



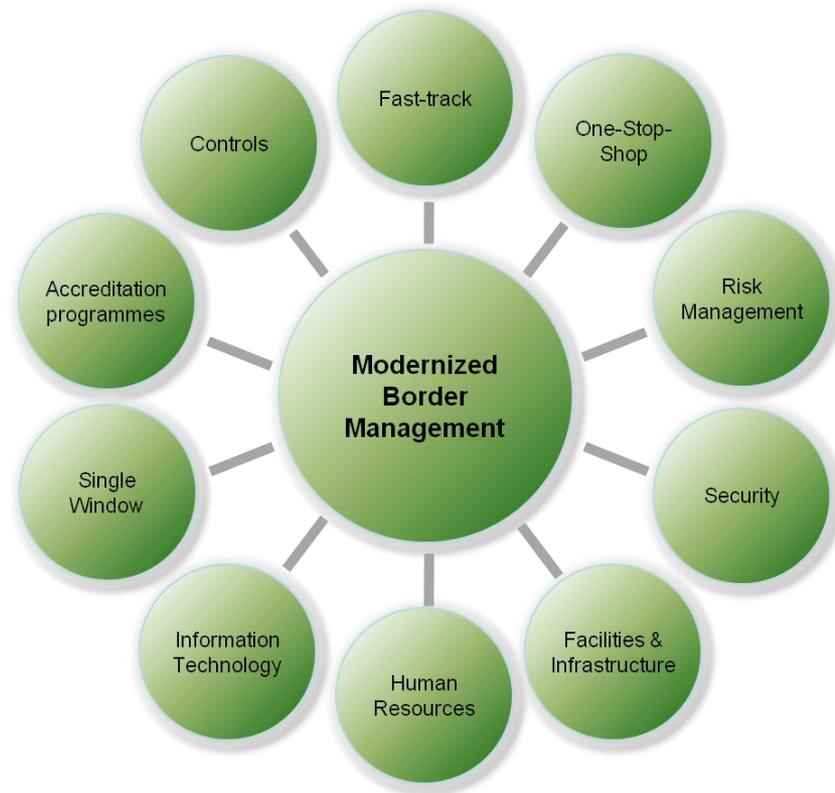
# MARKET SURVEILLANCE

Turkish Industrialists' and Businessmen's Association Conference, Istanbul 21<sup>st</sup> April 2011



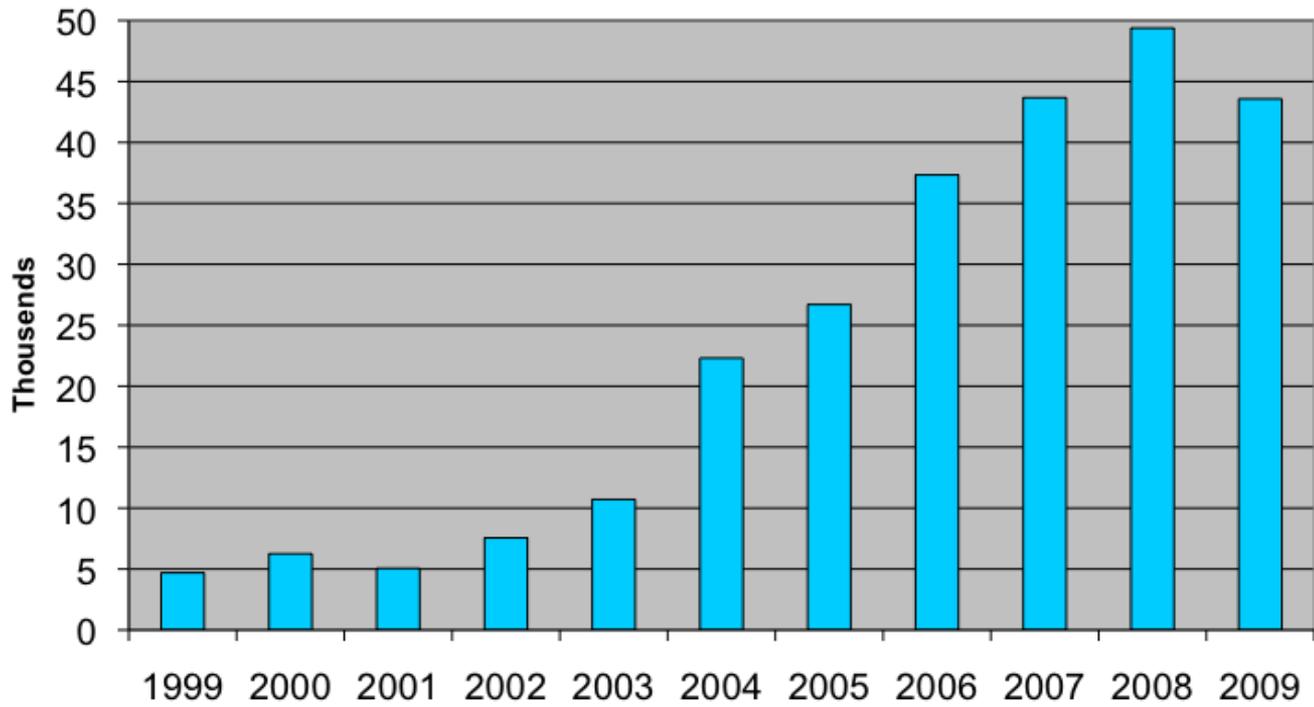
- **Pre-studies**
- **Investigations**
- **Implementation**
- **Follow-up**





*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

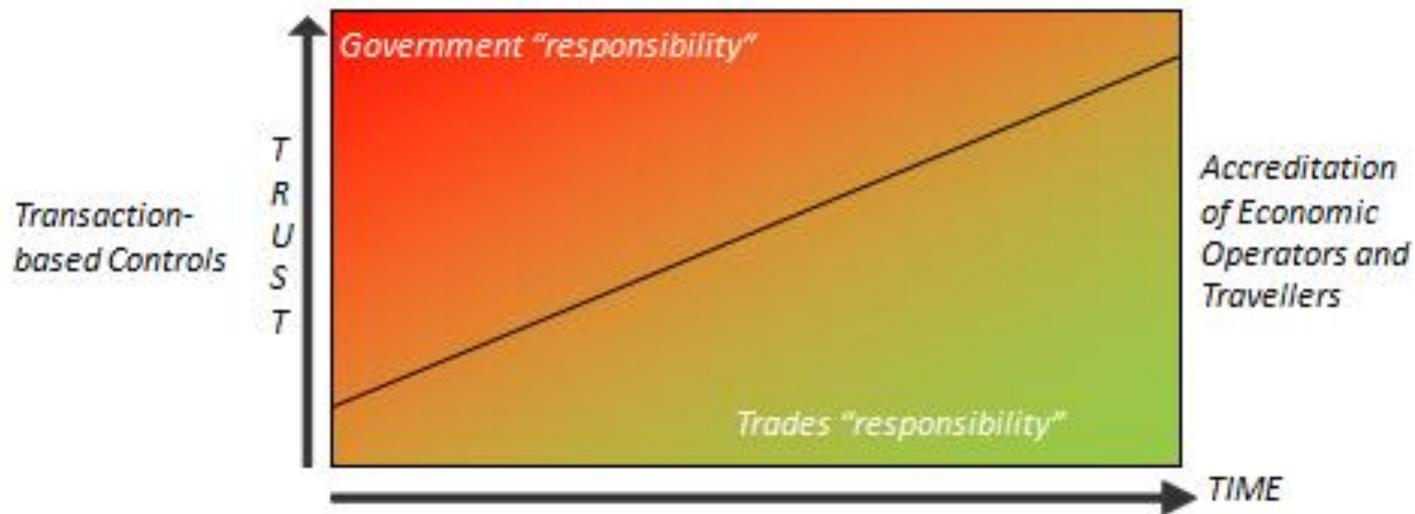
- China (65%)
- Arab Emirates (14,6%)
- Egypt (4,5 %)
- Cyprus (4,1%)
- India (2,3%)

- 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





## 3. Cooperation

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





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

# The Cooperation Matrix

	<b>STRATEGICAL</b>	<b>TACTICAL</b>	<b>OPERATIONAL</b>
<b>OBJECTIVE</b>	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.
<b>REPRESENTATION</b>	High-level Executives	Developmental Executives, Key-project Members, Experts	Operational personell Frontline officers
<b>MAGNITUDE</b>	Big	Medium	Small
<b>URGENCY</b>	Low	Medium	High

- World Customs Organization
- World Trade Organization
- United Nations



# 5. Awareness



- 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.