



**IMPROVING SECURITY THROUGH VISIBILITY**

CASSANDRA Workshop  
affiliated to the  
European Shippers Council Conference



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Delft University of Technology

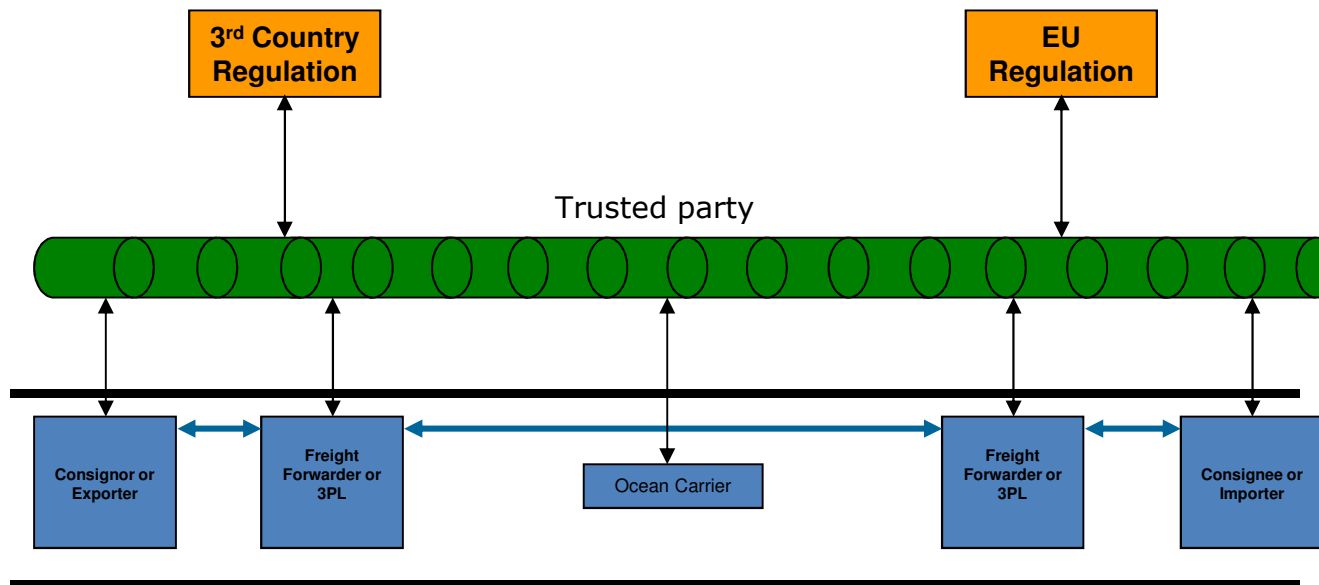
- 14:00 – 14:15 Introduction  
*Yao-Hua Tan, TU Delft*
- 14:15 – 14:35 CASSANDRA's benefits – The Business Perspective  
*John Prop, BAP Logistics; Sebastian Seidel, DHL*
- 14:35 – 15:05 CASSANDRA approach and tools – How dashboards will improve supply chain visibility and security  
*Eric Geerts, Descartes; Germán Herrero Carcel, ATOS; Norbert Kouwenhoven, IBM*
- 15:05 – 15:25 CASSANDRA's benefits – The Customs perspective  
*Frank Heijmann, DTCA; David Hesketh, HMRC*
- 15:25 – 15:30 CASSANDRA – The Serious Game
- Life after CASSANDRA – Introduction to CORE  
*Gerwin Zomer, TNO*
- 15:30 – 16:00 Discussion
- 16:00 – 17:30 Drinks

- **40% of Delay time** of international supply chains at large Mainports is caused by administrative burdens; e.g.
  - Current border control data (Customs Declaration, Entry Summary Declaration (ENS)) is often inaccurate
    - Because legally required from the 'wrong' actor in the supply chain:
      - e.g. ENS has to be provided by sea carrier instead of shipper
    - Inaccurate border control data leads to
      - more border inspections
      - More efforts and costs per inspection both for business as well as customs
  
- Total annual world-wide **extra costs** due to administrative burdens are estimated in the range of **100-500 Billion US\$**
  - Hence strategic refocus of WTO on Trade Facilitation (Bali, 2013)

- **More Accurate Supply Chain Data: Get Data from the Source**
  - More effective border control
  - Reduce burden of physical border inspections for business
  - But only when companies can show that they are themselves in-control
  
- **Piggyback:** re-use business control data for government control purposes
  
- **Business Driven** control improvement
  - Not for customs control purposes only (!)
  
- **Develop IT** to provide access to business control data
  - **Data Pipeline**
    - **Customs Dashboard**
    - **Business Dashboard**
  - **Technical issues**
    - Cloud Computing
    - Interoperability (e.g. data models UN/CEFACTWCO, GS1)
  - **Public-Private Partnership/Governance**
    - policy issues (e.g. NLIP)
  
- **Living Labs** to show that it really works

- Piggy Back
- Get data from the source
  - Purchase order, Invoice, Packing list
  - More accurate data

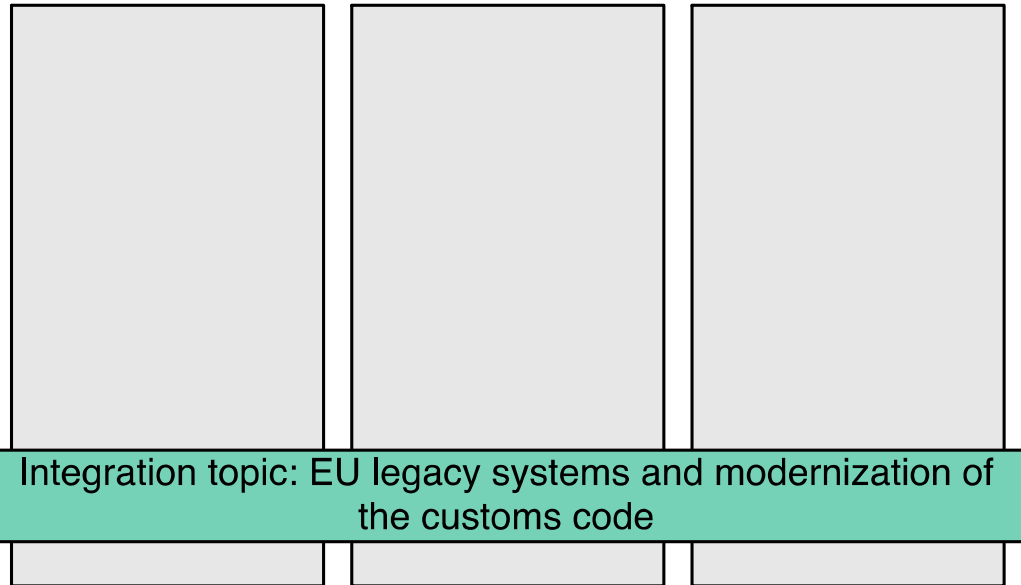




- **More accurate Supply Chain Control data is available and accessible with modern IT**
  - Cloud Computing, Web services (“Apple/Google apps” style)
  - Interoperability with Data models (WCO, UN/CEFACT, GS1 etc)
  
- **Business-Driven** supply chain control improvement
  - Improved predictability ->reduces shipper’s costs
  - Main drivers:
    - Shippers, importers etc.
    - IT service providers
  - Business dashboards will be further developed
  
- **Towards Chain Control Framework**
  - Trusted trade lanes vs. trusted companies
  - Advanced AEO, System-Based Audit

- **Piggy-Back** opportunities for Customs
  - **Customs Dashboard** works in NL
    - **Optional dual filing** for import
      - Tested with IFTMCS data set
      - But extendable to more useful risk targeting data from business to customs
    - **'Green Lane' treatment** for trusted supply chains
      - Integrated in new 'Enforcement Vision' of Customs-NL
    - Limited to NL, less obvious for UK





- 2-year part-time academic programme
- Delivered by:
  - Rotterdam School of Management (Erasmus University)
  - Technical University Delft
  - Technical University Eindhoven
- In collaboration with Dutch Customs
- <http://www.rsm.nl/master/executive-masters/executive-master-customs-and-supply-chain-compliance/overview/>

- **European Shippers Council** (Godfried Smit)
  
- **CLECAT** (Mark van de Perre)
  
- **DG TAXUD** (Frank Janssens)
  - Procedures and Data model
  - Capacity building
  
- **World Customs Organization** (SP Sahu)
  - Data model
  - Capacity building
  
- **United Nations** (Tom Butterly)
  - CEFACT, Trade Facilitation
  
- **World Economic Forum**

- More Step-wise implementation approach for data pipeline, rather than costly big bang
  - Reuse existing company IT systems
  - Digitizing the first mile
  - Implementation from DP nodes: IT providers, freight forwarders, port community systems
    - Node provide simple web interfaces for other parties
- Do Customs units benefits enough from the existing internal controls in their own companies (e.g. internal piggy-back)
- More Supplier coaching
  - Align internal controls with supplier
- Customs/Food safety inspections should be integral part of total landed costs