

# Electronic Advance Data (EAD) SingPost Presentation for APPU-EC

EC Doc 14.4

4 September 2019

- **E-COMMERCE** merchandise volumes continue to grow
- Global requirement to **IMPROVE** overall **SECURITY**
- While maintaining **HIGH QUALITY** of service
- **EAD** facilitates exchange of customs and security information
- Among **DESIGNATED OPERATORS, CUSTOMS AGENCIES & CARRIERS**
- Expediting **CUSTOMS PROCESSING** of **MAIL ITEMS**
- Supporting **AVIATION SECURITY**
- Data reuse for process **AUTOMATION**, **DELIVERY** planning and **CUSTOMER** service

# The Legislative Landscape is Changing Fast...

## USA

- US national legislation requiring e-data already in place.
- **STOP Act**
- **70%** of incoming items by **31 December 2018**
- **100%** by **1 January 2021**
- **Mandatory for EMS**

## EU

- UCC legislation mandates electronic pre-advice for all import traffic
- **VAT de minimis removal**
  - **1 January 2021**
- **Risk Assessment ICS-2:**
  - **30 March 2021**

## Russia **August 2018**

- Federal Act (№ 289-ФЗ),
- Law requires electronic data or customs
- Lack of electronic pre-advice already leads to a long transit and delivery times

## China **November 2018**

- Legislation for e-data enforced
- GACC Announcement No. 164

## Australia

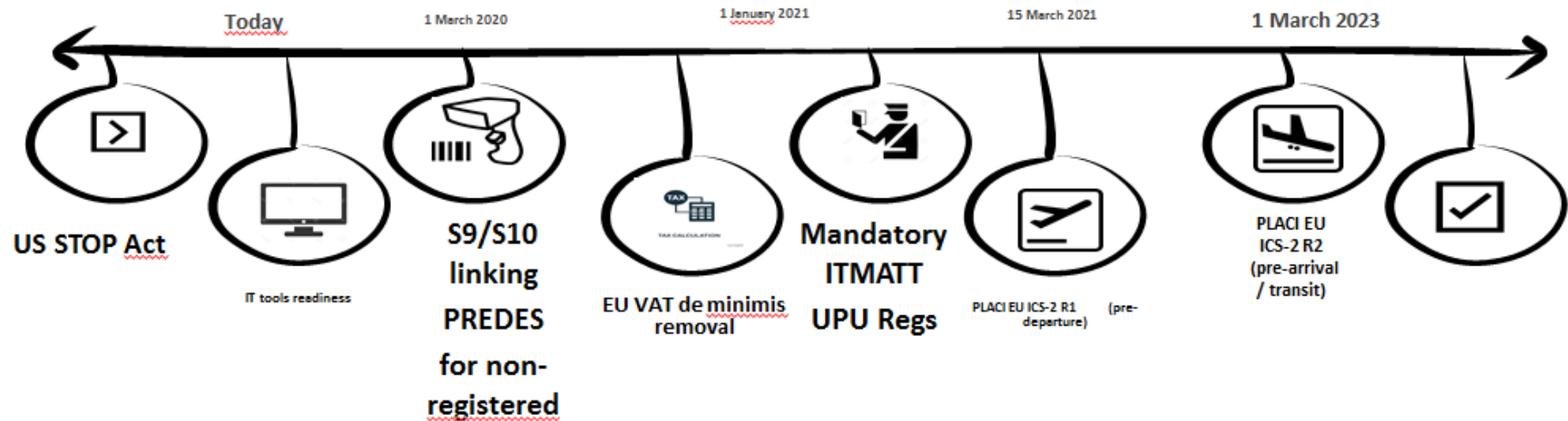
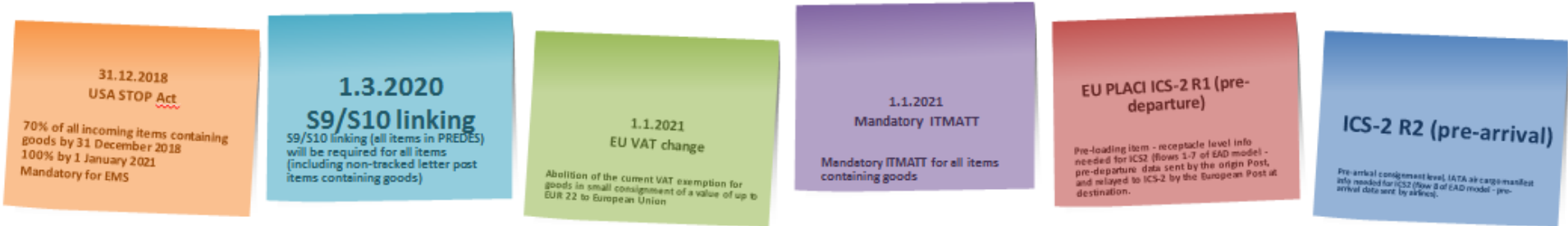
- De minimis threshold removal.
- NNF 2016/170
- **1 July 2017**

## Brazil

- Lack of electronic pre-advice can lead to a long transit times
- New laws demanding more data being developed

**Pre-loading requirements focus on ITMATT + PREDES**  
**UPU Regulations 08-002 §4bis**  
**1 March 2020 (PREDES for all items containing goods)**

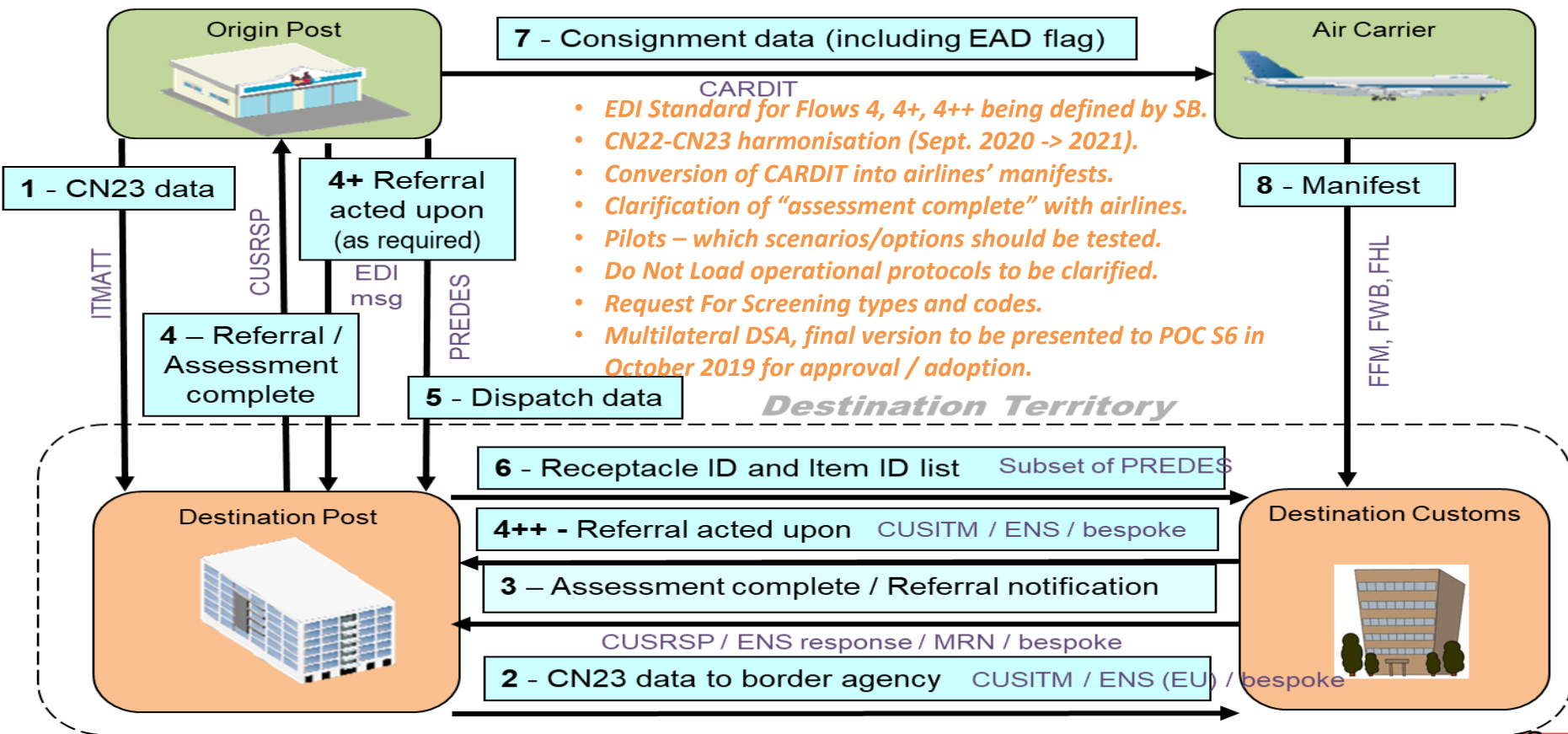
# Key EAD milestones





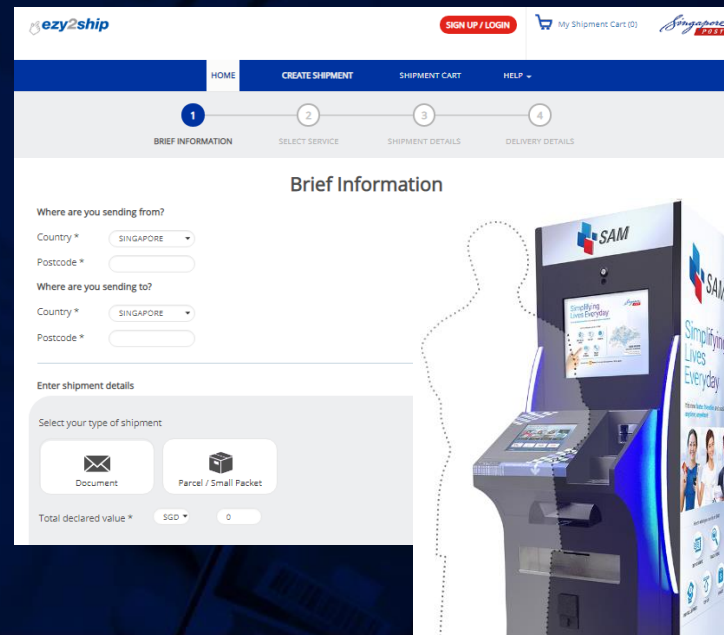
# Global Postal Model - Outstanding EAD items

Update from 2019.2 Standing Group meetings on 17-21 June



# Recent efforts in capturing EAD data

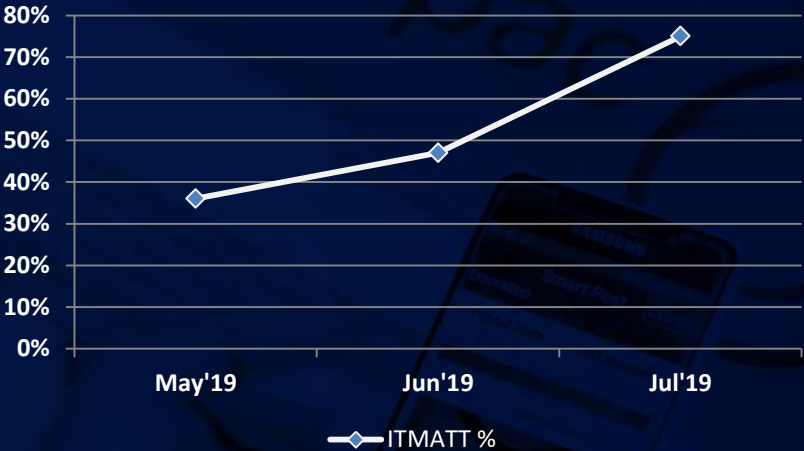
- Work closely with MNC customers to transmit data directly to SingPost
  - Via API / Flat files
- For SME customers, we have an online platform for customers to create orders and print labels.
  - Via Ezy2ship
- For Retail customers, we are working on a suite of changes to allow data collection and posting.
  - Upgrading Online Platform (ezy2ship) to mobile enabled
  - Upgrading our existing self-service automated machine kiosks (SAM Machines) at Post Offices to enable customers to create orders, print labels and make payment.
  - Possible deployment of tablets at Post Offices to enable customers to create orders, print labels and make payment.
  - Work in progress and expected to be ready before June 2020
  - Currently, for retail posting bound for US, we are capturing the data manually backend.



# EAD in SingPost

## ITMATT % FOR EMS INTO USA

MONTH	ITMATT %
May'19	36%
Jun'19	47%
Jul'19	75%



# Challenges & Efforts to increase data quality

- Changing the behaviour of how Public post their packages
  - Now, Public just need to write address on package, buy stamp and send
  - Marketing & Awareness
  - Roll out incentive to get more customers to use Ezy2ship and print label before arriving at the post offices to post
- Need to provide nested PREDES for “U” series barcodes for untracked packets
- Close monitoring of data sent by Corporate customers and continuous effort required
- ITMATT data is created and transmitted to Postal Administrations
  - EMA
  - Every 2 hours



## Recipient Mobile Number will help delivery quality



Berne, 3 June 2019  
International Bureau Circular  
Singapore – Inclusion of addressee's  
telephone number

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Dear Sir/Madam,

The designated operator of SINGAPORE, Singpost, asks us to inform the designated operators of other UPU member countries to include, whenever possible, the addressee's telephone number for all registered items, small packets containing goods, parcels and EMS items sent to Singapore.

The addressee's telephone number should be provided (if possible) as part of the data elements to be transmitted via EMSEVT v3, using the tracking events EMA (posting/collection) and/or EMC (departure from outward office of exchange) and/or the ITeM ATTRIBUTE pre-advice (ITMATT) electronic communication of item information.

Yours faithfully,

Abdel Ilah Bousseta  
Director of Postal Operations

# Thank You