

## KEY HIGHLIGHTS

- Traders & Businessmen Express Confidence in the PSW System
- Celebrating 75 Years of Pakistan's Independence
- Addressing Workplace Harassment - See something, say something!
- Making Strides in Creating a Gender-Balanced Workplace
- Transitioning from WeBOC to PSW - Another Milestone Achieved
- Empowering Women Traders and Businesses
- PSW Joins Hands to Help Flood Affectedes

## Message from the CEO

Greetings everyone!

Dear PSW Team! After the successful completion of the Phase 1 rollout of the Pakistan Single Window on June 30, 2022, this quarter we have taken a pause to analyze, stabilize and strategize the future direction that we want to take both in terms of the system and of the company. Together with the senior management, I have been working on developing a business strategy that not only enables us to meet the demands of our ever-growing ecosystem in a truly responsive and agile manner but also helps place the PSW company in the center of all reform initiatives taken in the cross-border trade sector. Some of the core objectives of this business strategy are streamlining our services to enhance service delivery, developing value-added services for trade that also generate a sustainable revenue flow for the company, creating a distinctive brand that conveys our core values, and building a strong collaborative culture within the company based on innovation, happiness, growth, and client satisfaction.

I am also delighted to note the growing trust and confidence in PSW's services and ability to deliver. In a significant development, PSW has been chosen as the service partner for the operations, maintenance, and enhancement of the WeBOC system by Pakistan Customs. We are currently working with Customs on developing and implementing a transition plan for WeBOC. The takeover of WeBOC will significantly enhance WeBOC's footprint in the cross-border trade ecosystem and will require some organizational restructuring to manage the increased responsibilities. We have signed two important MoUs with the Ministry of Narcotics Control and the Pakistan

Standards Quality Control Authority and expect to conclude another one with the Drug Regulatory Authority of Pakistan. Meanwhile, the development of the PSW Port Community System remains on track. We also hope to expand our global partnerships by integrating with the China Single Window for which the technical discussions have already been initiated with the approval of the federal government.

PSW's biggest asset is You. All of you chose to join PSW to participate and contribute to a national initiative that promises to transform the way in which traders and other citizens access trade-related services. All of you are experts in your respective fields, bring great service ethos to the work you are doing, and bring together passion, pride, and experience. On behalf of the Board and the management, I assure you of our continued acknowledgment and appreciation of your contribution which we hope to reflect into PSW's HR structure, and policies to make it a truly happy place for all.



Warmly,

Syed Aftab Haider  
CEO Pakistan Single Window

## Traders & Businessmen Express Confidence in the PSW System



"Before Single Window, we had to interact with every department for import or export, but PSW has bought everything under a Single Window which has saved our time and cost." - Muhammad Raza, Director Khurshid & Company.

Pakistan Single Window is successfully facilitating stakeholders of the trade industry of Pakistan. The single window provides the ease of doing business in cross-border trade. Our users have praised the digitalized approach that PSW has introduced which saves them time and has enhanced efficiency in their day-to-day business operations.



Before the single window system, traders said they faced many hurdles due to the lack of authentic information but after its implementation, they have easy and legitimate access to imports, exports, and transit-related regulatory requirements. The traders also highlighted that the cost and time of doing business have significantly reduced.

Businessmen & women have validated the Pakistan Single Window as a robust, secure, and transparent platform to conduct cross-border trade.

## Celebrating 75 Years of Pakistan's Independence



Pakistan has engaged in broader and more efficient global commercial operations through the establishment of the Pakistan Single Window (PSW). The implementation of the single window has a prominent and decisive role in business sustainability. By digitizing Pakistan's cross-border trade and eliminating paper-based manual processes, PSW intends to reduce the time and cost of conducting business.

PSW hopes to give back to the country by contributing to a national initiative that brings digital transformation in trade to boost our economic growth and emerge as a powerful nation. To mark Pakistan's 75th Independence Day, PSW staff enthusiastically participated in various offline activities and a digital campaign.

<https://www.facebook.com/pakistansinglewindow/videos/754388628950410>

The digitalization of trade that PSW offers, provides access to an integrated network of unexploited big data with potential benefits for society and the environment. The development of smart systems connected to the internet can generate unique opportunities to strategically address challenges associated with the United Nations Sustainable Development Goals (SDGs) to ensure an equitable, environmentally sustainable, and healthy society.

PSW staff pledged to work for the country's betterment and to diligently play its part in reforming the Trade Sector of Pakistan.

## Addressing Workplace Harassment - See something, say something!



PSW believes in a respectful, safe, and comfortable work environment for all its employees. To raise awareness and provide strategies for supporting a diverse workforce, the HR department arranged a workshop on "Workplace Harassment and Conducting Inquiries" for the senior committee members.

This interactive workshop was conducted by Maliha Husain, Executive Director at Mehergarh: A Center for Learning. The 2-day workshop covered many aspects of workplace culture including creating a culture of respect and inclusion, free of gender discrimination, and harassment behaviors, including sexual harassment. The workshop was followed by a mock inquiry session conducted by the PSW Harassment Committee where the potential cases, concrete solutions, and strategies were discussed to prevent and manage all forms of workplace misconduct and promote a positive workplace culture.



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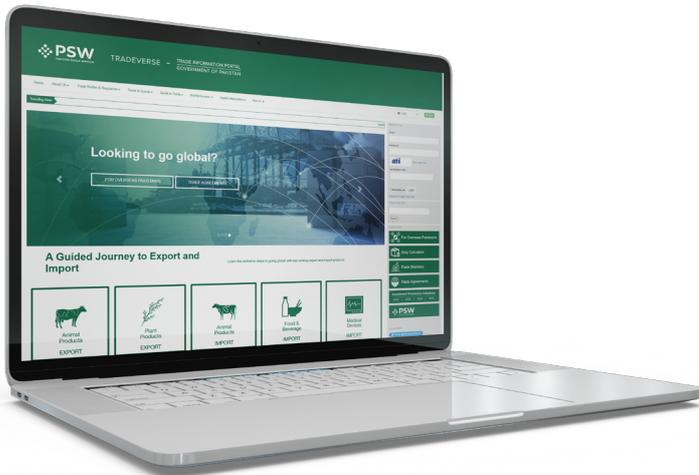
www.psw.gov.pk

# Making Strides in Creating a Gender-Balanced Workplace

PSW believes in creating a well-balanced and gender-inclusive workplace for its valuable employees.

A gender audit was conducted followed by a gender action plan workshop conducted at Pakistan Single Window Head Office led by the gender specialists at REMIT Pakistan (Revenue Mobilization Investment and Trade). The objective of the workshop was to discuss the research findings that were collected and analyzed during the company's gender audit.

The workshop enabled the PSW staff and management to enhance their knowledge about gender-responsive governance. During the session, different approaches to address the gender inequality gaps in the workplace were discussed and the participants were able to draw actionable gender inclusion strategies to bridge the gaps where necessary and promote a more inclusive workplace environment.



## Tradeverse – Easing Navigation for Traders

Tradeverse – The Trade Information Portal of Pakistan (TIPP) has emerged as a pioneer source for the latest and complete regulatory information related to imports, exports, and transit trade for any item/HS code as well as useful statistical data for international trade.

The subscribers of Tradeverse are increasing every day and to facilitate them PSW launched step-by-step navigation videos known as 'TIPP-Tradeverse Navigation Tutorials'. The tutorial videos are bilingual - in English & Urdu, and cover guidance to navigate each function of the portal.

[https://www.youtube.com/watch?v=KnLCQP10uB0&list=PL\\_s2VuAbt3Q\\_DWmcb1aCbb1ZEVwGqHkE9](https://www.youtube.com/watch?v=KnLCQP10uB0&list=PL_s2VuAbt3Q_DWmcb1aCbb1ZEVwGqHkE9)



## Summer Calls for Mangoes!

A festive Dawat-e-Aam (Mango-Fest) was organized by the HR department in PSW Karachi and Islamabad. The staff participated in mango-eating competitions and enjoyed the mango-based cuisine and drinks on offer. The vibrant ambiance and cheerful vibes made the day remarkable for the staff.



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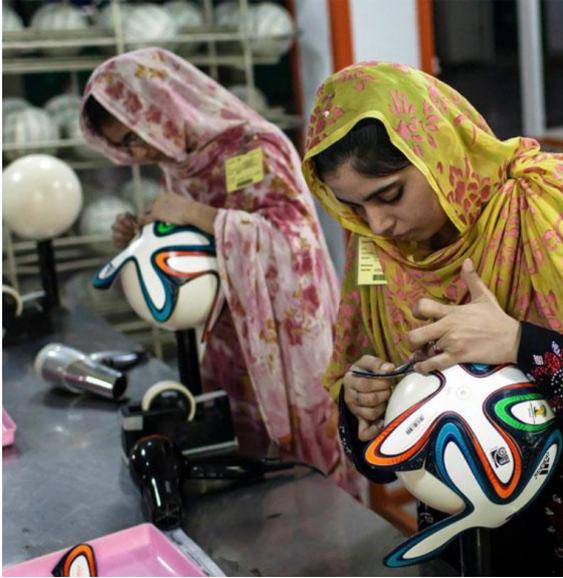
## Transitioning from WeBOC to PSW – Another Milestone Achieved

Pakistan Single Window is working on transitioning the Pakistan Customs system from WeBOC to a digitalized system that will enhance the useability and efficiency for traders to access cross-border trade information.

PSW announced the switch over of WeBOC to PSW for Commercial imports (HC type) of all items classified under Chapter 1 to 20 of the Pakistan Customs Tariff, excluding certain items and clearance will be made through filing Single Declaration (SD).

Now, the traders engaged in Commercial Imports must file a Single Declaration (Imports) through the PSW system for customs clearance of their import consignments.

<https://bit.ly/3pOT1fy>



## Empowering Women Traders and Businesses

Pakistan Single Window aims to bring digital transformation to cross-border trade in Pakistan. Keeping in view the importance of enhancing women's participation in cross-border trade through gender-responsive trade facilitation measures, PSW is working on various initiatives aimed at maximizing the benefits for women involved in cross-border trade.

As the leading public sector entity responsible for the digital transformation of cross-border trade and the notified operator of the Pakistan Single Window (PSW) system, PSW is cognizant of the need for, and the importance of, enhancing women's participation in cross-border trade through gender-responsive trade facilitation measures and is working on various initiatives aimed at maximizing the benefits for women involved in cross border trade.

PSW will launch the 'Women Entrepreneurship Program' as an effective and sustained mechanism for training and capacity building of women entrepreneurs and traders. This program will bring together trainers/speakers from PSW, Customs, other government agencies, banks, and different service providers to guide and train women entrepreneurs/traders on PSW and other trade-related procedures.

In addition to providing practical knowledge, the training sessions will be tailored to enhance their capacity and motivation toward start-ups and entrepreneurial ventures. The program aims to reduce the gender gap in the trade industry and provide the necessary tools, skills, and support for women to become effective leaders in international trade.

## PSW Registered Users Cross 52k in One Year



PSW brings together more than 77 OGAs on a single electronic platform to fulfill all import, export, and transit-related regulatory requirements. As part of its trade facilitation and regional connectivity agenda, PSW is committed to reforming, modernizing, upgrading, and automating its system to match the ongoing investments in its infrastructure for cross-border trade.

The number of registered users on the single window system exceeded 52,000 by the end of the first phase of implementation in June 2022. We are paving the way to connect traders and stakeholders of the cross-border trading community of Pakistan.



## PSW Joins Hands to Help Flood Affectees

As a socially responsible company, PSW organized a 'Flood Relief Campaign' to support fellow citizens adversely affected by recent floods across Pakistan. The staff donated generously to help in providing immediate relief to thousands of deserving individuals and families affected by floods. The collected donations were given to the EDHI Foundation and State Bank of Pakistan Flood Relief to support their ongoing efforts in this humanitarian crisis.

PSW led a digital 'Flood Relief Campaign' to support the efforts of the Edhi Foundation and provide humanitarian aid to areas hit hardest by flash floods. As a result, clean drinking water, emergency aid kits, dry eatables & powder milk, linen or cotton sheets, sanitary pads, clothes, shelter, insect repellents, buckets, kitchen equipment, and more are being delivered to those affected.

In the wake of this disaster, let's join hands and support Pakistani citizens in this hour of need.



## Understanding the PSW Brand

A brand is arguably the most important asset for a company and it's how a company interacts with the world and gets recognized by its stakeholders. Pakistan Single Window-PSW is progressing every day and creating its mark on the Trade Industry of Pakistan. Now is the time to stand out as a trade-technology brand and mark a unified identity. PSW has introduced its 'Brand Style Guide' and conducted internal workshops to create an understanding of PSWC branding guidelines.

The 'Branding Workshops' were conducted at Karachi and Islamabad offices to highlight the need of having a unique brand identity that distinguishes the PSWC and enables its users and stakeholders to connect with the entire voice and message of PSW. The staff of PSW actively participated in both interactive workshops to understand the internal & external communication of PSW.

## PSW Introduces New Utility for Exporters



PSW is using technology and innovative solutions to enable ease in achieving effective compliance with national regulations, especially for cross-border trade and related services. A new utility for exporters was introduced enabling them to reuse any Export Certificate duly issued to them and utilized in a declaration, but the consignment is not shipped due to any operational or logistics exigency.

In such cases, approved Export Certificates and the fees paid will be reused and exporters will be able to retag the valid Export Certificate against the same consignment being shipped by filing a fresh declaration. This utility will result in increasing ease of doing business and reducing the cost of doing business for the exporters.

Read More: <https://rb.gy/2la8mk>



## What's New in "Trade Talks"?

The PSW Podcast Series - 'The Trade Talks' launched in collaboration with Sustainable Development Policy Institute (SDPI) provides the best insight into the Trade Tech industry. The top Industry Experts are invited to discuss the current industry trends, trade in Pakistan, and economic developments. During the 3rd Quarter, PSW launched the 3rd and 4th episodes of this podcast series.

In the 3rd Episode of 'Trade Talks', Dr. Gonzalo Varela (Senior Economist, Trade and Investment, The World Bank) joined as a guest speaker. Dr. Gonzalo discussed Pakistan's trade deficit situation and his views on a way forward, the lack of trade

competitiveness challenges for Pakistan's private sector trade & transit economy, and shared his suggestions for Women Entrepreneurs to enter the cross-border trade. <https://www.youtube.com/watch?v=Hub0Q73L9gY&t=135s>

The 4th Episode of the PSW Podcast Series is on Tradeverse - The Trade Information Portal of Pakistan. In this episode, Mr. Christopher Lewis Jones (Tradeverse Specialist) & Mr. Umair Mahmood (Domain Officer at PSW) joined as the guest speakers. They discussed the core functions, additional features of TIPP, and its usability for traders to provide easy access to trade-related authentic information to entrepreneurs, SMEs, and the business community in Pakistan. [https://www.youtube.com/watch?v=a86PCA-Wn\\_8](https://www.youtube.com/watch?v=a86PCA-Wn_8)

## PSW Conducts Nation-Wide System Trainings



The PSW system went live from the ports of Karachi in the warm waters of the Arabian sea to the land border stations at the rugged terrain of the Pak-Afghan border. PSW conducted capacity-building training sessions nationwide with the stakeholders transitioning to the Single Window system for cross-border trade.

From August to September, multiple sessions were held in Faisalabad, Gujranwala, Sialkot, Rawalpindi, Quetta, Chaman & Torkham in collaboration with the All-Pakistan Bed sheets & Upholstery Association of Pakistan (APBUMA), the Seed Importers and Producers Association of Pakistan (SIPAP), SMEDA, Pakistan Association of Knitwear and Sweater PAKSEA, AQD, National Logistics Cell (NLC), Customs House Quetta, Chaman & Torkham. These sessions were attended by traders, customs officers, DPP officials, clearing agents & other relevant stakeholders, & led by the PSW Domain and IT teams in collaboration with different OGAs & trade associations in various cities. To expand the training network, PSW intends to collaborate with private sector training firms and organizations through launching 'Trainer Accreditation' & 'Training Partner' programs.

## Tradeverse Roadshows Across Pakistan

Tradeverse was launched in March 2022 in compliance with the WTO Trade Facilitation Agreement (TFA). The portal, found at [www.tipp.gov.pk](http://www.tipp.gov.pk) provides a single access point for all cross-border trade-related information.

Over 530 laws, regulations, procedures, and other trade-related measures from over 77 government agencies have been completely digitized and can now be accessed online. Businesses can also access and download licenses, permits, certificates, and other documents

## PSW Implements E-Phytosanitary Certificates at the Torkham Border



Pakistan Single Window (PSW) in collaboration with the Department of Plant Protection (DPP) has successfully rolled out the electronic processing and issuance of the Phyto-sanitary certificates at the Torkham border crossing with Afghanistan. Exports of all commodities falling under the jurisdiction of the DPP will be processed through the Single Window system on the filing of the Single Declaration and will be subject to the electronic issuance of a phytosanitary certificate by the DPP.

The system eliminates the need for physical visits to the DPP offices, completely digitizes the application, processing, and issuance process of the phytosanitary certificate, and seamlessly integrates the land border clearances with the PSW system already offering the same services at the seaports and international air freight units. Read More: <https://bit.ly/3pOT1fy>

from the portal and get complete information on applicable fees, processing times, and step-by-step procedures. The portal also provides guidance to overseas Pakistanis and foreign investors on various trade-related rules and regulations.

PSW is conducting roadshows across Pakistan to familiarize traders and relevant stakeholders with the trade information portal and the multitude of benefits it offers for their businesses. The sessions include live demonstrations to explain the navigation of the portal.

