



المشغل الاقتصادي المعتمد  
AUTHORIZED ECONOMIC OPERATOR  
الإمارات العربية المتحدة  
UNITED ARAB EMIRATES

# AEO and E-Commerce

# New Trade Reality

The growing wave of E-Commerce and MSMEs is a **game-changer** for international trade

We are looking at a **fast evolving** trade environment that is getting increasingly complex

A **holistic & harmonized approach** is required to balance facilitating new trade growth channels with addressing the associated border risks

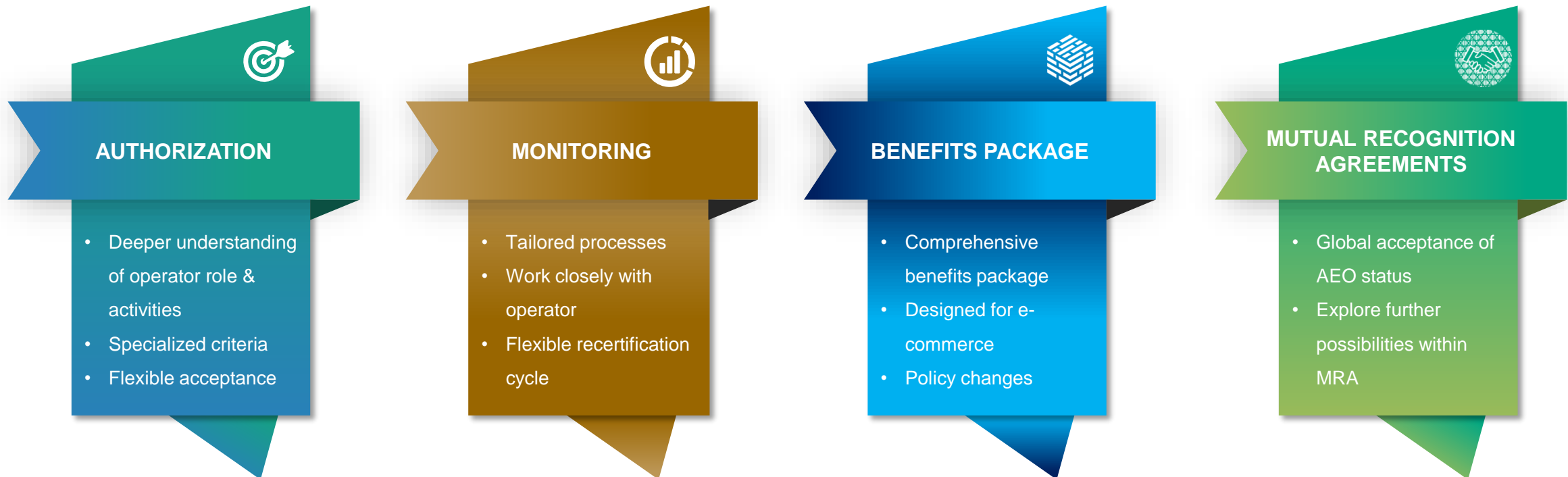
**Expanding the concept of AEO** (Authorized Economic Operator) Program to Cross Border E-Commerce is a key step towards achieving this

***“ E-Commerce isn't the cherry on the cake, it's the new cake ”***

*- Jean Paul Ago, CEO L'Oreal*

# Expanding AEO to E-Commerce

- AEO Programmes must be able to quickly respond and adapt to the changes in supply chain
- E-Commerce operators are different in their nature of business and capabilities, requiring Customs to handle them differently
- AEO Programme can be expanded to accommodate such operators with an in-depth understanding of their operations and needs



# AEO E-Commerce Model

- With potential for revenue leakage and security threat, e-Commerce trade is high-risk while equally high-opportunity for economic growth
- Timely, accurate and secure data exchange between Customs and Traders is necessary for further securing and facilitating the e-Commerce supply chain
- Partnership, Technology and Agility must be at the core of an AEO model integrating e-Commerce



- Increase awareness for traders on benefits of partnership with Customs
- Address trader concerns & queries
- Ensure private sector participation



- Authentic data from the source
- Advance risk management to prevent delay of goods movement
- Achieve trust and transparency



- Continuously monitoring trends
- Revising strategies and solutions to adapt to evolving situations
- Ability to respond quickly as required

# Dubai's Cross Border E-Commerce Platform

Dubai Customs developed an innovative blockchain based e-commerce platform to integrate and automate operations between Customs, Free Zones, Logistics, and Courier companies.



First of its kind initiative in the region



Partnering with AEO certified e-commerce stakeholders



Launched in 2020, initiative is in pilot phase with more stakeholders to be included in the coming stages



Utilizing Blockchain as the core technology



Introduction of new e-commerce policies



Covering B2B and B2C models

Automated Processes

Paperless & Reduced Documentation

Reduced Charges

Conditional Exemptions on Duty & Service Charges

Improved Risk Management

Seamless Goods Return

# Partnership

جمارك دبي  
DUBAI CUSTOMS





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Thank You!