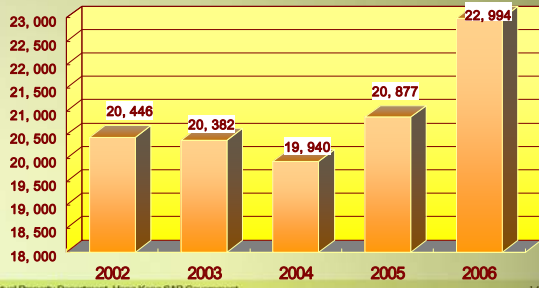
	Trade Secrets	Geographical Indications	Layout Design (Topography) of Integrated Circuits	Plant Varieties protection
Type of subject matter normally protected	proprietary information	sign used on goods	layout-design	botanical and species of genera, vascular plant, edible fungi and algae, varieties of all types of plants
Whether registration is required for effective protection in Hong Kong, China	No	Yes	No	Yes
Enforcement available in Hong Kong, China	Civil	Civil, Criminal	Civil	Civil

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IP Protection System (Cont'd)

Number of Trade Mark Applications

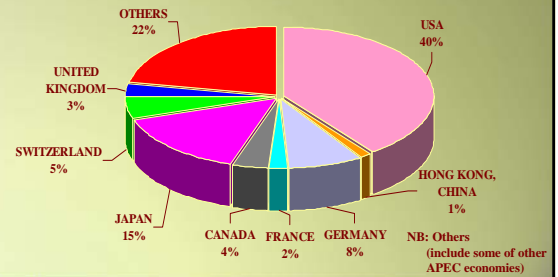


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IP Protection System (Cont'd)

Places of Origin of Standard Patent Applications (2006)

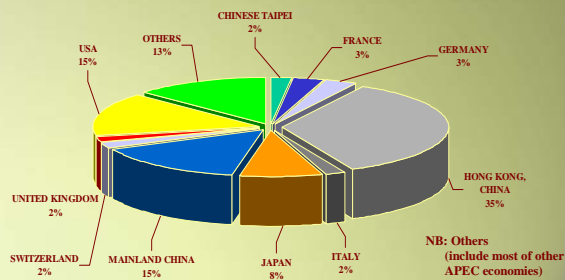


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IP Protection System (Cont'd)

Places of Origin of Trade Mark Applications (2006)

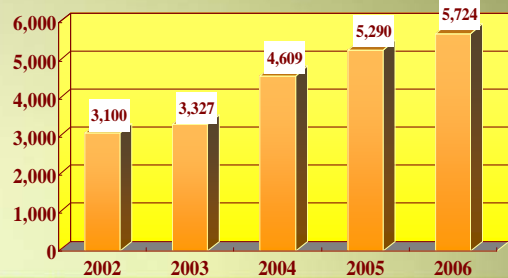


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IP Protection System (Cont'd)

Number of Design Applications

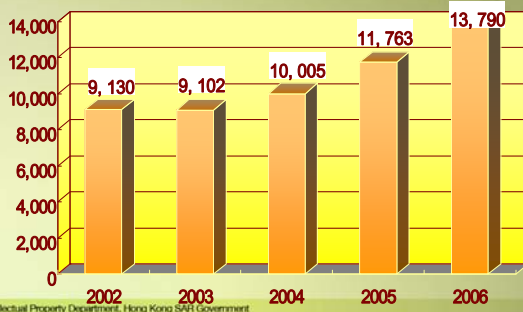


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IP Protection System (Cont'd)

Number of Standard Patent Applications

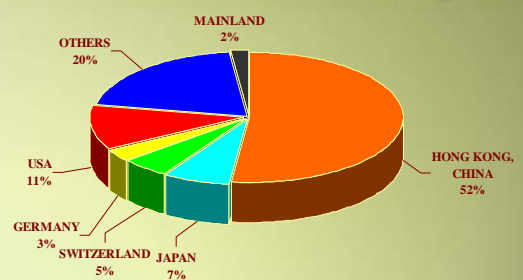


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IP Protection System (Cont'd)

Places of Origin of Design Applications (2006)



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IP Protection & Trade Facilitation: Initiatives

Timeliness of IPR Registration

Trade Marks:	6 months
Standard Patents:	6 months
Short-term Patents:	3 months
Registered Designs:	2 months

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IP Protection & Trade Facilitation: Initiatives (Cont'd)

E-business Model

Way to Provide E-business Services

- Private-public partnership through outsourcing
- Contract Value:
 - HK\$54 million (US\$6.9 million) for 5 years awarded in 2001 (Contract variation in 2005 to provide interactive service at a cost of HK\$8.8 million (US\$1.1 million))
 - HK\$79 million (US\$10 million) for 5 years awarded in 2006
- Benefits of outsourcing:
 - leverage IT knowledge / skills/personnel from private sector
 - reduce costs

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IP Protection & Trade Facilitation: Initiatives (Cont'd)

E-business Model

Timetable

- Online search of trademarks records, patents and designs records (since January 2003 & May 2004 respectively) (<http://ipsearch.ipd.gov.hk/index.html>)
- Online Publication (Hong Kong Intellectual Property Journal (since April 2003) (http://ipd.gov.hk/eng/ip_journal.htm)
- Online filing & online payment (since December 2003) (<http://iponline.ipd.gov.hk>)
- Interactive services (since November 2005)

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IP Protection & Trade Facilitation: Initiatives (Cont'd)

E-business Model

Outcome (1)

- Online search
 - over 27,000 visitors per month (as at June 2007)
- E-filing (as at June 2007)
 - 94 e-filers
 - Over 106,754 e-transactions
 - Reached over 57% migration rate for trademark application

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IP Protection & Trade Facilitation: Initiatives (Cont'd)

E-business Model

IT System design:

- Web-enabled
- End-to-end, i.e. electronic processing from filing to receiving reply from IPD
- No double-handling of data input : direct transmission of data from applicants/agents to IPD's IT system
- Do it once, do it right

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IP Protection & Trade Facilitation: Initiatives (Cont'd)

E-business Model

Outcome (2)

- Example of BPR : reduction of trademark forms from 47 to 14
- Improved customer services : in terms of speed, convenience and accuracy
- Creating trust between IPD & external users
- Facilitate IP owners to protect their rights anywhere via Internet
- Reduction of fees & staff, & savings

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IP Protection & Trade
Facilitation: Initiatives (Cont'd)

Pilot Scheme for Opening Up IP in New Government IT Systems

- Pilot scheme (3-year from March 2006)
 - IPR ownership will be vested in the Contractor (Exception: public interest, legal or regulatory reasons)
 - Government obtains a perpetual and royalty-free licence to use, modify and replicate the IT systems
- Guidelines and sample terms and conditions for use in contracts
 - <http://itginfo.ccgo.hksarg/content/openupip/guidelines.asp>

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IP Protection & Trade
Facilitation: Initiatives (Cont'd)

Patent Application Grant Scheme(3)

- Total no of applications received: 1508 (sustained demand)
- Total no of approved applications: 617 (40% of applications)
- 232 patents successfully obtained out of 546 approved applications, 154 successful commercialization (March 2006)

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IP Protection & Trade
Facilitation: Initiatives (Cont'd)

Patent Application Grant Scheme(1)

- Objective: Encouraging local inventors to capitalise their IPRs thro' patent registration (local and outside Hong Kong, China)
- Operation mode:
 - Confidential basis
 - patents search-cum-technical assessment (reasonable chance)
 - compilation of documents
 - representation

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IP Protection & Trade
Facilitation: Initiatives (Cont'd)

Intellectual Asset Management

- Intellectual Asset Management ≠ IP Management
- Management of the whole creative process in an organization
- Includes knowledge management, human resource management relating to creativity, preservation of commercially sensitive confidential information, information technology and IP issues
- Preventive aspect of IP protection

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IP Protection & Trade
Facilitation: Initiatives (Cont'd)

Patent Application Grant Scheme(2)

- Started since 1998
- First-time applications for patents
- Approved funding (up to April 07): US\$7.3 million
- Used funding (up to March 07): US\$5.5 million (75% of approved funding)
- Each approved grant: not more than US\$12,820 or 90% of total patent application cost (whichever is the lower)

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IP Protection & Trade
Facilitation: Initiatives (Cont'd)

- 21-22 Nov 2006: Regional Intellectual Asset Managers Seminar in Hong Kong, China

Organizers: IPD & others

Speakers: from Germany, Singapore, USA, Mainland China & Hong Kong, China

Participants: local & overseas

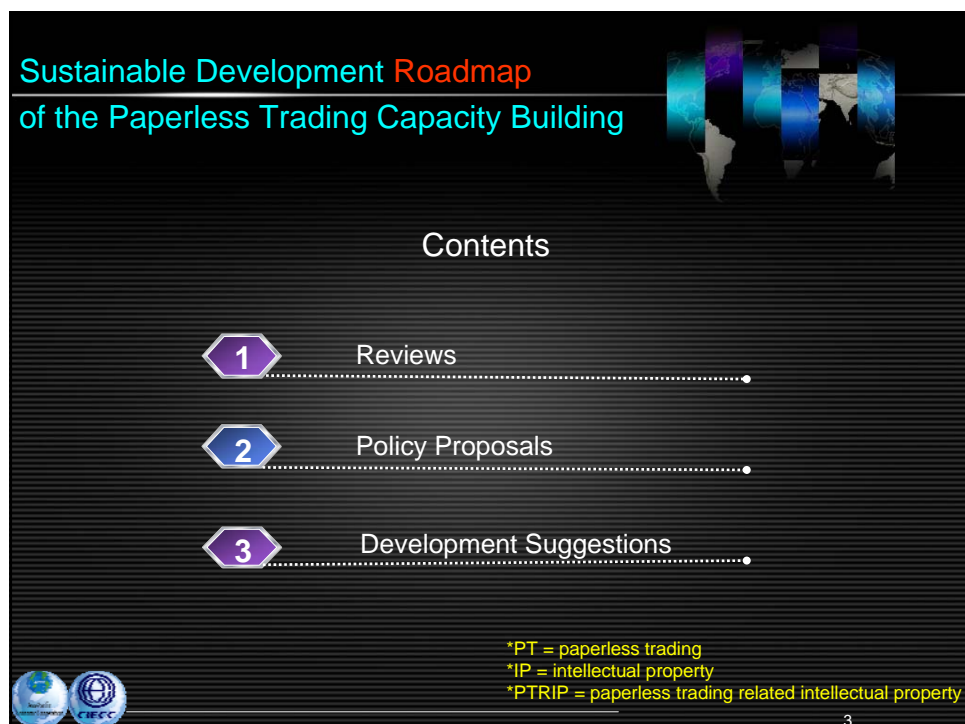
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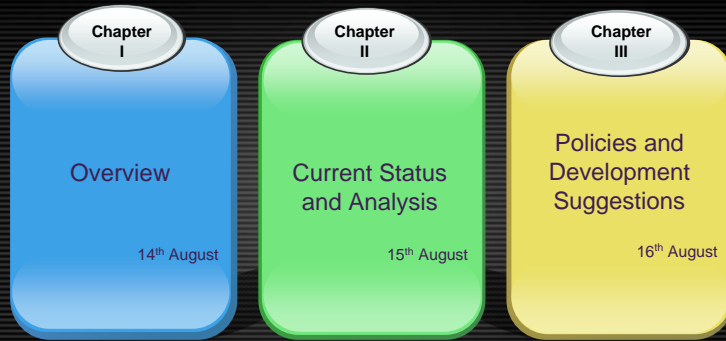


**APEC Symposium On Paperless Trading Capacity
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September 2007**

Paper
**Sustainable Development Roadmap of
the Paperless Trading Capacity Building**

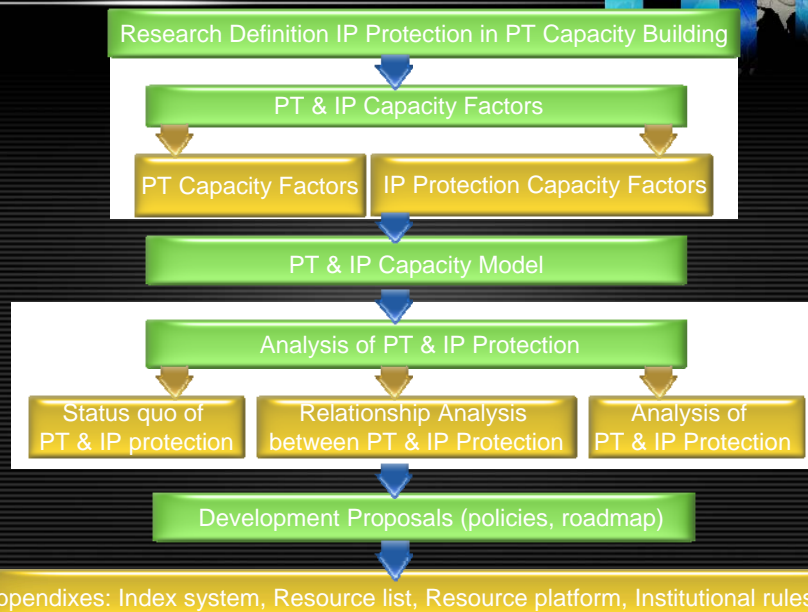
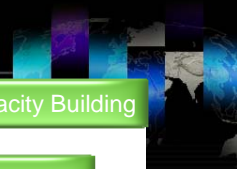


Reviews



4

Flow Chart of the Research



5

Reviews

Structure of the Chapter III



Policies



Policies

Holistic policy proposals



- balanced development level for each economy;
- IP protection integrates with the APEC trade facilitation;
- integrated effects;



8

Policies

Policy suggestions concerned environment development



- APEC-PTRIP, a uniform service system to construct;
- coordinating improvement;



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Policies

Policy suggestions for application

- technology aid;
- government participation;
- product and service resource catalogue;
- IP information trading center;
- protection and spread system framework;
- adaptive policies;
- IP product, technology, measure system;
- the forum.



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Development Suggestions

Synchronous Development

Sustainable Development

Roadmap

To Build Uniform Service
System --- APEC-PTRIP



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Development Suggestions

Synchronous development of IP protection
and PT capacity building within economies



- external coordination and improvement;
- realizing balanced development;



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Development Suggestions

Attach importance to sustainable development
of PT capacity building



- upgrading value chain to push forward;
- from “Blueprint” to practice;
- a long-term evaluation;
- “Development Roadmap”;



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Development Suggestions

To build APEC Paperless Trading Related Intellectual Property service system (PTRIP)



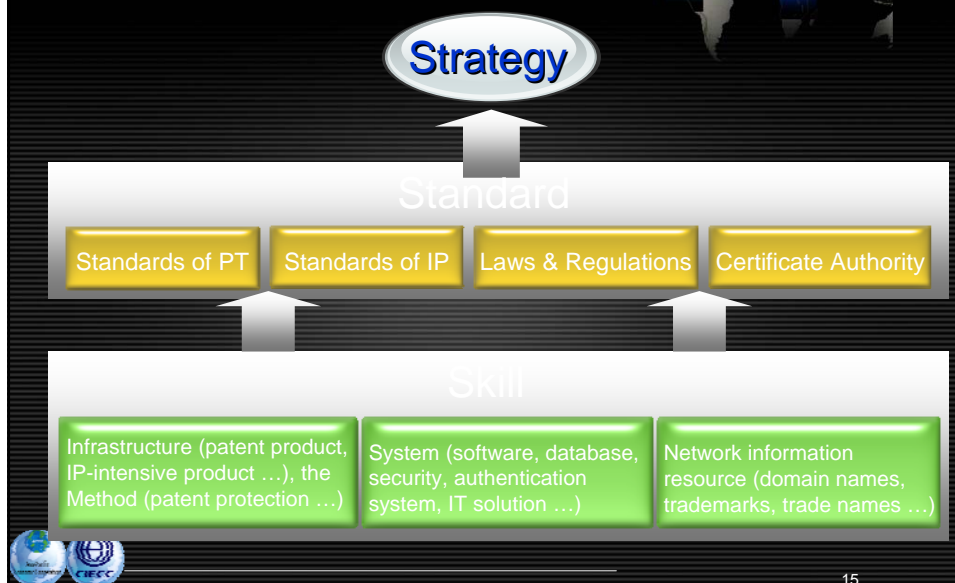
- APEC-PTRIP service system;
- PTRIP protection and communication cooperative framework agreement.



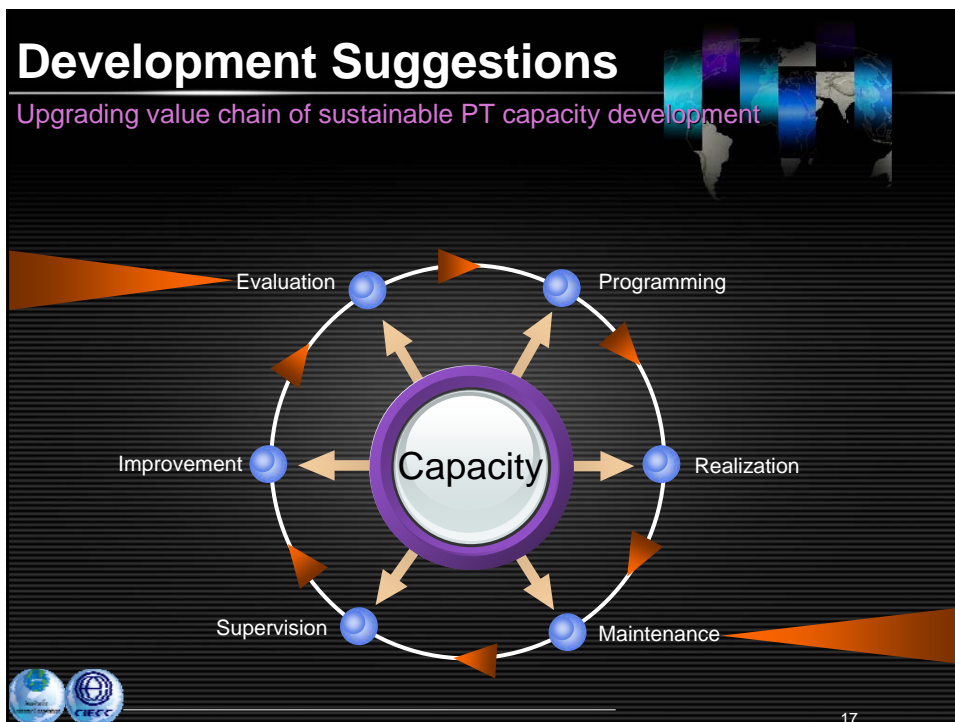
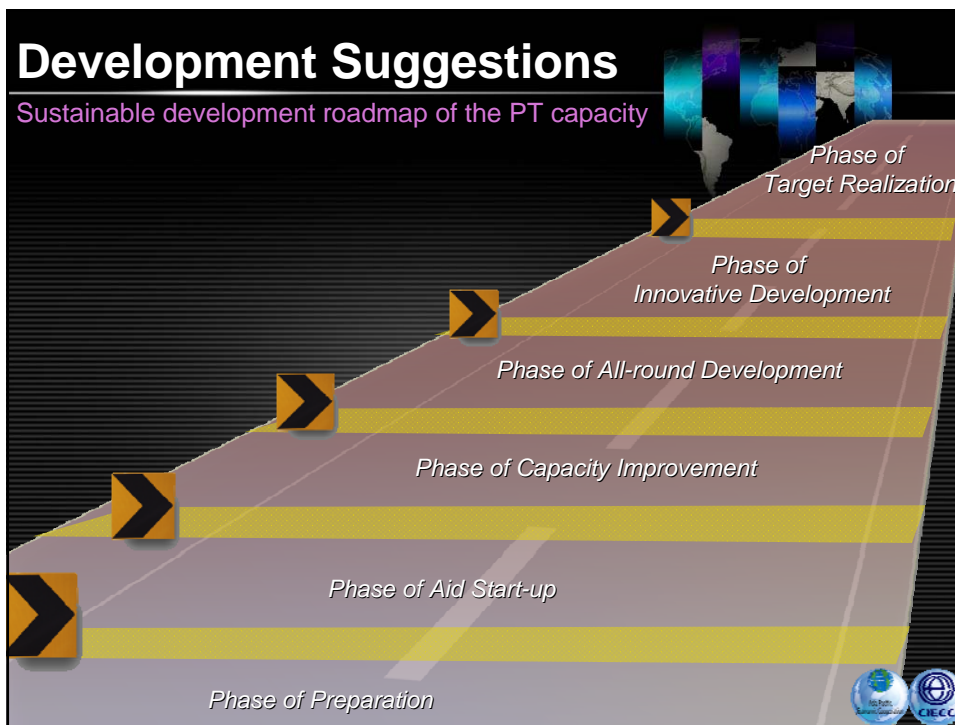
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Development Suggestions

Focus of IP protection in PT capacity building



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Development Suggestions

Phases of the Roadmap



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Development Suggestions

Rules for implementation – First Phase



- **Strategy**
 - realizing trade facilitation and effectiveness;
 - clarifying the common understanding;
 - adaptive policy guidelines;
 - a long-term effect evaluation mechanisms;
- **Standard**
 - the standards;
 - resources list;
 - aid mechanisms and its basic principles;
- **Skill**
 - the elements of PT related to IP protection;
 - the evaluation criteria, efficient means, instruments of evaluation;
 - training programme;



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Development Suggestions

Rules for implementation – Second Phase



■ Strategy

- adaptive policy guidelines;
- the responsibilities and transparencies;
- an assistance mechanism;

■ Standard

- the awareness of the importance in developed economies;
- the capacity building in developing economies;

■ Skill

- exchanging, cooperation and education;
- ready for APEC-PTRIP;



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Development Suggestions

Rules for implementation – Third Phase



■ Strategy

- technologies related to the capacity building of PT;
- continuous education and training;

■ Standard

- the execution of guide projects;
- the development funds;

■ Skill

- a “Brooder”;
- evaluation mechanisms;



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Development Suggestions

Rules for implementation – Fourth Phase



■ Strategy

- legal and regulation environment;
- reducing the cost and expanding the scope of application;

■ Standard

- the information sharing;

■ Skill

- the low budget projects within the developing economies;
- APEC-PTRIP platform to set up;



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Development Suggestions

Rules for implementation – Fifth Phase



■ Strategy

- the legal framework;
- technological innovation and cooperation;

■ Standard

- standards collection;

■ Skill

- tracking mechanisms;



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Development Suggestions

Rules for implementation – Sixth Phase



■ Strategy

- APEC E-Commerce Action Plan - “Blueprint”;

■ Standard

- interoperability;

■ Skill

- APEC-PTRIP to operate;
- accessibility applications.



24

APEC-PTRIP service system

The framework



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