

# THE VIEW

Quarterly Newsletter Jan - March 2023



### **KEY HIGHLIGHTS**

- PSW's 2022
- PSW Rolls Out Lab Management System
- PSW Is Digitizing The Business Processes Of The Port Community System
- PSW Integrates MFD For Sea Trade Facilitation Ahead Of Time
- Integration Between China-Pakistan National Single Windows
- FBR Notifies Regulations For Evidence Of Identity To Access PSW
- PSW Expands Its Services To PSQCA By Including Additional HS Codes In The System

### Message from the CEO

#### Ramadan Kareem!

I hope this message finds you well. As we close out the first quarter of the year 2023, I would like to take a moment to reflect on the progress we have made in these three months and to acknowledge the commitment, dedication, and hard work of the entire PSW team which continues to deliver various projects and services in time despite a difficult political and economic situation in the country.

We have achieved some significant milestones during this quarter, including the successful rollout of the Lab Management System, the integration of the pre-shipment inspection companies, and the digitization of the marine fisheries department (much ahead of time), and despite the delay, the development of the Integrated Risk Management System seems to be back on track. However, I am truly excited to see the progress on the Port Community System, which will greatly add value to the overall PSW offering for a reduction in the time and cost of doing business.

PSW's international footprint continues to expand as connectivity with the China Single Window has been successfully established, and similar projects have been initiated with Uzbekistan, Tajikistan, and Egypt. All of this is taking place, while PSW continues to work on operationalizing its revenue streams, improving internal controls and management through ERP implementation, strengthening IT governance within the company, and developing and implementing a comprehensive information security framework. With support from the Asian Development Bank, the procurement contract for the data center equipment has also been finalized, and we expect the PSW data center to be operationalized by the end of this year.

As committed, I am also working on streamlining HR processes. With support from the HR team, we hope to create a robust, agile HR strategy that contributes to a productive, progressive, and innovative work culture that I am trying to put in place in PSW. I firmly believe that PSW's core strength lies in the dedication and hard work of its employees and am making all-out efforts to ensure that this continues to be a happy workplace for everyone with ample opportunities for learning, creativity, and personal and professional growth.

Looking ahead, we remain focused on growth, innovation, and stakeholder satisfaction. The PSW team will be expanding as we are already working on exciting new projects that will firmly put PSW as the leading entity in trade facilitation and trade tech, and I am confident that we will continue to achieve great success in the coming months inshallah.

As always, thank you for your continued support. I wish you a blessed Ramadan and a happy Eid!



Warmly,

Syed Aftab Haider CEO Pakistan Single Window



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#### PSW's 2022

PSW is an integrated electronic platform intended to bring efficiency to cross-border trade-related commercial operations. In 2022, Pakistan Single Window brought innovation, digitization, and automation to international trade procedures and operations. From integrating commercial banks to onboarding trade-related OGAs, PSW has maximized its efforts to make cross-border trade efficient, and transparent.

Have a look at PSW's 2022 wrapped in a nutshell!





## PSW Rolls Out The Lab Management System (LMS)



PSW has begun rolling out a Lab Management System (LMS) for Ease of Doing Business and Trade. The PSW LMS Module will be used for the electronic processing of lab test requests initiated by the relevant government agencies and regulatory bodies for the clearance of imports and exports.

Recently, PSW has rolled out phase – I of the LMS module in which laboratories associated with the Department of Plant Protection (DPP), the Pakistan Council of Scientific and Industrial Research (PCSIR) lab in Karachi, and the GMO Testing Lab of Agricultural Biotechnology Research Institute (AARI) Faisalabad have been onboarded.

This new service by PSW will facilitate OGA officials as well as traders, reducing paperwork, physical visits, and the overall time of processing. The LMS module will enable the concerned officials of OGAs to electronically request lab testing of any imported or exported goods and view the results online before issuing the requisite license, permit, certificate, or any other authorization. For the traders, the service offers an online payment facility as well as visibility over the status of their cases.

PSW LMS module aims to bring more transparency to the trade processes by providing complete visibility to all concerned stakeholders of the test reports.

## PSW Is Digitizing The Business Processes Of The Port Community System

Pakistan Single Window (PSW) has initiated the digitization of business processes on the Port Community System. PCS is a "Collaborative Electronic Platform that will facilitate end-to-end information flow for port users, port operators, port authorities, trade and logistics businesses and other government agencies".

Port Community System is a neutral and open electronic platform enabling the intelligent and secure exchange of information between public and private stakeholders in order to improve the efficiency and competitive position of sea communities. The Port Community System will optimize, manage, and automate smooth port and logistics processes through a single submission of data and by connecting transport and logistics chains.

PSW aims to support the Pakistan Single Window initiative through PCS, in which logistics and international supply chain-related activities at the ports, in collaboration with the relevant regulatory authorities and private sector operators, will be digitized. Implementation of the Port Community System is going to benefit the overall trade and logistic supply chain. PCS System will provide the possibility to upgrade from a micro-national to a macro-regional system to contribute even more to sustainable seaport business. Considering the number of stakeholders involved, it is a general consensus that implementing Community systems in maritime transport is of great importance for facilitating and enhancing cargo flow, increasing security, and compliance with legislative requirements at Ports.





#### Federal Minister For Maritime Affairs Declares PSW A Game-Changer For The Maritime Industry

"The Pakistan Single Window is a promising development that would be a game-changer for the Maritime Industry in Pakistan", said Faisal Sabzwari, the Federal Minister for Maritime Affairs, in his message to the national seminar on good governance, best practices, and integrity measures in the maritime industry.

He further stated that Pakistan Single Window has the potential to streamline processes and enhance transparency. All stakeholders need to join hands to help the government build the legal environment to the level of international standards and unleash the potential for growth that can take Pakistan's blue economy into a new era in the region.

During an interactive session, Chief Domain Officer PSW, Naveed Abbas Memon, made a comprehensive presentation on initiatives taken by Pakistan Single Window to improve good governance in the Maritime sector.

The participants of the seminar appreciated the efforts of PSW in bringing the stakeholders of Pakistan's international trade together for collective action to promote the ease of doing business in Pakistan.





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#### **PSW Integrates MFD For Sea Trade Facilitation Ahead Of Time**

Pakistan Single Window (PSW) is extending the partnership with the Ministry of Maritime Affairs by onboarding the Marine Fisheries Department (MFD) for export facilitation much ahead of time.

Marine Fisheries Department (MFD) is a regulatory body under the Ministry of Maritime Affairs that deals with the export of fish and fishery products in Pakistan. MFD has been integrated with the PSW system and shall be operationalized in the 2nd quarter.

MFD's integration with the PSW system digitizes the business process of MFD for traders as well as for OGA officials. Once this module is live, traders will be able to submit premises registration, renewal, and amendment requests digitally. Also, this service will automate the processing of quality and origin certificates, health certificates, and catch certificates for consignments containing fish or fishery products.

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#### **Integration Between China-Pakistan National Single Windows**

Pakistan Single Window (PSW) aims to transform Cross-border trade and is actively working to foster relationships with regional trading partners to enable the integration of two or more National Single Windows.

Single Window interoperability means the integration of two or more National Single Windows (NSW). It aims to enable the exchange and mutual recognition of trade-related data and documents in electronic form among partner countries. The paperless exchange of data will help to promote regional growth by simplifying, modernizing, and harmonizing export and import processes, to comply with regulatory requirements, and facilitate advanced security declarations to reinforce the principle of risk management by assessing the quality of data and acting upon it as required.

Close cooperation between China and Pakistan in the field of economics and trade has led to China becoming Pakistan's largest trading partner. The exchanges and cooperation in the field of Single Window operations will be a favorable starting point for promoting the optimization of the cross-border business environment between the two countries and enhancing the level of trade facilitation between them through the integration of a Single Window between GACC and Pakistan Single Window (PSW).

The first phase of connectivity testing between the two Single Window Systems, has been successfully completed recently. Teams from the two countries are now engaged in the Business Development & Technical Implementation of the Integration APIs for the exchange of information.

#### Pakistan Customs Notifies Regulations For Evidence Of Identity To Access PSW

Pakistan Customs, in consultation with the PSW Governing Council, notified regulations for Evidence of Identity for accessing Pakistan Single Window (PSW). In this regard, Pakistan Customs has issued SRO 98(I)/2023 for regulations, namely the Pakistan Single Window (Evidence of Identity) Regulations, 2023. Drafted by PSW, these regulations shall apply to all users, whether individuals, sole proprietorships, or bodies corporate registered with the Federal Board of Revenue (FBR) or the Securities and Exchange Commission of Pakistan, government organizations, diplomatic missions, foreign individuals, and businesses or any other commercial and non-commercial entity engaged in cross-border trade, i.e., import, export, and transit as well as the users involved in the provision of trade-related services such as customs clearing agents, shipping agents, bonded carriers, logistic operators, warehouse operators, transporters, or any other such business associated with cross-border trade, included or intended to be included in the PSW system. Read more about SRO 98(I)/2023 for Evidence of Identity Regulations, 2023 at <a href="https://pkrevenue.com/fbr-notifies-regulations-for-evidence-of-identity-to-accessing-pakistan-single-window/">https://pkrevenue.com/fbr-notifies-regulations-for-evidence-of-identity-to-accessing-pakistan-single-window/</a>

#### **PSW Integrated Risk Management System**



PSW has taken a step forward in the development of the Integrated Risk Management System. Two meetings of the Risk Management Committee of the PSW Governing Council were held in the 1st quarter to inform the stakeholders on the progress of the PSW Integrated Risk Management System and to discuss the draft rules PSW has shared for onward submission to the federal cabinet. The IRMS has been developed with technical assistance from USAID and has been successfully integrated with the PSW system. Currently, the PSW team is conducting the Quality Assurance of the system before it begins rolling out.







#### **Meeting With Director General Anti-Narcotics Force**

CEO PSW Syed Aftab Haider called on the Director General ANF Major General Muhammad Aneeq ur Rehman Malik (HI) M to discuss the modalities of the PSW-ANF partnership with reference to the implementation of the IRMS. A presentation on PSW was also given to the ANF team.

#### PSW Participates In The 18th My Karachi-Oasis Of Harmony International Exhibition

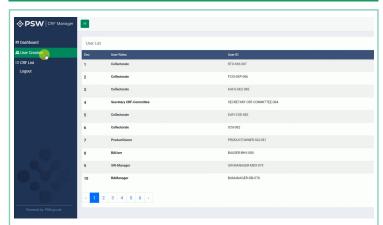


My Karachi is the largest international trade fair in Pakistan, which has been held since 2004. Pakistan Single Window recently participated in the trade show event at Karachi Expo organized by the Karachi Chambers. This exhibition was attended by hundreds of businesses from around the region, and it was an excellent opportunity for PSW to showcase our services.

Around 300 exhibitors participated in the Exhibition from various brands in which the biggest foreign participation was from Sri Lanka, Indonesia, Philippines, Thailand, and Vietnam while some of the local manufacturers were also present. This year around 450,000 visitors attended the exhibition.

PSW showcased itself as an integral part of the business and trader community that is geared towards transforming cross-border trade in Pakistan. During the exhibition, team PSW briefed the participants about the company, its core features, and various modules introduced for the facilitation of traders & custom agents through digital transformation.

#### PSW Digitized Change Requests Submission Process For WeBOC



Pakistan Single Window has digitized 'Change Request' submission process. This service enables internal users to submit the Change Request/Demand Request forms online instead of sending paper requests. The users will have full visibility of Change Request/Demand Request Forms (CRFs/DRFs) and can track the progress of their requests.

Benefits of digital 'Change Request' system:

- This digitized CRF system will allow the users to submit the Demand or Change Request Form Online
- Stakeholders can track all kinds of requests and their progress
- Stakeholders can generate multiple reports and have clear visibility of requests till the completion
- System will have a request prioritization mechanism
- All requests will be approved digitally by workflow mechanism through the PSW system

Capacity building of stakeholders is a crucial aspect of PSW's core strategy. In this regard, PSW is ensuring the smooth and effective usage of the CRF system by conducting orientation sessions for stakeholders on a regular basis.









#### **Trade Made Easy - Webinar Series**

Pakistan Single Window is leveraging its networks & resources for trade facilitation. PSW-Pakistan Single Window, in collaboration with Sustainable Development Policy Institute (SDPI) & SDPI Centre for Private Sector Engagement, launched a webinar series Trade Made Easy. The first webinar on the 'Export Facilitation Scheme (EFS)' focused on highlighting PSW's role in export facilitation in Pakistan.

During the webinar, Member Customs Operation – FBR, Mr. Mukarram Jah Ansari, highlighted the importance of exports and unprecedented efforts undertaken by

Customs for export facilitation. Prominent Scholar and Assistant Professor IBA, Dr. Aadil Nakhoda, spoke about trade facilitation and the crucial role PSW is playing in this transformative initiative. Resident Director Amreli Steel Limited, Mr. Wajid Iqbal, highlighted the challenges faced by the business community of Pakistan. At the end of the session, the Secretary from the Ministry of Commerce, Syed Hamid Ali, stressed that the business community, especially small and medium exporters, should take full advantage of the facilities provided by the state to enhance the quantum and quality of exports.

Traders, Custom agents, and other stakeholders of Pakistan's trading community participated in the webinar and appreciated the efforts of PSW to revolutionize the cross-border trading experience in Pakistan.

Watch the complete webinar at: Export Facilitation Scheme (EFS)

#### PSW Is Conducting Nationwide Training Sessions For The Capacity Building Of Stakeholders

PSW envisions the capacity building of stakeholders as a core strategy. To ensure a smooth and efficient transition to the PSW system. Pakistan Single Window is conducting nationwide seminars, webinars, & engagement sessions for capacity building of stakeholders to ensure optimal use of the PSW system to conduct cross-border trade efficiently.

PSW aims to bridge the communication & information gap between stakeholders with the help of these nationwide training sessions. Let's have a look at the statistics of the frequency of PSW's Change Management Sessions for training and capacity building of traders, customs agents, OGA officials, and other public and private sector stakeholders.



### **PSW Expands Its Services To PSQCA**

PSW has expanded the Single Window coverage of PSQCA!

The clearance of Commercial Imports (HC type) of certain commodities requiring Pakistan Standards and Quality Control Authority (PSQCA) certification being imported from all seaports of Karachi and Jinnah International Airport (JIAP), Karachi has been switched from WeBOC to PSW system. w.e.f 17th March 2023. The clearance of imported

# Orientation Session On PSW For Women Entrepreneurs



PSW organized an orientation session on Pakistan Single Window (PSW) for Women Entrepreneurs at the Rawalpindi Chamber of Commerce and Industry (RCCI).

This orientation session aimed to promote women's economic empowerment through greater participation of women in cross-border trade and by providing them a platform for achieving gender equality through effective and sustained mechanisms of trading to women entrepreneurs and traders.

During the session, the participants were given a briefing on PSW and its effectiveness for simplifying trade procedures. The session provided an opportunity to women entrepreneurs to get information related to the PSW to efficiently meet requirements for regulation of imports, exports, and transit trade and processes to improve ease of doing business and compliance.

items is subject to the electronic issuance of a Release Order by PSQCA through the filing of a Single Declaration (SD) through the PSW system. For details of commodities,

visit: PSQCA Circular









#### PSW Embracing Equity - International Women's Day (IWD) 2023

PSW strives to contribute to a world free of bias, stereotypes, and discrimination. A world that's diverse, equitable, and inclusive. A world where differences are valued and celebrated. On this International Women's Day, PSW once again reiterated to resolve to Embrace Equity. PSW staff reaffirmed their pledges for an enabling environment where women are given their due rights to contribute to a digital environment fostering growth and prosperity for one and all.

Pakistan Single Window (PSW), being a transformative technology company, is focused to support women in trade and technology by providing them with a gender-inclusive trading environment. With the effective incorporation of digitization in trade procedures, women can participate in global trade from the comfort of their homes and with less cost, time, and effort. PSW is breaking down barriers to trade by providing equal opportunities to everyone involved in trade-related activities. Similarly, we believe in providing our women the opportunity to lead from the front and revolutionize the way we do business through digitization.

Happy International Women's Day 2023!

### Media Readiness Training – Training PSW Staff on The Media Environment in Pakistan



Pakistan Single Window (PSW) attaches a great deal of importance to the capacity building of its internal staff. In this regard, PSW conducted a 'Media Readiness Training' for staff to train them on the prevailing media environment in Pakistan. Anchor person Aaj News, Mr. Rizwan Jaffar, conducted mock interview sessions to train PSW staff on how to effectively conduct media interviews. He also shared his experience and best practices that helped in performing confidently in the interviews.

Renowned Media Expert, Professor Saleem Mughal, also joined the training session and shared the best practices of Media handling and management. He also highlighted the importance of communication skills in sharing your message with the identified target audience on the desired platform. Team PSW actively participated in the mock interview sessions to garner valuable insights and skills regarding the keys to an effective communication process.

#### **PSW Training Partnership Program**



Pakistan Single Window has launched a 'Training Partnership Program' to offer a unique opportunity for organizations with relevant experience to partner with PSW and support the training and capacity building of the various stakeholders associated with Pakistan's cross-border trade.

The benefits of PSW Training Program for trainers are numerous which are as follows:

- An easy access to PSW's vast trade-related client base
- Collaboration opportunities with the PSW team to develop and deliver new knowledge products
- Expansion of trainer's reach and generating new business opportunities
- Promotion of services to PSW's large subscriber base
- Opportunities to participate in PSW's dedicated in-house training and change management sessions

Training partners can collaborate with PSW company to maximize their outreach at the national level. For more information,

visit: PSW Training Program











#### **PSW Users Express Confidence in PSW Services**

"I started my small-scale business in 2003, and over time my company became one of the leading medical device and diagnostic companies in Pakistan. After the launch of PSW, my business expanded tremendously as everything is on my fingers and doable from the office. With PSW, the Healthcare Devices Association of Pakistan (HDAP) is growing as the biggest healthcare industry", said Chairman HDAP, Mr. Masood Ahmed.

Ms. Kishwar Sohail commends how PSW has helped take her SME to the international market and says, "I own a small-scale business of herbal products, and my biggest dream is to expand my local business to the global level. I had no platform, to begin with, but Pakistan Single Window has given me all the information needed to take my business to the international market."

Dr. Muhammad Saggaf Yasir of Kaka International Solutions says, "Kaka International Solutions recently joined the PSW platform to export our Pakistan-based products. Pakistan Single Window informs us of the latest trade announcements and helps facilitate the trading process."

PSW has successfully transitioned the cross-border trade-related procedures and operations in Pakistan. PSW users have praised the efforts of Pakistan Single Window for reducing the time and cost of doing cross-border trade and for equipping them with relevant and authentic

information to unlock the potential of exports. Traders across Pakistan have validated PSW as an efficient tool to transform the trading ecosystem of Pakistan as PSW is equally facilitating Small and Medium Enterprises (SMEs), Micro, Small & Medium Enterprises (MSMEs), and women entrepreneurs.

#### PSW Support Center - Committed To Providing Excellent Customer Service

PSW believes in providing its customers with exceptional support to facilitate the digitization of cross-border trading procedures. A State-ofthe-Art Support Center equipped with a Customer Relationship Management (CRM) System is providing exceptional support, ensuring the maximum level of satisfaction. Trading experts at the PSW support center are efficiently and diligently resolving all trade-related queries and concerns of the traders.

PSW is committed to setting a standard in service level support, especially in the public sector. We are pleased to report that our service level percentage has steadily increased over the past few months, reaching an impressive 92.38% in February 2023! We understand the value of our customers' time, which is why the PSW Trader Support representatives strive hard to answer calls as quickly as possible. The Interactive Voice Response (IVR) of our call center is operational on the latest Asterisk technology, and its average response time is 14 seconds.

PSW is committed to providing an exceptional customer experience, and our support team is always ready to go the extra mile to ensure user satisfaction. A dedicated women's helpline has also been established to assist women entrepreneurs.

Our dedicated support team is available 24/7. Call us at 021-111-111-779 or email us at support@psw.gov.pk.



#### **Tradeverse (TIPP) For All Trade-Related Queries**



Tradeverse - Trade Information Portal of Pakistan (TIPP) is a one-stop solution to get authentic answers to all trade-related queries and concerns. Tradeverse delivers a range of benefits. It enhances transparency and access to a wide array of information which can be pivotal in making decisions related to trade and investments.

Traders can avail free subscription to the Tradeverse portal. This subscription feature provides users access to login to the website and accesses additional functionality, like access to the member area where users can subscribe to selected commodities and legal documents to receive notifications of changes. Recently, the Tradeverse services have been expanded to include province-wise information about the registered bonded carriers, bonded warehouses, and customs clearing agents to allow traders to search and select service providers online.

Visit www.tipp.gov.pk for the latest trade information.



