



Date: May 01, 2013

As listed

Email address: as shown in list

Dear Sir/Madam,

Re: ASW Cross Border Business Process Analysis

As you may be aware that a study into the cross border electronic exchange of trade documents that may utilize the ASEAN Single Window (ASW) is currently being conducted. The objective of this study is to identify, prioritize, and analyze the cross-border business processes of cargo-related clearance and its data components required for such information flow and exchange, using the ASW info-structure. This analysis will support both the process flow and data flow, primarily, to achieve “pre-arrival processing and clearance” and also other business processes in the use of the ASW’s secured regional network.

To-date, draft business process diagrams and descriptions for the “As-Is” and the suggested “To-Be” processes for services to use the ASEAN Single Window have been prepared. In addition, a related questionnaire has been designed, to help the study team to further understand the current situation and processes, the potential benefits of the new services and the potential challenges to overcome.

The project team would like to organize a survey with the relevant practising members of your organization/association in the next 2 weeks period. To prepare this survey session, a paper entitled “ASW Cross-Border Business Process Analysis: *Interview Guide and Questionnaire (Private Sectors)*” is hereby attached for your distribution to the selected members of your organization/association, for their reading and understanding. The survey questionnaires are attached at the end of the paper as Appendix B. As you may have noticed there is also the Appendix A, where it contains the diagrams of “As-Is” and “To-Be” business process of the various identified potential documents to be used in the cross-border exchange between the National Single Windows (NSWs) via the use of the ASEAN Single Window (ASW).

As a matter of logistics, one of our Business Consultant, Puan Norlida Osman [*email: norlidaman@gmail.com*] would serve to coordinate the receipt of the returned survey questionnaires arrangement, and if you have any questions, please don't hesitate to contact any one of the two leaders of this study, Mr Kenneth Tiong [*email: kcationg@gmail.com*] or Mr Peter Stokes [*email: pstokes@axway.com*].

As we need to compile and subsequently analyze the responses from various trade associations and /or organizations, we would appreciate if you could return your responses (preferably by email) to our coordinator Puan Norlida Osman (*email: norlidaman@gmail.com*) preferably **before 15 Jun 2013**.

Thank you,

Yours sincerely,

Kenneth Tiong
Consultant (1)
ASEAN SINGLE WINDOW (ASW)
Cross-Border Business Process Analysis Study
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