



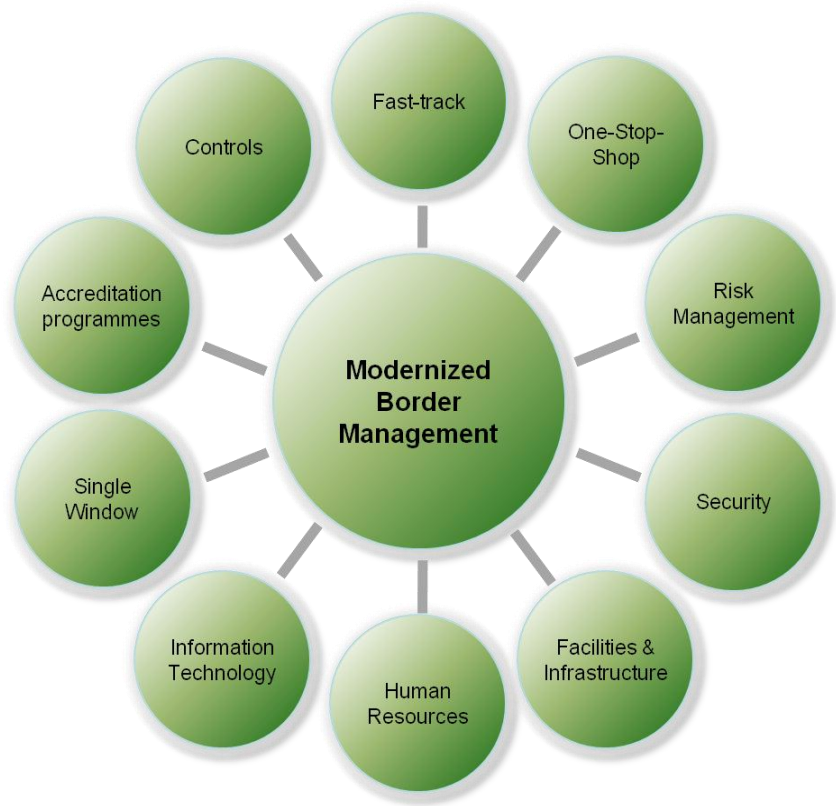
MARKET SURVEILLANCE

Turkish Industrialists' and Businessmen's Association Conference, Istanbul 21st April 2011



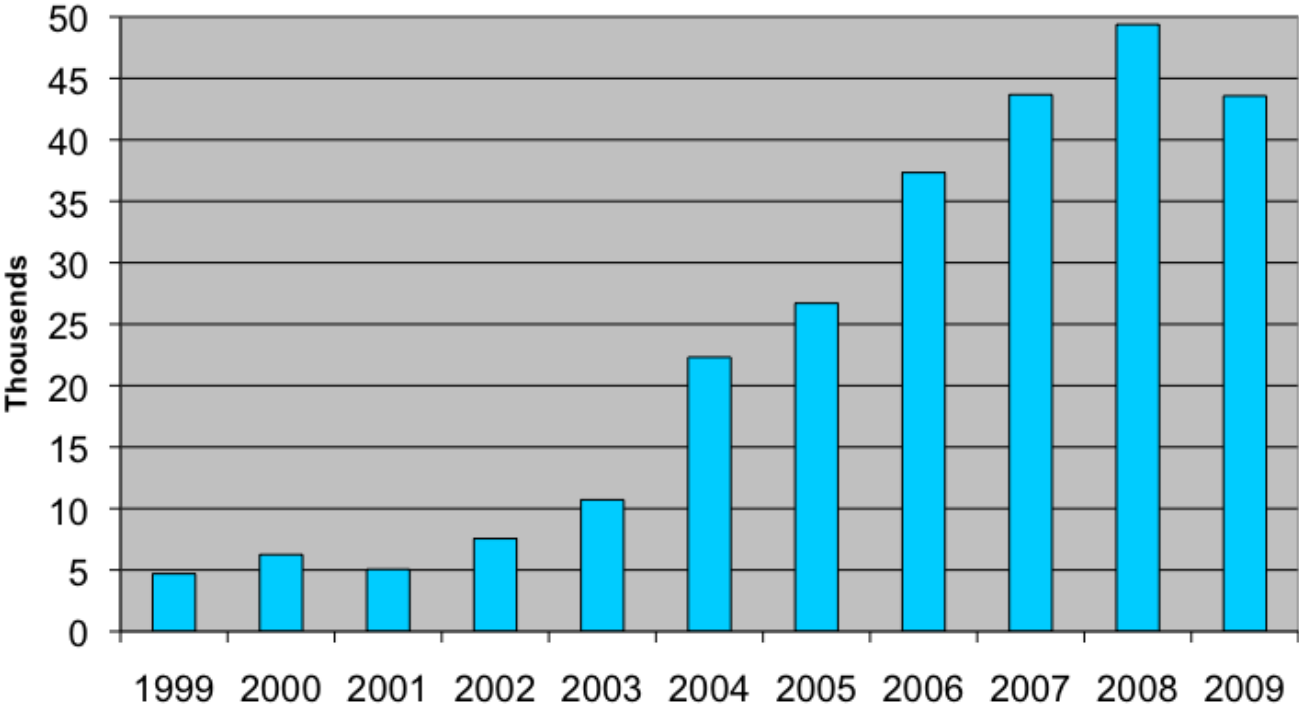
- **Pre-studies**
- **Investigations**
- **Implementation**
- **Follow-up**





*Services delivered under the
KGH Border Services
Modernization Programme*

Number of registered cases 1999 - 2009



Number of registered cases	
1999	4.694
2000	6.253
2001	5.056
2002	7.553
2003	10.709
2004	22.311
2005	26.704
2006	37.334
2007	43.671
2008	49.381
2009	43.572

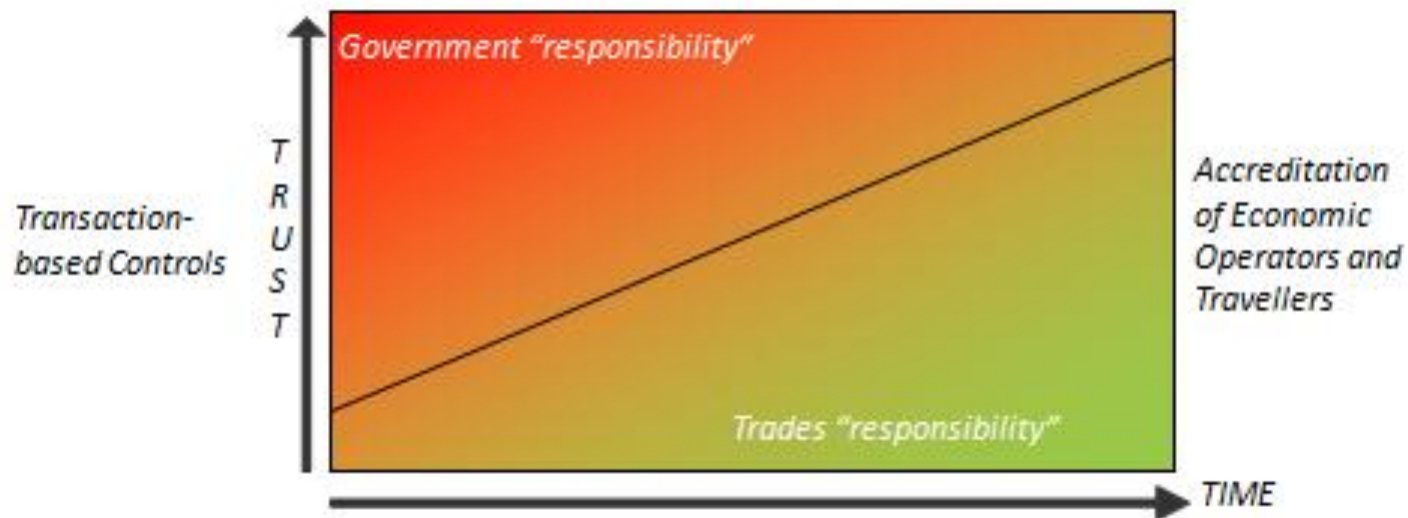
- Clothing and accessories
- Tobacco products
- Foodstuffs
- Alcoholic beverages
- Medical products

- China (65%)
- Arab Emirates (14,6%)
- Egypt (4,5 %)
- Cyprus (4,1%)
- India (2,3%)

- Legislation & Data Tools
- Operational Performance
- Business Cooperation
- International Cooperation
- Awareness and Communication

- Legalisation
 - empowerment
 - exchange of information
 - seizures
- Legal use of Data Tools
 - analysis of information
 - compatible interfaces
 - exchange of information

2. Operational Performance



Transaction-based Controls

T
R
U
S
T

Government "responsibility"

Trades "responsibility"

*Accreditation
of Economic
Operators and
Travellers*

TIME



3. Cooperation

- **Customs & Customs**
- **Customs & Other Authorities**
- **Customs & Business**
- **Business & Business**





- **Strategical, Tactical & Operational**
- **Objective**
- **Representation**
- **Magnitude**
- **Urgency**

	STRATEGICAL	TACTICAL	OPERATIONAL
OBJECTIVE	To discuss and resolve strategic and policy issues including future plans.	To discuss and resolve specific issues or follow-up on existing schemes.	To discuss and resolve operational issues which demands immediate action.
REPRESENTATION	High-level Executives	Developmental Executives, Key-project Members, Experts	Operational personell Frontline officers
MAGNITUDE	Big	Medium	Small
URGENCY	Low	Medium	High

4. International Cooperation

- World Customs Organization
- World Trade Organization
- United Nations



5. Awareness

EMPORIO
ARMANI

- Accessories
- Consumables
- Medicines
- Spare parts



Mercedes-Benz

- Common approach
- Individual solutions
- Transparency



- Supportive legislation
- Structured and recognized cooperation built on trust
- Relevant data tools
- Modern working methods including risk management



Providing government agencies with tailor made,
state-of-the-art border management solutions.