



# PAN-ASIAN E-COMMERCE ALLIANCE

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PAA bridging the member economies with secure and seamless regulatory and business documents exchange network



# GLOBAL MISSION

The Pan-Asian E-Commerce Alliance is the first regional e-Commerce alliance in the world that aims to promote and provide secure, trusted, reliable and value-adding IT infrastructure and facilities for efficient global trade and logistics.

**PAA is now comprised of 12 member economies:** China, Chinese Taipei, Hong Kong SAR, Indonesia, India, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Thailand;  
**And 4 associate member economies:** France, Saudi Arabia, Senegal, Sweden.



## SECURE NETWORK

To provide reliable transactions secured by the mutual recognition of digital certificates issued by members' Certificate Authorities for use in electronic documents exchange among the parties



## e-COMMERCE

To allow inter-connection of network services to provide e-Commerce transaction application services for the business community



## GLOBAL CONNECTIVITY

To create global connectivity for digital trade with reliable information technologies





# PAA CHARTER

First regional alliance of 14 customs and trade service providers with real show cases of cross border paperless trading.



## SECURE AND RELIABLE

To enable secure and reliable transmission of trade and logistics documents



## e-COMMERCE

To allow inter-connection of network services to provide e-Commerce transaction application services for the business community



## GLOBAL B2B

To create a Pan-Asian portal to enable global B2B connection and communication





# PAA MILESTONE



## PAA Services

The conduct of secure cross border document and data interchanges amongst customers through the Alliance members.



## Technical Standards

The communication protocols and message specification that governs the electronic interchange within the PAA network.



## PAA Legal Framework

A set of legal agreements, specification and procedures that enforces the legality of the electronic transactions within the PAA network.



## Mutual Recognition of PKI

A scheme developed and designed to regulate and oversee the use of digital certificates for all electronic transactions within the PAA network.





# FIGURES TALK



**16 Member Economies**



Serving **400,000** Organizations representing almost all active trading enterprises in the region



**200 Millions** Customs Declarations processed annually

## Trade Value



Total Export Value  
**US\$6.3**  
trillion

Total Import Value  
**US\$6**  
trillion

## Regulatory Documents



ECO, ePhyto



Sea Manifest, B/L



Air Manifest, AWB



Car Manifest



Cargo Dynamic Data





# ABOUT PAA

## Single Window, Global Connection

Established in 2000 to promote and provide **secure, trusted, reliable and value-adding** IT infrastructure and facilities to enhance seamless trade globally.



MEMBER



ASSOCIATE MEMBER





# MEMBERS

Any organisations sharing the mission and interested in the common objectives of the Alliance may wish to apply for admission into PAA.

## China International Electronic Commerce Center

Founded in February 1996, China International Electronic Commerce Center (CIECC) is the executive organization and technical support entity for the informationalization construction of Ministry of Commerce of P. R. China. CIECC shoulders the mission to construct, operate and maintain the country's key informationalization construction projects and undertakes the mission of promoting the development and application of Chinese e-commerce and the task of international cooperation and foreign exchanges.

CIECC is the founding member of APEC E-Commerce Business Alliance (APEC-ECBA) and Pan-Asian E-Commerce Alliance (PAA), and acted as the secretariat of APEC-ECBA and the Chinese office for UN Trade Point China Development Center and EU-China IP Project. Over the years, CIECC has played a positive role in promoting e-commerce communication and cooperation both home and abroad.



[ciecc.ec.com.cn](http://ciecc.ec.com.cn)





## Trade-Van Information Services Co.

Trade-Van Information Services Co. was established in 1996, from the former “The Cargo Clearance Automation Planning and Promotion (CCAPP) Task Force” to build a customs clearance automation system to facilitate the customs clearance operations.

While serving as the operator of the Taiwan CPT (Customs, Port and Trade) National Single Window, Trade-Van diversifies the business offerings to B2G, B2B and C2G. The service scopes include online tax filing, retail e-hub, supply chain, insurance, big data analytics, e-commerce etc. Trade-Van currently provides over 60 types of ASP services, and will continue to enhance the cloud-based value-added services in the future, in order to provide the public and private with better information services.



[www.tradevan.com.tw](http://www.tradevan.com.tw)

## Tradelink Electronic Commerce Limited

Established in 1988, and listed in 2005, Tradelink (Stock Code: 0536) is Hong Kong's digital efficiency champion. Since 1997 the company has successfully brought the advantages of its e-solutions to tens of thousands of organizations. Tradelink has pioneered numerous innovative business technology applications in Hong Kong, including EDI, digital certification, biometric ID and warehouse automation. In addition to offering expertise in supply chain, identity management and paytech solutions, the company leads in the city's business-to-government document compliance market. Tradelink customers span all industry sectors. The company has earned the trust of governments, multinationals, and small and medium businesses alike. Hong Kong-based organizations seeking to measurably benefit from greater digital efficiency have a reliable partner with Tradelink.



[www.tradelink.com.hk](http://www.tradelink.com.hk)



## PT Electronic Data Interchange Indonesia

PT Electronic Data Interchange Indonesia (EDII) was established on June 1, 1995, as a pioneer company in developing and implementing Electronic Data Interchange services in Indonesia, which is a Subsidiary of Indonesia Port Corporation (IPC). Providing various e-business solution for more than 24 years, EDII is the leader of trade facilitator service provider for government, port, state-owned company, Bank, and Private Sector.

Awarded ISO 27001:2013 for Information Security Management and ISO 9001:2015 for Quality Management, prove EDII's commitment to give ultimate services for customers. EDII provides services ranging from EC/EDI Value Added Networks (VAN) with Maximum security protection, EC/EDI Consultancy, System Implementation and Integration, EC/EDI Training, EDII's subscribers are corporate with various fields, such as export/import, shipping lines, Bank, Pharmacy and retailer, Insurance, and Automotive.



[www.edi-indonesia.co.id](http://www.edi-indonesia.co.id)

## Nippon Automated Cargo and Port Consolidated System, Inc.

Since its establishment as an administrative body under the Ministry of Finance in 1977, Nippon Automated Cargo And Port Consolidated Systems, Inc. (NACCS) has dedicated itself to provide prompt and highly accurate trade processing services with an online system called NACCS. Through several system upgrades over the last four decades, NACCS has expanded its original services coverage, the customs clearance processing and international cargo handling, to the airport/harbor community management and other related services. Currently NACCS provides a single window system.



It is the only system in Japan that links trade related parties online. It achieves centralized management, sharing, and reuse of information jointly used by private/ public sectors by providing comprehensive processing of various procedures.



[www.naccs.jp/e/index.html](http://www.naccs.jp/e/index.html)



## Korea Trade Network

Following the Korean government's plan for comprehensive trade automation, KTNET started paperless business in 1989 with 100% investment by the Korea International Trade Association (KITA), and also designated as a trade automation business (presently known as National Paperless Trade Infrastructure Provider) in 1992 by the Korean government.

Through the world's foremost trade system connecting over 105,000 customers such as trade-related organizations, import and export companies, banks, customs brokers, shipping companies, insurance firms, freight forwarders, and bonded warehouses, KTNET processed over 390 million transactions with 875 types of digitalized export & import documents in the G2B as well as B2B sectors in 2019.



[www.ktnet.com](http://www.ktnet.com)

## Dagang Net Technologies Sdn Bhd

Dagang Net Technologies Sdn Bhd was established in 1989, is the first and largest eCommerce service provider in Malaysia. We are the operator of Malaysia's National Single Window that facilitates electronic Customs clearance related transactions and duty payments for more than 30,000 users between Government Agencies such as Customs, Permit Issuing Agencies, Port Authorities and trading community made up of manufacturers, importers & exporters, forwarders, shipping agents, terminal and port operators, and banks. Today, close to 100 million electronic transactions and approximately RM8 billion worth of Customs duty payment are transacted annually through our proven infrastructure system.

Core competencies:  
B2G and B2B community development, Trade facilitation implementation, BPR and change management, Inter-organisational system integration.



DAGANGNET  
A member of DNeX Group

[www.dagangnet.com](http://www.dagangnet.com)





## InterCommerce Network Services, Inc.

InterCommerce Network Services, Inc. (INS) was established in 1987 as Global Teleprocessing Services, Inc. as the Philippine distributor of GE/GEIS, providing EDI value-added network services for Philippine organizations transacting with global companies.

Currently, INS is an accredited service provider for Philippine government agencies such as Bureau of Customs, Philippine Economic Zone Authority, Freeport Zones (SBMA, CDC, and FAB), Department of Agriculture, Board of Investments and the Tourism Infrastructure and Enterprise Zone Authority, and subsequently joined the Pan Asian eCommerce Alliance (PAA) and having collaboration with other PAA members, and other foreign companies, embarked on cross border initiatives, eg., eSPS Exchange, Japan AFR.



## CrimsonLogic Pte Ltd

For over 30 years, CrimsonLogic has partnered governments and businesses to innovate sustainable world-class solutions, products and services in Trade, Legal and Digital Government, enabling significant transformations that have positively impacted governments, businesses and communities.



GeTS (Global eTrade Services) is a wholly-own subsidiary of CrimsonLogic. As a global leading trade platform company, GeTS is shaping the future of trade and supply chain. GeTS envisions to power global trade by making it more accessible, predictable and easier to fulfil. The company has linkages to more than 61 Customs nodes across the world, with more than 175,000 connected parties and conducting more than 24.1 million transactions annually.



## National Telecom Public Company Limited



In 2020, the Ministry of Digital Economy and Society approved the merger between TOT Public Company Limited and CAT Telecom Company Limited to be National Telecom Public Company Limited

(National Telecom: NT), with the registration date on January 7, 2021.

After a successful implementation of merger, NT will have the integrated infrastructure in maximum solution.

National Telecom provides services in 5G and satellites, delivery of digital services across public health, agriculture and transportation segment. National Telecom is a collector of big data over actionable 5G, introducing service to social sectors with effective manners, reducing redundant investments for the ultimate benefit of the people and the country.

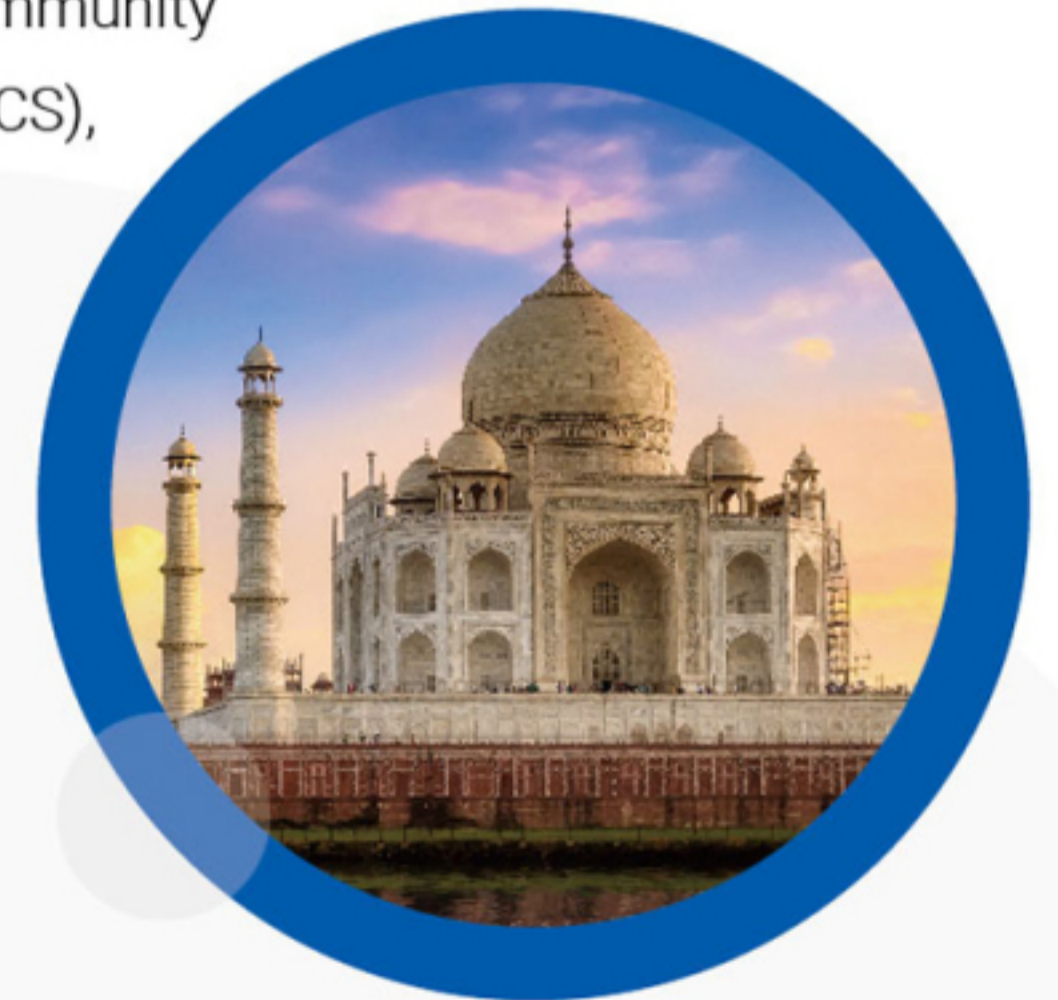


[www.ntplc.co.th](http://www.ntplc.co.th)

## Kale Logistics Solutions Pvt. Ltd.

Incorporated in 2010, Kale Logistics Solutions is a trusted, global IT solutions partner for several Fortune 500 companies worldwide, offering a comprehensive suite of IT solutions for the Logistics Industry. With in-depth domain knowledge and technical expertise, Kale has created a suite of comprehensive IT enterprise systems and Trade Facilitation Platforms, which support operational flows and facilitate paperless exchange of trade-related information between stakeholders.

These community platforms are designed to place community interest and requirements first and prove that communities are not only for socializing but also for getting things done. Its community platforms include Air Cargo System (ACS), Port Community System (PCS), Multimodal Cargo Community System, Regulatory Single Window and Logistics e-Marketplace.



[www.kalelogistics.com](http://www.kalelogistics.com)



# TradeWindow Limited

TradeWindow is a secure digital trade platform to accelerate global trade with the highest standards of integrity, intelligence and innovation. The platform provides a 'single source of the truth' for exporters and all other relevant parties in the global supply chain and is backed by blockchain to provide an unbreakable trail of trust. TradeWindow is accredited by the New Zealand government to issue Certificates of Origin and provides innovative and intelligent B2B and B2G solutions to leading exporters across Australasia. Headquartered in New Zealand, TradeWindow is committed to re-imagining trade and has a growing global footprint with offices in Australia and Singapore. TradeWindow is backed by ASB Bank, a wholly owned subsidiary of the Commonwealth Bank of Australia.



[www.tradewindow.io](http://www.tradewindow.io)



# ASSOCIATE MEMBER

## KGH Border Services

KGH is an international, knowledge-based company within trade and customs. Through a wide range of services, KGH optimises companies' trade and customs management – helping to improve trade performance, operational efficiency, risk management and customs duty control.

KGH has a large operational branch that supports companies with trade services, a digital branch that develops ICT products and services for trade, and a global consulting branch that supports both governments and the private sector with strategy and compliance services.

With more than 50 years of experience in the customs field, KGH combines knowledge in these different fields to create a unique value for customers and leadership in sustainable customs and trade management.



[www.kghborders.com](http://www.kghborders.com)



## GAINDE 2000

GAINDE 2000 is a leading edge digital services provider established in 2002, with the mandate to develop and operate the Senegal National Single Window for facilitating international trade formalities. GAINDE 2000 has pioneered Africa Single Window initiatives aimed at creating paperless trade environment, Customs Management Systems and Port Community System to facilitate and streamline international trade processes for the import/export and logistics formalities.

Two decades later, GAINDE 2000 is a key player in the digital trade formalities in Africa with consulting services and solutions delivered in more than 20 countries.

In June 2012, Senegal has won the 1st place of the United Nations Public Service Awards (UNPSA) in "Improving Public Services" category, with ORBUS Single Window that led to outstanding changes in trade procedures performance.



[www.gainde2000.com](http://www.gainde2000.com)

## CONEX i-way to customs

CONEX is a major player in the dematerialisation of customs and security information shared between import/export operators and customs authorities. We offer businesses a full range of software and data processing solutions that make their organizations more agile. We cover all their interconnection needs with their customers, suppliers, partners and multiple customs authorities. Faced with the complex regulations of international trade, companies need tools that ensure processing automation, data exchange traceability and security, and communication with third parties. CONEX's activity has evolved over more than 35 years. Time is a force that has enabled us to acquire the recognition of customs administrations and international standardisation bodies as well as the confidence of many international Supply Chain actors.



[www.conex.net](http://www.conex.net)



## Tabadul Company

Tabadul, the Saudi Company for Exchanging Digital Information, was established in 2009 and is a subsidiary of Elm, a leading technology solutions company. Tabadul's investments are focused on the areas of information technology, communications, and knowledge industries. In accordance with the pursuit of the Kingdom's Vision 2030, and the aim to make the country a global logistics center, Tabadul's vision aims to become the main incubator to facilitate the global trade system and become a pioneer in providing innovative technical solutions that increase efficiency, enhance transparency, and activate the operational performance of the global trade system.

In addition to our work with government sectors, Tabadul's new strategy plans to work with the B2B business sector and offer new financial product solutions and partnerships across different countries to improve data exchange.



[www.tabadul.sa](http://www.tabadul.sa)

## TradeWaltz Inc.

To solve the inefficiencies of analog work in trade with blockchain technology, TradeWaltz was established in April 2020 by the Trade Consortium, which was launched by 13 private sector companies in August 2017. With a mission to "create the future of trade", we connect trade data that is fragmented among companies, countries, and platforms to realize fully electronic trade. Our service, TradeWaltz®, is a trade information collaboration platform that ensures high security and data reliability using blockchain technology, which makes it difficult to falsify information, and enables the integrated management of documents and information related to trade operations in electronic data across industries.

TradeWaltz shall continue to propose initiatives that will not only improve the efficiency of trade within its own country, but also bring global trade closer to a more electronic "future of trade" by linking data between PFs in different countries and PFs in different industries.



[www.tradewaltz.com](http://www.tradewaltz.com)



# PROJECTS & ACHIEVEMENTS

**The alliance aims to promote and provide secure, trusted, reliable and value-adding IT infrastructure and facilities to enhance seamless trade globally.**

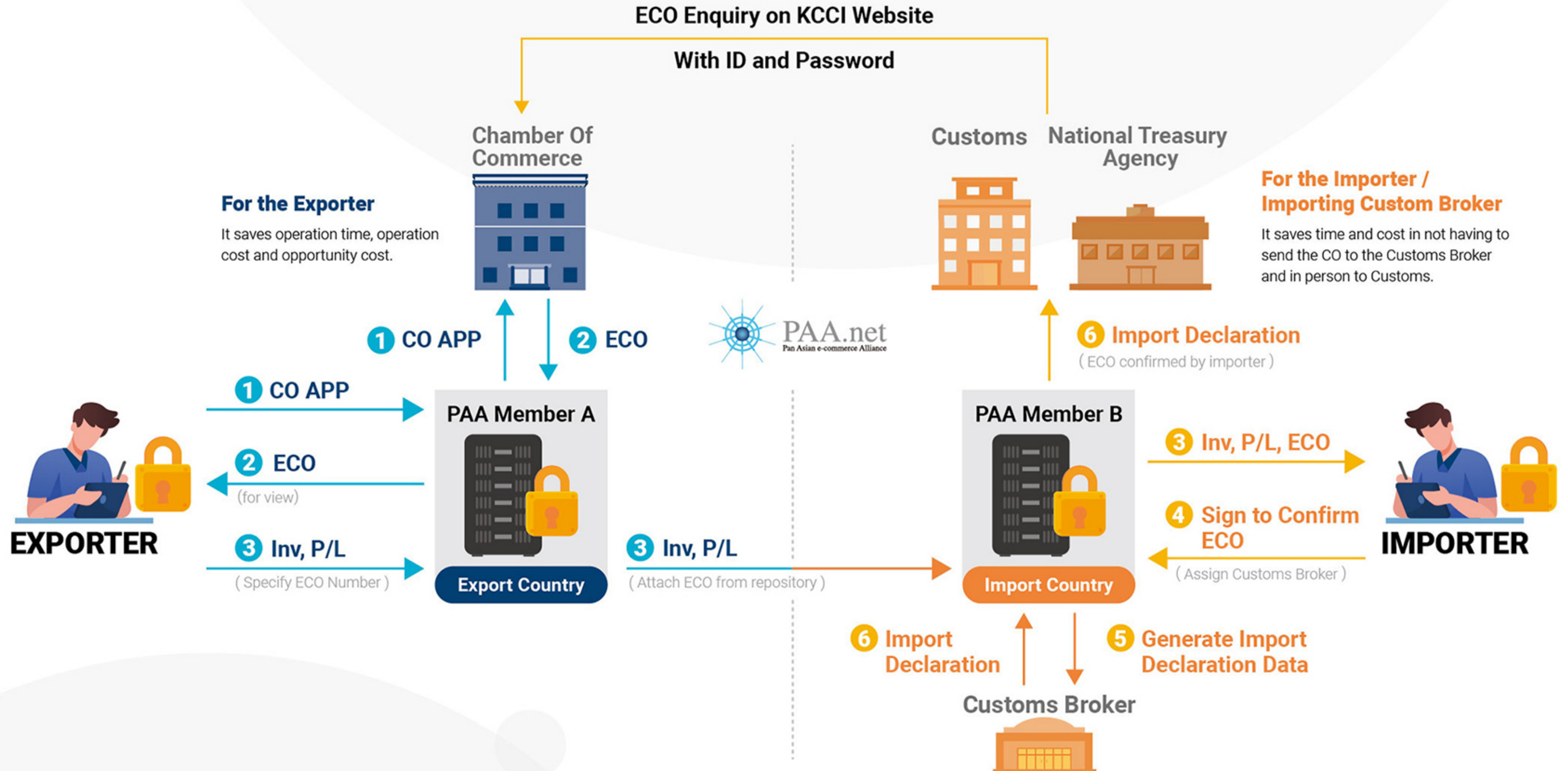
Businesses from the participating economies can look forward to uninterrupted cross-border trading, with ready acceptance of cross-border approvals and certification policy, secure and reliable paperless trade and transactions, and the convenience of working with the Alliance as a single point of contact.

**Cross Border  
Electronic Certificate of Origin Exchange**

**Blockchain for Trade**



# Cross Border Electronic Certificate of Origin Exchange





## Benefits of single ECO transaction

Avoid the cost and delay of sending the paper CO by post mail or express courier to the importer and the importing customs broker.

### Cross Border Electronic Certificate of Origin Exchange

Time Saved

Cost Saved

Opportunity Cost Saved

exporter

**2** DAYS

US\$**217**

US\$**274**

importer/importing  
customs broker

**3** DAYS

US\$**205**

US\$**397**

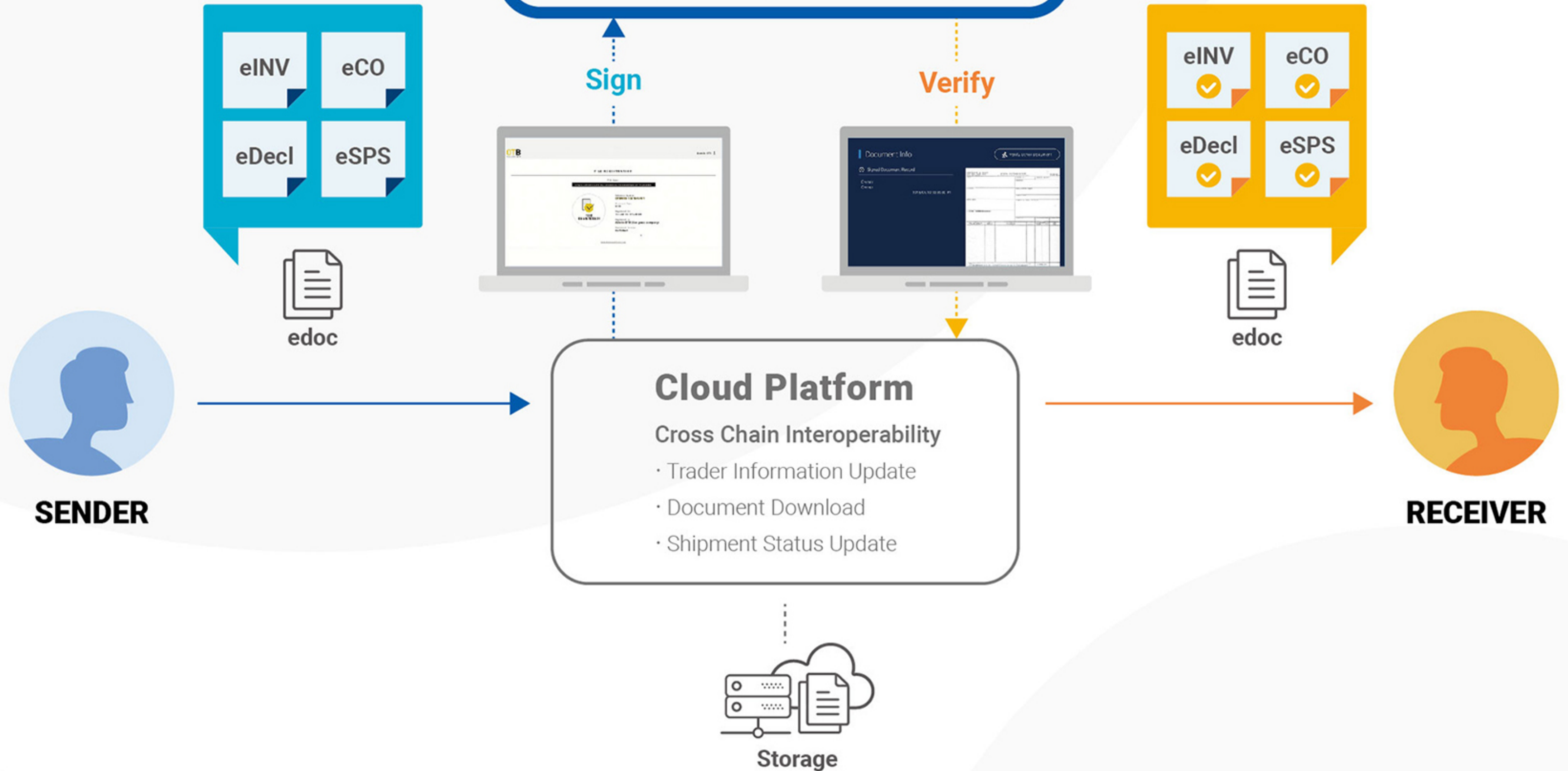
Findings and Recommendation from APEC PSU(Policy Support Unit)  
Reducing trade transaction costs in APEC through electronic commerce:  
a case study of Electronic Certificate of Origin





# Blockchain for Trade

## Cross Border Blockchain





## Benefit of Blockchain for Trade

Avoid the cost and delay of sending the documents by post mail or courier express to the importer or the importing customs broker.

### Blockchain for Trade



DECENTRALIZATION



TRUSTED COLLABORATION



IDENTITY VERIFICATION



TRANSPARENT LEDGER

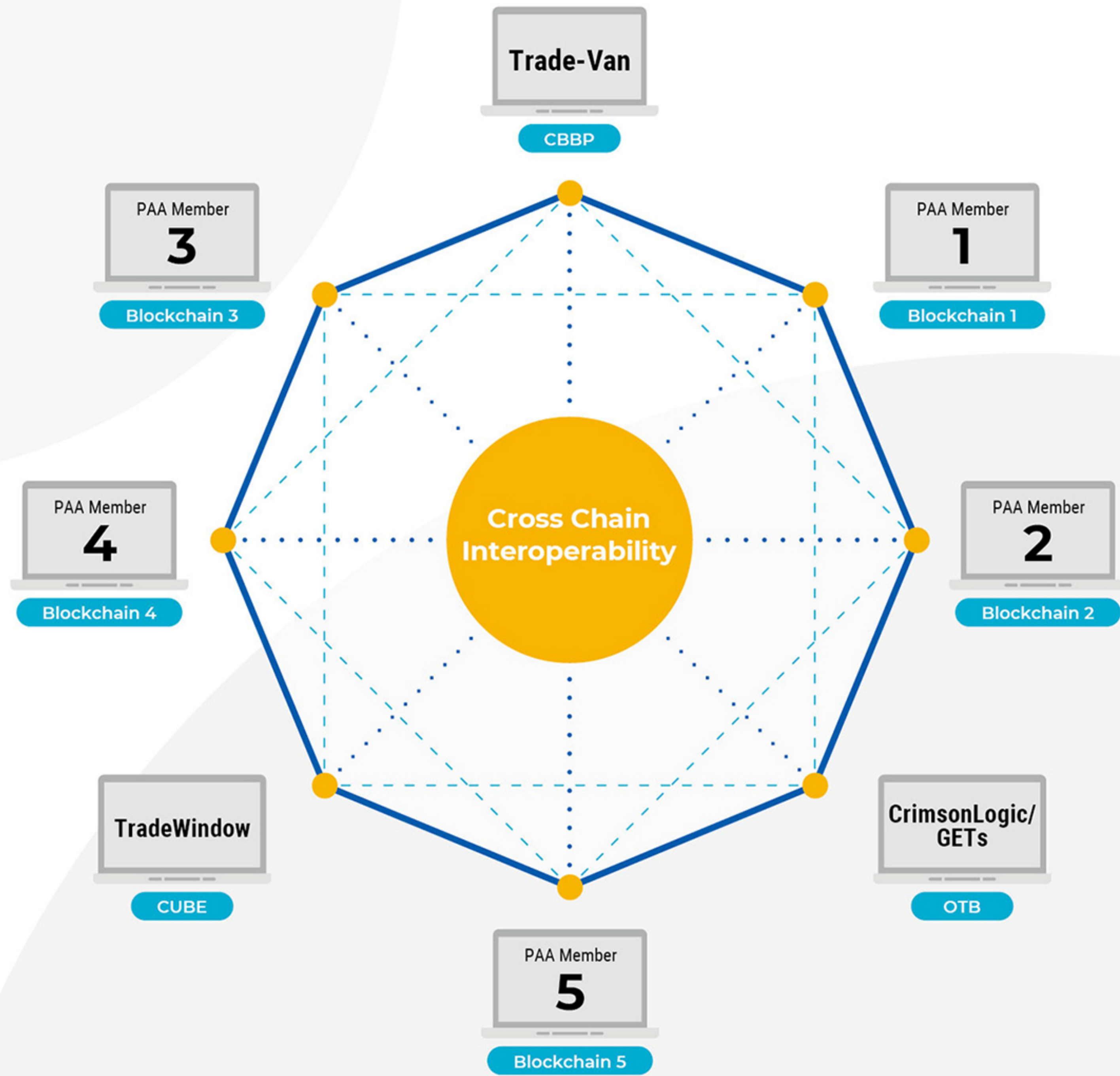


IMMUTABILITY



SMART CONTRACT





**CBBP** | Cross Border Blockchain Platform  
**OTP** | Open Trade Blockchain



# GLOBAL ENGAGEMENT

PAA continuously extends its collaboration with other international organisations specialising in paperless trading. As a pioneer in realising cross border paperless trade and transactions, PAA was granted the official guest status in the APEC DESG (Digital Economy Steering Group).

PAA actively participates in IATA e-Freight pilot project, UNESCAP projects, ASEAN Single Window initiative, and other trade facilitation projects to make contribution to the digital economy.





# VISION & FUTURE

To streamline and digitalise cross border trade procedures, PAA members work closely with the respective governments and the user communities. Throughout the years, standards and protocols enabling the digital exchange of business-to-business (“B2B”) as well as business-to-government (“B2G”) documents have been established. Projects for cross border electronic regulatory documents exchange are also supported by local governments.

PAA continues to enhance our services in conjunction with technological innovations. Big data analytics and blockchain solutions have been incorporated into PAA projects.







**We aim to expand our service scope and geographical coverage with complementary partners.**

The Pan-Asian E-Commerce Alliance welcomes partnership and collaboration from all over the world.  
[www.paa.net](http://www.paa.net)