



Key-Highlights

- PSW hosted the 'Peer Learning Initiative' Conference
- Media appearance at 'World This Morning - PTV World'
- Breast Cancer Awareness - Your health matters!
- PSW's representation in 'WCO Technology Conference and Exhibition 2022'
- PSW launched 'Khadijah - The Women Entrepreneurship Program'
- PSW Training Program - Facilitating the smooth transition to the PSW system

Message from the CEO

With the new year on the horizon, the PSW team would like to express our sincere gratitude to everyone who has supported our journey in 2022. It has been an amazing year of continuous learning, achievements, and excellence highlighted by the successful roll out of Pakistan Single Window system and the Trade Information Portal, forging of new national and international partnerships, and commencing work on some truly innovative initiatives in Pakistan's cross border trade ecosystem. As we continue to work on expanding the PSW system to add more agencies, services, and features, we are also striving to improve our service delivery through the PSW Trader Support Centre, and stakeholder training, capacity building, and change management activities. In line with our vision and mission, we also successfully rolled out 'Khadijah-the Women Entrepreneurship Program' to encourage and facilitate more women to join cross border trade.

None of this would have been possible without your active support, participation, collaboration, and ownership of what is a truly transformative national initiative.

Together, we had a fantastic year in 2022 and hope to have an even better one in 2023. Best wishes for a Prosperous New Year. Thank you!



Warmly,

Syed Aftab Haider
CEO Pakistan Single Window

PSW breaking trade barriers with CAS – Hosted ‘Peer Learning Initiative’ Conference



PSW in collaboration with the European Union-funded Ready4Trade Central Asia (R4TCA) implemented by the UN International Trade Centre hosted the ‘Peer Learning Initiative (PLI)’ conference on Single Windows Implementation and Management.

This conference aimed at bringing together public and private sector customs and trade experts from Central Asian States (CAS) including Kazakhstan, the Kyrgyz Republic, Tajikistan, and Uzbekistan to share their knowledge, experiences, and regional best practices for the development & implementation of the National Single Window (NSW). The three-day event established regional networks of exports, intensified sharing of knowledge on obstacles to trade, & formulated coordinated solutions in facilitating trade & border practices.

PSW is taking steps toward unlocking Pakistan's potential to become a regional transit & trade hub.

‘Trade Insights’ – Trade Made Easy for Everyone



PSW launched the ‘Trade Insights’ series for its valuable traders & users to get the latest updates and information about the cross-border trade of Pakistan. The series aims to provide the latest updates, announcements, and information and to address the challenges that traders face while conducting cross-border trade.

Watch the complete series at: <https://bit.ly/3XqtIPI>



021-111-111-779



support@psw.gov.pk



www.psw.gov.pk

Media appearance at 'World This Morning - PTV World'

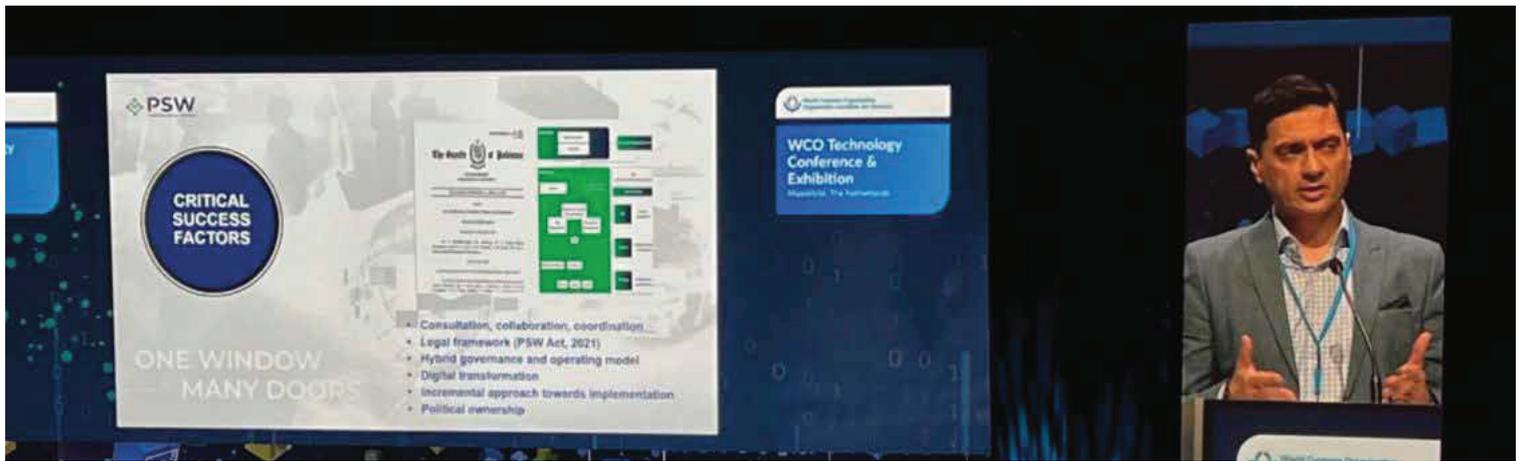
To bring attention to the Peer Learning Initiative, the CEO PSW, Mr. Aftab Haider, joined an interactive segment on 'World This Morning' at PTV World, where he discussed Pakistan's potential to trade with the Central Asian States and how Peer Learning Initiative will bring CAS countries closer for better collaboration and connectivity to bring trade reforms. The media appearance is part of PSW's communications and outreach strategy to enhance PSW's branding and recognition as the leading public sector organization in the country on digitization of cross border trade.

Watch the complete show at: <https://bit.ly/3YMIYt0>

Breast Cancer Awareness – Your health matters!

Pakistan Single Window celebrated Pink-October to sensitize PSW female staff on Breast Cancer. One in nine women in Pakistan is diagnosed with breast cancer, but many do not find out about their disease until the later stages. To raise awareness, a breast cancer awareness session was arranged at PSW Karachi and Islamabad offices to educate the female staff so they know and can spread the word. During the session, the general risk factors of breast cancer, prevention, and guidelines for self-assessment were highlighted and discussed.





PSW's representation in 'WCO Technology Conference and Exhibition 2022'

PSW proudly represented Pakistan in the World Customs Organization - Technology Conference and Exhibition 2022 in Maastricht, Netherlands. The conference aimed to discuss “Driving Customs performance with data and technology in the changing landscape of global trade.”

During an interactive session, the CEO, PSW Mr. Syed Aftab Haider, showcased Pakistan Single Window as a success story and shared solutions that could add value to the PSW platform-all intended to make the cross-border supply chain more efficient, transparent, and secure while reducing the time and cost of doing business. Also, he shared his valuable insights about facilitating trade in Pakistan with new technological solutions.



Behind the scenes at PSW Karachi Office

PSW is an equal opportunity employer and promotes healthy and professional working culture. To create awareness and spread a positive image of Pakistan Single Window, PSW Communication & Marketing team conducted a cheering session 'Behind the Scenes at PSW' at Karachi Office. In this session the employees were asked a general question, 'What's the motivation for people at PSW to work for the change and transformation of the Trade Systems in Pakistan?' and the staff had a lot to say.

What went on behind the scenes was fun, and PSW staff cherished many memories together.



Expanding partnership with DRAP for trade facilitation

PSW signed a Memorandum of Understanding (MoU) with the Drug Regulatory Authority of Pakistan (DRAP) to further expand their partnership for trade facilitation through the integration of cross-border business processes. The MoU would support the seamless integration of DRAP with the PSW system and will help the pharmaceutical industry to reduce its time and cost of trading across borders by adopting the best practices in customs and regulatory clearances centered around technology and digitization of procedures and information requirements. PSW is striving to support stakeholders for the provision of a more facilitating regulatory environment.



PSW Cricket Tournament 2022: A spectacular competition

Pakistan Single Window Company (PSW) believes that co-curricular activities in the organization lead to a healthy and motivating environment for the employees. To cheer the PSW staff and to balance work with fun, a Cricket Tournament was organized by the PSW HR department in Karachi. It was a spectacular competition that showcased passion, high energy, and sportsman spirit. This fun-filled event will go down in history as the pioneer of many fun activities yet to come.





Participation in the 5th Annual International Border Management Conference

To address dynamic challenges facing border management globally, Pakistan Single Window participated in the 5th Annual International Border Management Conference organized by International Centre for Migration Policy Development (ICMPD) in Amman, Jordan. The conference aims to bring together border management professionals, to engage in dialogue on state-of-the-art developments, good practices, and the latest trends and research related to the field of border governance.

During a session at the conference, PSW Domain Officer Mr. Umair Mahmood shared his insights on how PSW is securing the international supply chain through Cross Border Data Exchange and how mobility, trade, and technology changes could impact integrated border management. Also, he discussed good practice examples that proved efficient in the enhancement of international cooperation, quality, partnership, accessibility & sustainability.

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.

In the last quarter of 2022, PSW launched the 5th Episode of the 'Trade Talks' in which the National Project Manager of the Reforms & Innovation Project at the UNDP in Pakistan, Dr. Samina Taslim Zehra joined as a guest speaker. The 5th episode is on "International Trade - an enabler for Pakistan's economic recovery" in which Dr. Samina discussed the impact of dynamic policies on Pakistan's economic future and international trade and how they help boost Pakistan's position in the international trade arena. She also shares her views about Service Trade and the modifications that are required by Pakistan's current supply chains to increase its participation in global value chains.

Watch the complete episode at: https://youtu.be/axQ_6kPIKb8



Reducing trade barriers for women through a dedicated helpline

PSW launched a dedicated women's helpline, **021-111-111-779** to provide guidance and customer support to women traders and entrepreneurs using the PSW system and its allied components for imports, exports, and trade regulatory requirements.



PSW signed MoU with SDPI



Pakistan Single Window (PSW) & Sustainable Development Policy Institute (SDPI) is paving ways to strengthen ties for capacity building together!

A Memorandum of Understanding (MoU) was signed between PSW and Sustainable Development Policy Institute (SDPI) to enhance PSW's advocacy efforts, action research, capacity-building and increase outreach. PSW is committed to serving the community and society through inclusive and equitable policies and operations that are fully aligned with the United Nations 'Sustainable Development Goals (SDGs), 2030' and this MoU signing with SDPI will provide the mapping of PSW processes with the United Nations 2030 agenda for sustainable development.

PSW Girl's retreat – Encouraging work-life balance

Pakistan Single Window truly believes in empowering women and providing them with work-life balance and an enjoyable environment to foster a workplace culture of collaboration, community, and trust. Also, the company always encourages its female staff to cheer quality moments together!

In this regard, PSW HR organized an "All Girls Retreat" at the Arena- Family Recreational & Sports Complex Karachi to provide an opportunity to unwind outside of work followed by dinner.



Participation in the 25th Sustainable Development Conference



PSW was invited to participate in the 25th Sustainable Development Conference (SDC). The conference was co-hosted by the Sustainable Development Policy Institute (SDPI) and the Ministry of Planning Development & Special Initiatives in Islamabad.

During the conference in a panel discussion, CEO PSW Mr. Aftab Haider expressed how the inclusion in FTAs and GSP plus programs alone could not suffice to make Pakistani businesses competitive. He stressed the need to

to focus on disruptive technologies, artificial intelligence, and virtual reality as these technologies are finding their way into cross-border trade. **Watch the session at:** <https://youtu.be/ro8tKc-cBRM>

PSW launched 'Khadijah - The Women Entrepreneurship Program'



PSW is paving ways to provide a gender-inclusive trading environment to women.

To increase female participation in international trade and through the PSW platform, PSW has launched "Khadijah - The Women Entrepreneurship Programme" in Karachi. The objective of this program is to provide effective and sustained mechanisms of trading to women entrepreneurs and traders and to increase women's participation in international trade by 10% in the upcoming three years.

At the launch event, National Project Manager Reforms & Innovation in Government UNDP Pakistan, Dr. Samina Taslim Zehra said, "The PSW Khadijah Programme is designed professionally in a way that covers the whole business cycle including financial inclusion, technical capacity building, and social media marketing initiatives for uplifting women-led businesses."

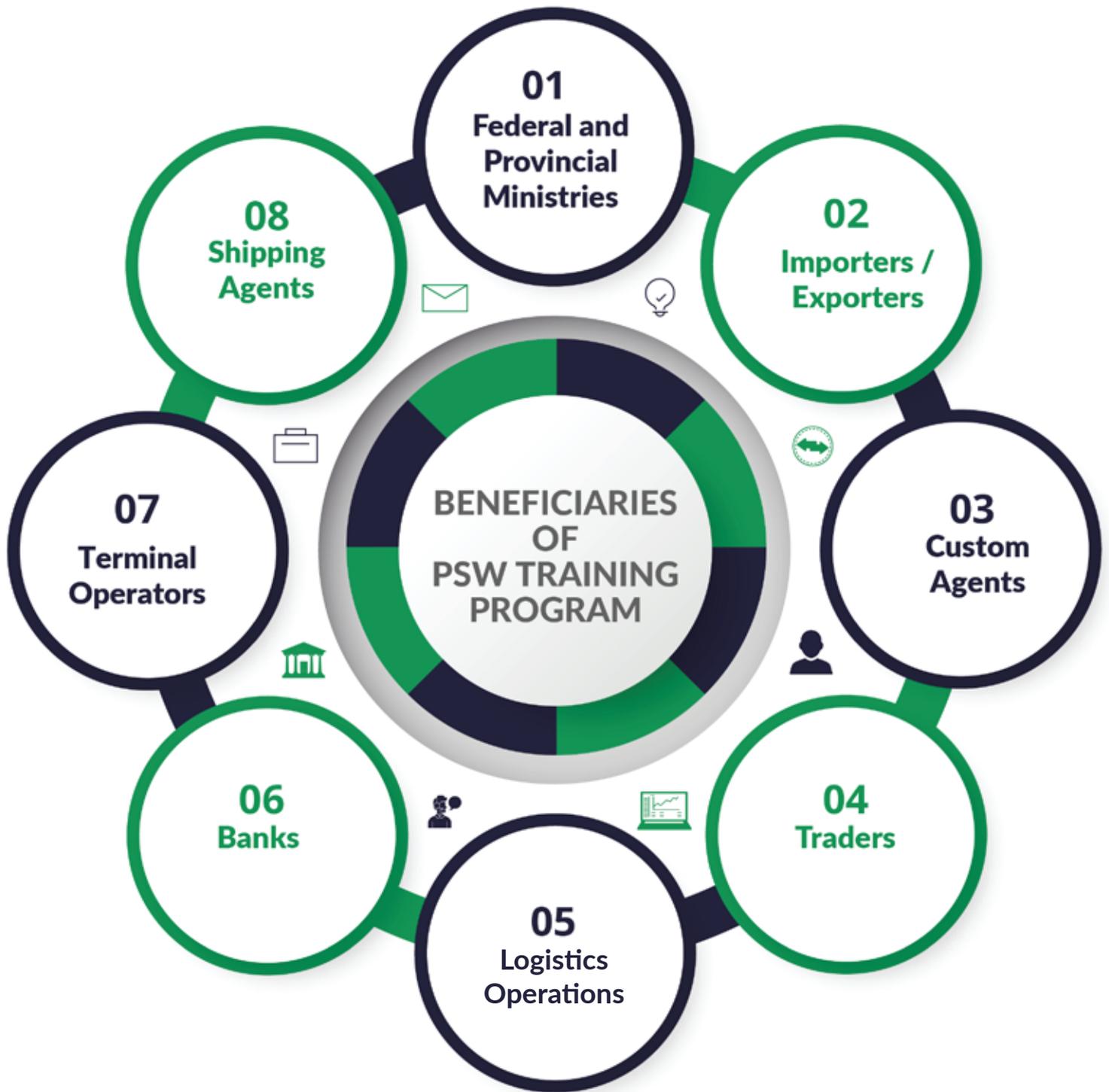
The participants of the 'Khadijah' program appreciated the efforts of PSW for women's empowerment.

PSW Training Program - Facilitating smooth transition to the PSW system

PSW has designed a well-thought-out 'Training Program' for the capacity building of stakeholders to enhance their learning for optimum use of the PSW system and services. For the training and capacity building of stakeholders and PSW users, Pakistan Single Window is conducting nationwide seminars, orientation sessions, webinars, & engagement sessions with effective utilization of hybrid modes. XXXX number of people participated in various events organized by the PSW change management team in different cities which indicates the growing spread of the PSW system. The stakeholders and traders have shown trust in the services of PSW.



Beneficiaries of PSW Training Program



Knowledge Sharing and ICT



For organizations to flourish, it is important that its people are empowered, & one big way of accomplishing that is to create & institutionalize a culture of knowledge sharing & to instill in its people a sense of ownership in the core values of the organization. This becomes all the more significant in organizations like Customs where application of specialized knowledge & experience is required. Pakistan Single Window Company, a public sector company established by Pakistan Customs, is not only digitalizing cross border trade related processes in Pakistan, but it is also using technology for building a culture of knowledge sharing amongst its own people, and amongst those of OGAs & other stakeholders of cross border trade. One evidence of this fact is PSW's TRADEVERSE, the Trade Information Portal of Pakistan, which was successfully launched in March 2022.

It is a knowledge portal where entire cross-border trade related regulatory information of all commodities has been

made available. The laws, regulations and procedural requirements pertaining to different government departments involved in cross border trade are now easily assessable through PSW's TRADEVERSE. It also contains useful statistical data related to international trade. Since its launch, TRADEVERSE has been serving trade related information not only to the trade community of Pakistan, but also to interested parties across the globe.

The Phase-I of Pakistan Single Window System was successfully rolled-out on 30 June 2022 by integrating the cross-border trade related processes of 06 Other Government Agencies (OGAs) namely Department of Plant Protection (DPP), Animal Quarantine Department (AQD), Pakistan Standard & Quality Control Authority (PSQCA), Federal Seed Certification & Research Department (FSCRD), Export Development Fund (EDF) and Pakistan Customs. PSW's integrated electronic platform enables the stakeholders of the aforementioned OGAs to benefit from the centralized system that will help in fulfilling all import, export, and transit related regulatory requirements.

Before and after deploying any module or functionality in PSW, it is made sure that Change Management activities with all stakeholders including staff of government departments, traders, trade associations etc. have been conducted vigorously. These include seminars, training sessions, system demos, workshops etc which are mostly recorded hence making them available to the relevant people for further knowledge sharing. User manuals, video-audio guides and podcasts are regularly made available for the public on PSW's website (www.psw.gov.pk). In this manner, PSW has contributed to transforming the culture of several government departments from being less accessible to becoming more accessible, transparent and knowledge-driven!

Embracing ICT solutions for developing a data base of knowledge and providing access of this knowledge pool to relevant stakeholders can assist organizations in achieving the objective of empowering its people, especially the future generations.

Happy International Customs Day !

Laraib Ghaffar
(Domain Officer PSW)