

# APTFF Trade Facilitation Innovation Award 2019

## Enhancing Digital Connectivity for China-ASEAN Trade



# Introduction of Participating Organisations



- Corporatised from Port of Singapore Authority
- 50+ coastal, rail and inland terminals in 18 countries
- “The World’s Port of Call”

# Introduction of Participating Organisations



APAC **CIO** Outlook TOP 10  
**LOGISTICS**  
**TECHNOLOGY**  
 SOLUTIONS PROVIDERS - 2019



>18 M  
 Transactions

29 Nodes  
 Across  
 Linking East  
 to West

GMV  
 >S\$ 800B

>175K  
 Connected  
 Parties  
 globally



# Strong Growth & Challenges

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ASEAN-China Free Trade Area (ACFTA)  
addresses the biggest population:

**1.9B**

## Challenges

**US588B**

China-ASEAN trade volume in 2018

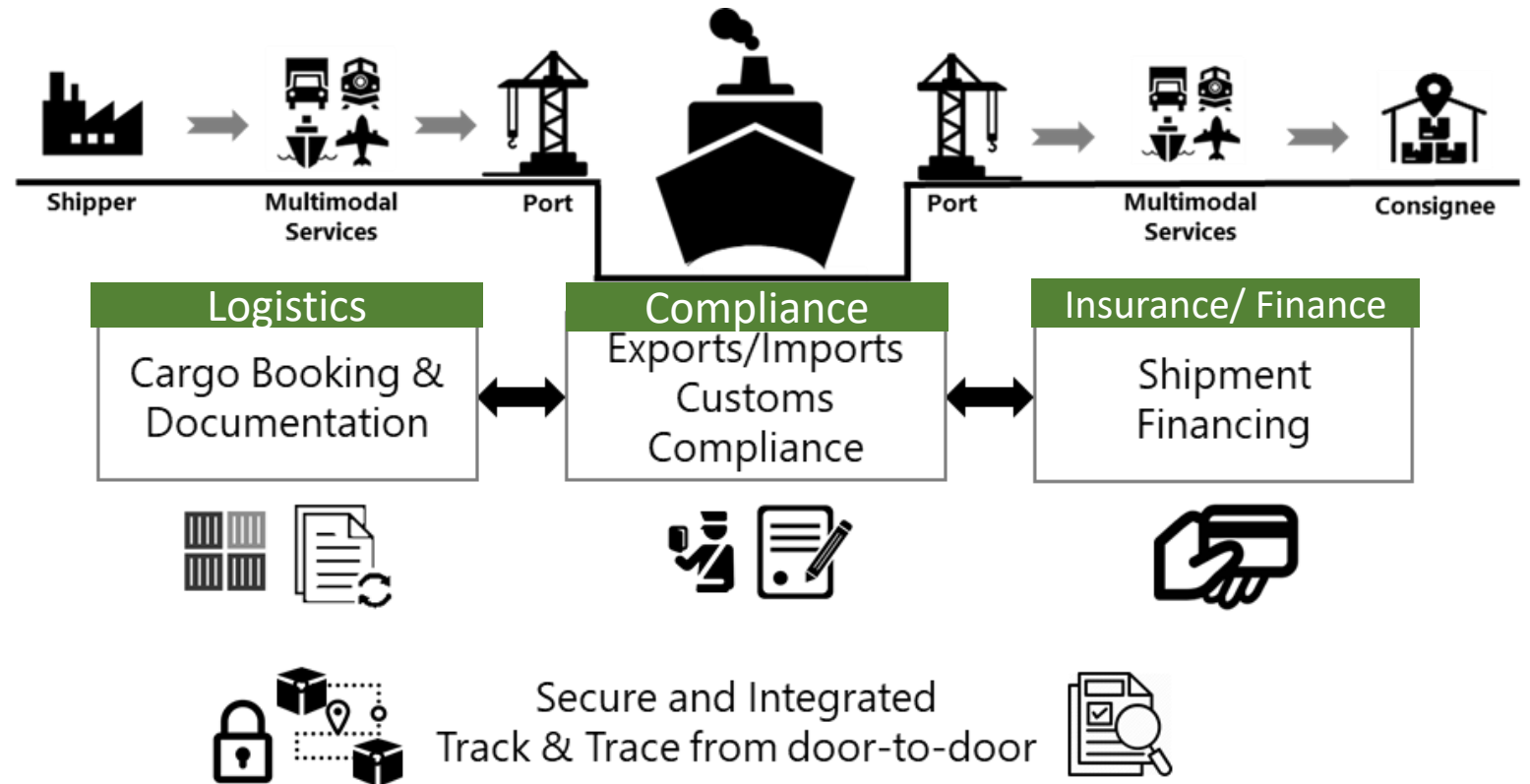
Up **14%** Y-o-Y

China has been ASEAN's  
trading partner for 9 years **largest**

- In complex trade supply chain, inefficiencies are manifold and the flow of physical goods may be constrained due to lack of transparency in information flow
- Disparate trade rules and regulations across ASEAN
- Disparate IT readiness in ASEAN countries

# Solution – A Digital Ecosystem (CALISTA)

- Brings together key physical and non-physical activities of logistics on a digital eco-system
- Since 2018, CALISTA, together with government and industry partners, has been embarking on a project to tackle the challenges face in China-ASEAN trade.

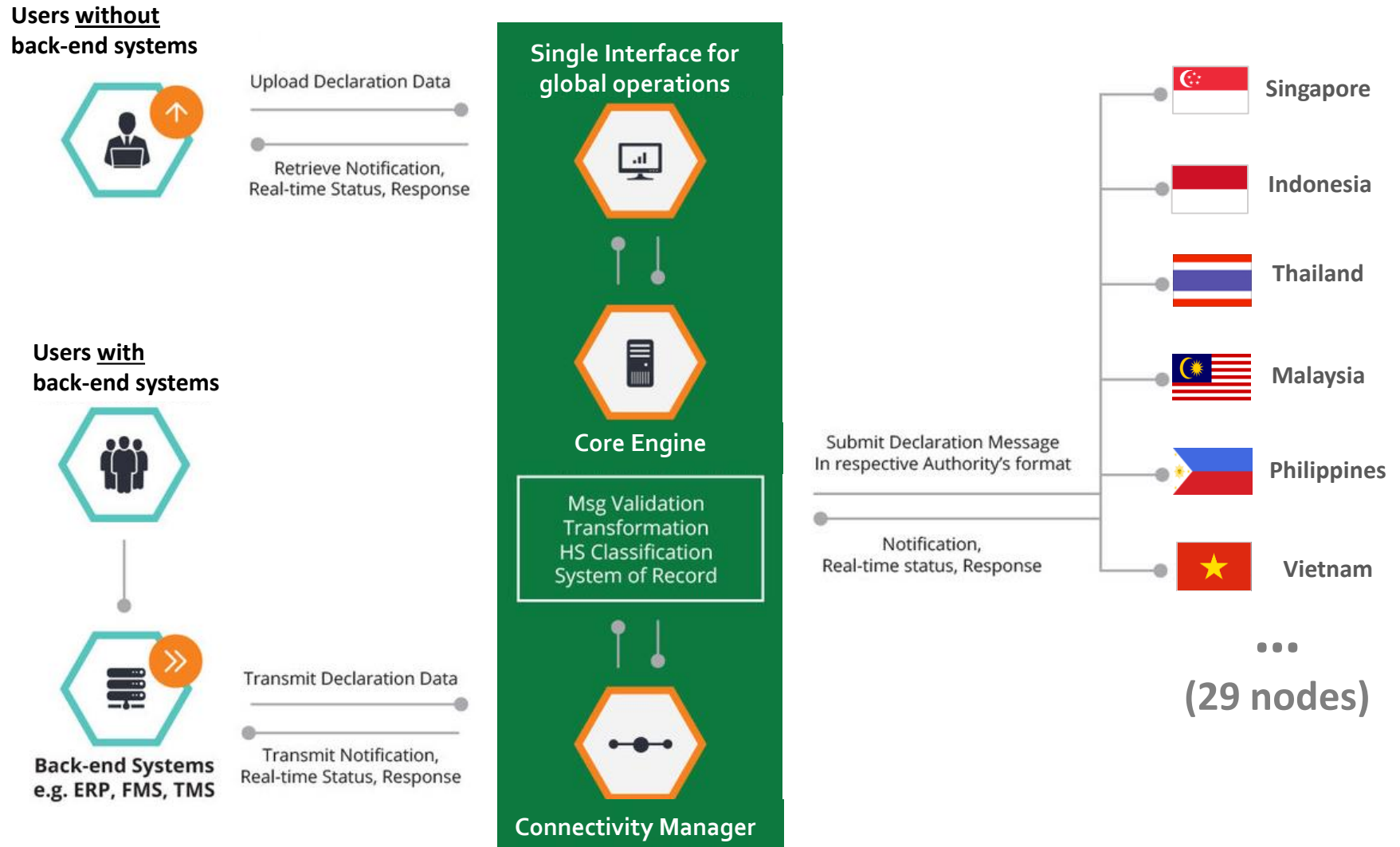


# Solution – Compliance Connectivity (29 Nodes)



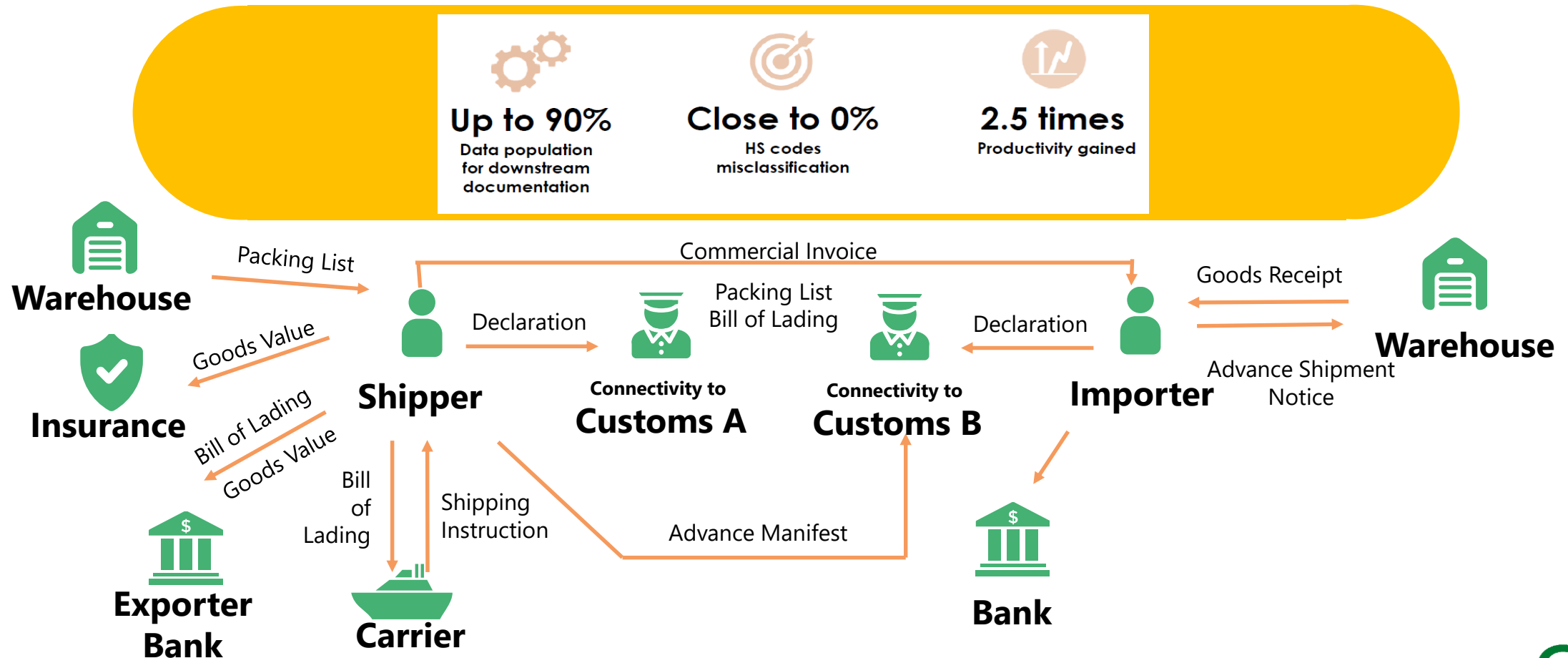
# Why It Is Particularly Innovative and Effective?

- Traders do not need to navigate through the complex compliance requirements
  - Traders from China is able to file export declaration in China and import declarations to these 7 countries and vice versa through a single platform.
- CALISTA is also able to extract data from source document to pre-populate the respective declaration forms.



# Why It Is Particularly Innovative and Effective?

- Reduces inefficiencies due to 'digital islands' by **on-boarding/integrating with various platforms through bringing value to various stakeholders**



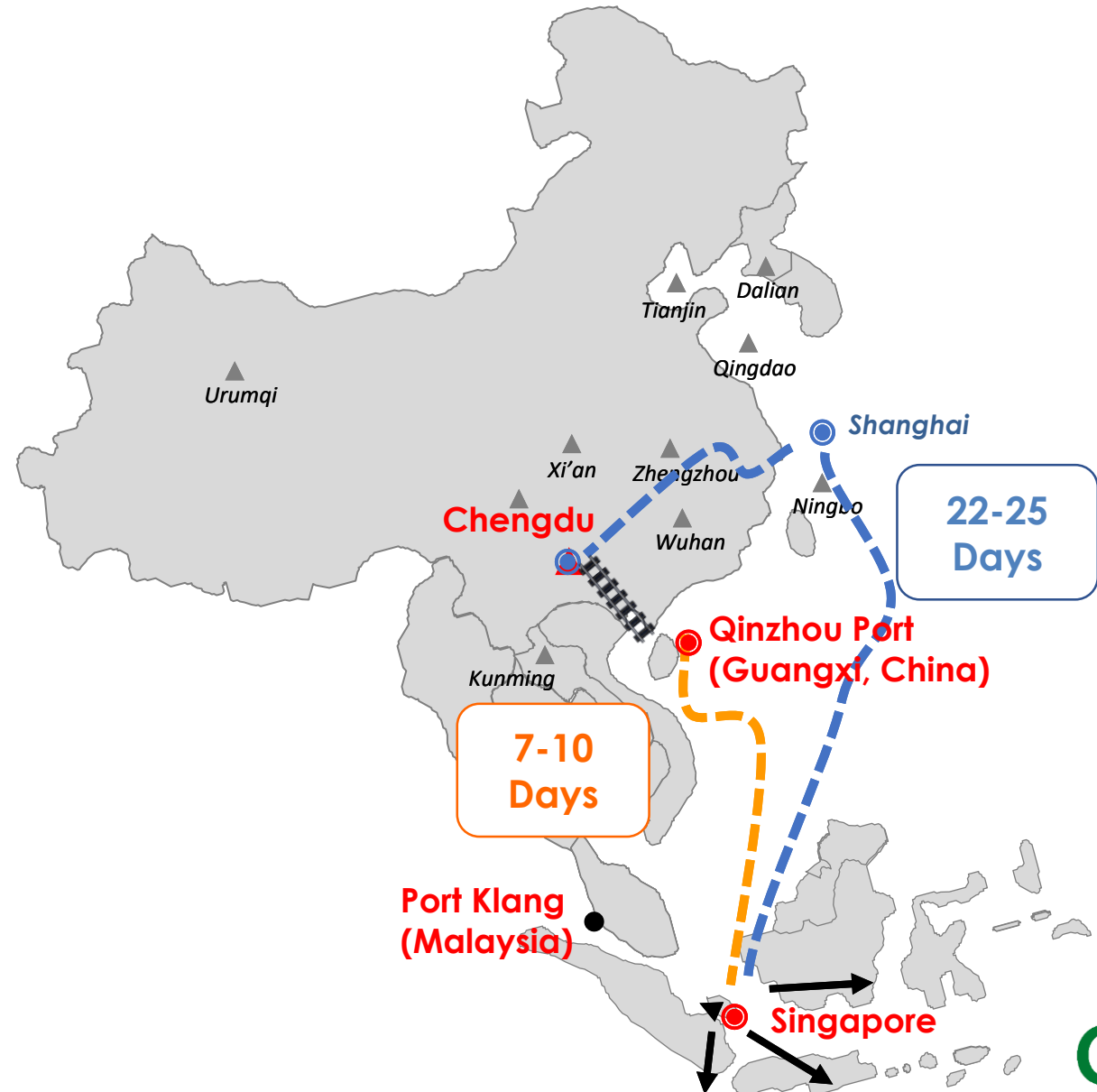


# Use-case 1: Orchestrating for Multi-Modal Transport (CN-SG-MY)

## Pain Point:

For cargo shipped from Chengdu to Malaysia (via Qinzhou port in Guangxi, China and Singapore port), it involved the booking of container spaces in both **rail and ocean carriers**.

Beneficiary Cargo Owners (BCOs) had to **interface with multiple systems** to navigate through different schedules and manually orchestrate the booking of different vessels (sea and rail).



# Use-case 1: Orchestrating for Multi-Modal Transport (CN-SG-MY)

## Solution:

- Through CALISTA platform, BCOs only need to key in **cargo-ready date** and **cargo delivery data**, CALISTA will fetch the **options for the complete route** (automatically matched the suitable carrier and rail schedule).
- Booking confirmation from liners can also be viewed from CALISTA.

Vessel Schedule Details 24/07/2019 14:16

SEARCH SCHEDULE

Port Of Loading : \*  X

Port Of Discharge : \*  X

Cargo Ready Date : \*

Cargo Delivery Date : \*

Search Type :

**CALISA fetches relevant schedules**

SELECT SCHEDULE

	POL ETA	POL ETD	POD ETA	POD ETD	TRANSIT	VESSEL NA...	VOYAGE N...	CARRIER / ...	SERVICE	ACTI...
1	26/07/2019 10:00	27/07/2019 12:00	06/08/2019 00:00	07/08/2019 00:00	10	KOTA JAYA	KJYY0087N-CQ	PACIFIC INTER...		
2	23/08/2019 10:00	24/08/2019 12:00	03/09/2019 00:00	04/09/2019 00:00	10	KOTA JAYA	KJYY0089N-CQ	PACIFIC INTER...		
3	03/09/2019 17:00	04/09/2019 13:00	16/09/2019 00:00	17/09/2019 00:00	12	KOTA RANCAK	KRCK0181N-CQ	PACIFIC INTER...		
4	13/08/2019 17:00	14/08/2019 13:00	26/08/2019 00:00	27/08/2019 00:00	12	KOTA RATU	KRUU0037N-...	PACIFIC INTER...		

CALISTA™ - 2019

## Details of Each Schedule

View Vessel Schedule

VIEW VESSEL SCHEDULE

	SEQUENCE NUMBER	PORT CODE	PORT NAME	MODE	ARRIVAL TIME	DEPARTURE T...
Port	1	SGSIN		Sea	26/07/2019 10:00	27/07/2019 12:00
Port	2	VNHPH		Sea	01/08/2019 09:00	02/08/2019 00:00
Cargo	3	CNQZH		Sea	02/08/2019 10:00	03/08/2019 12:00
Search	4	CNCKG		Rail	06/08/2019 00:00	07/08/2019 00:00

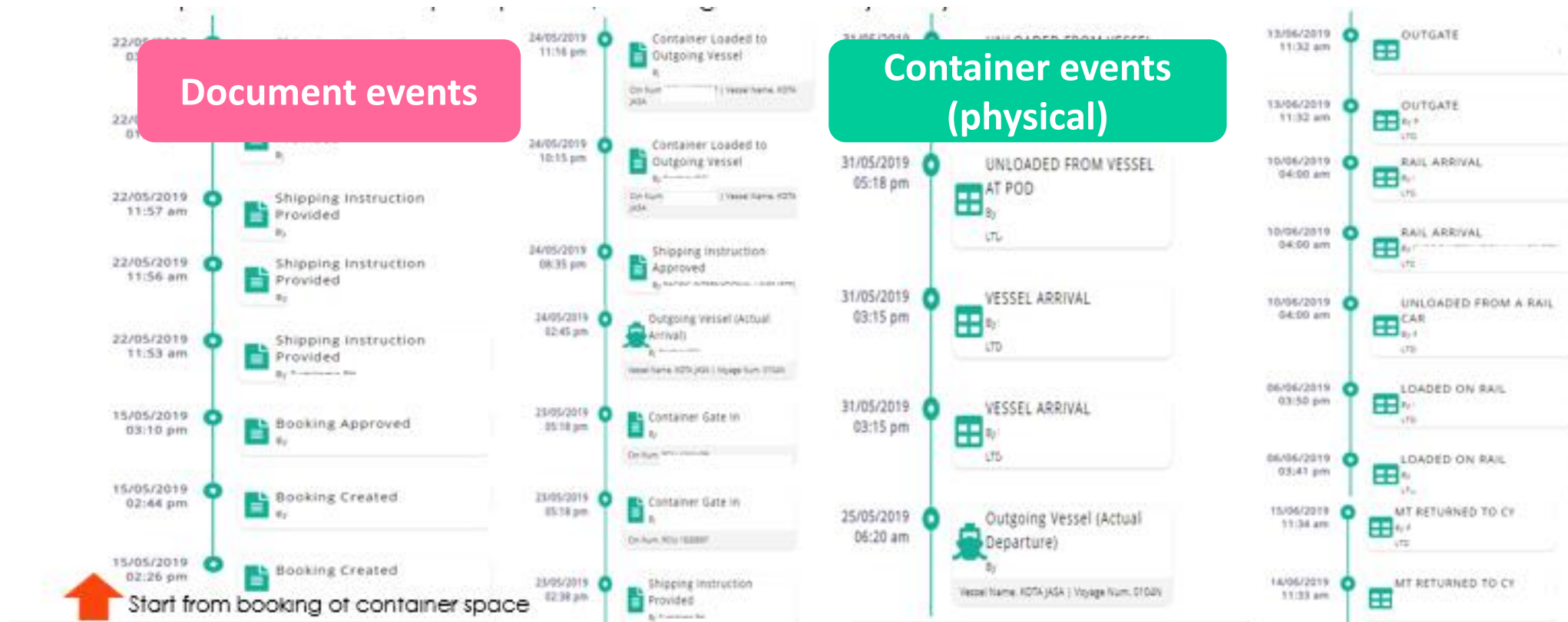
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# Use-case 1: Orchestrating for Multi-Modal Transport (CN-SG-MY)

## Benefits:

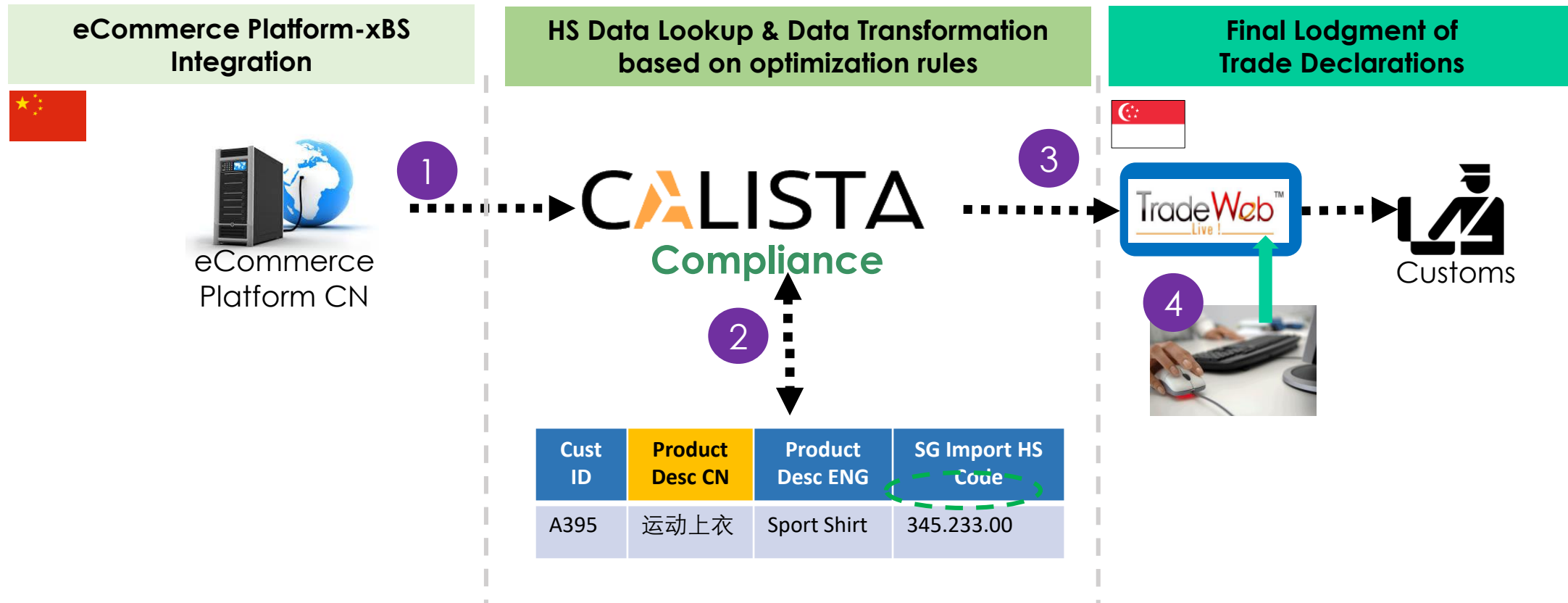
- **Much easier for BCOs to decide the suitable route**, as all the relevant routes/ schedules are visible on one interface,
- **Shipping Instructions (SI)** are automatically generated
- Users also have **full transparency** of events:



# Use-case 2: Ease of Meeting Compliance Requirements for eCommerce

Pain Point: Each eCommerce shipment has **a wide variety of product categories** and the categories varies from one shipment to the other.

Solution: CALISTA compliance solution helps eCommerce shippers to 'cut and dice' product info **(data) received directly from source** (their suppliers), assign the right HS code, apply the relevant business rules (i.e.: language translation, HS code mapping, permit segregation by competent agencies, product) for permit declaration.



# Use-case 2: Ease of Meeting Compliance Requirements for eCommerce

Benefits: **Data preparation reduced from 3 days to 0.5 day**

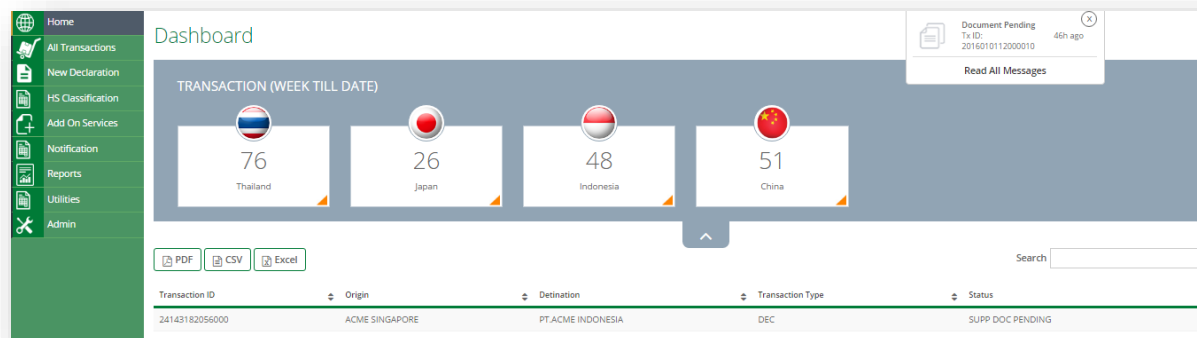
- **Significant time-saving from coordination and data processing.** To the eCommerce shipper, they only need to upload the product info from their supplier to CALISTA and the declaration form for importing into Singapore is automatically populated
- **Do not need to navigate through the complex compliance requirements.** CALISTA can help them pre-populate declaration forms in most ASEAN countries (Singapore, Malaysia, Indonesia, Thailand, Vietnam, Philippines, Brunei and key trade hubs in China (Shanghai, Suzhou, Tianjin, Wuhan and Fuzhou))

## HS Data Lookup & Smart Classification

- Product description (Chinese) will be translated into English
- Lookup for **recommended HS Code** through Smart HS Classification engine

## Data Transformation based on optimization rules

- **Generation of trade declarations** based on control or non control items
- **Consolidation of items** quantity, invoice amount and gross weight based on HS code
- **Calculation** of freight cost & insurance charges



# Possibilities to Scale and Expand – More Communities

## 1. Integrating with hive to facilitate businesses among SMEs in China and ASEAN.

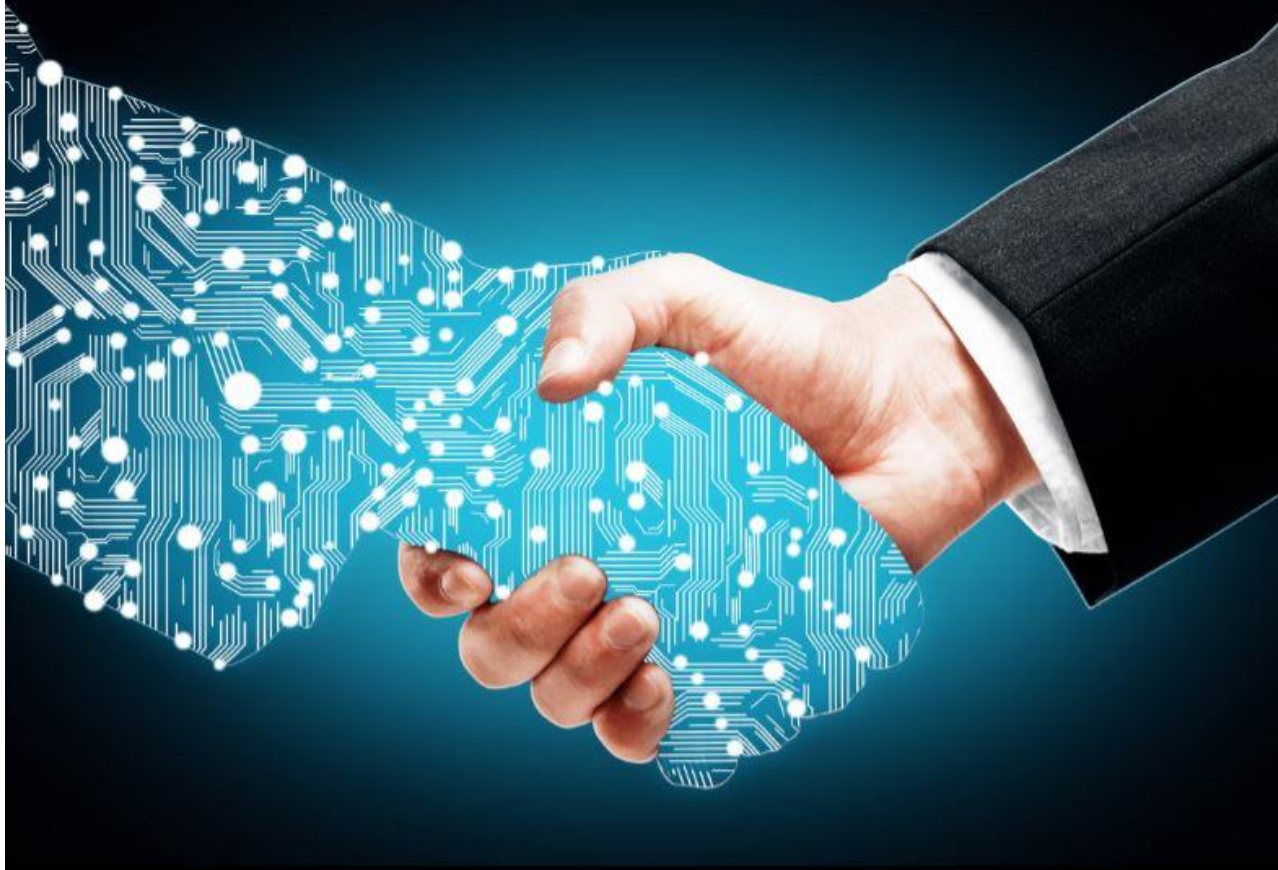
Hive currently has close to **3,000+ member companies** across 11 countries (ASEAN countries: Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam)

## 2. Onboarding Feeders in ASEAN, Aerospace, Rail, Truckers, Air, Marine/ Aquaculture, Education, Ports, Custom Brokers, Marketplaces



# Possibilities to Scale and Expand - More Intelligent

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**3. Intelligent Agent (AI-powered FTA analyzer, route optimization, cargo delivery risk, partner discovery)**

**4. Blockchain enabled with potential to execute smart contracts**