

Strengthening Promotion to Enhance AEO Participation

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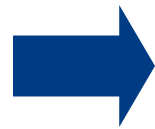
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1

**Multi-Level Coordination
to Ensure Policy Coverage**



General Administration of China Customs

GACC, as the leading institution, is responsible for formulating the overall strategy and policy direction for AEO promotion, providing guidance and support for nationwide customs promotional work. It issues the latest policies and measures with accompanying policy interpretations and service guides, and develops application scenarios for AEO validation.

Customs District

Customs districts tailor specific AEO promotional plans and work schemes based on GACC's directives and regional characteristics, ensuring policy implementation reaches all enterprises.

Customs House

Customs houses, as the executors of promotional activities, with one on one training and on-site guidance, directly contact with enterprises to promote the AEO program, addressing enterprise queries, helping them know about the AEO criteria and procedures, and encouraging them to apply for AEO status. This ensures targeted policy implementation.





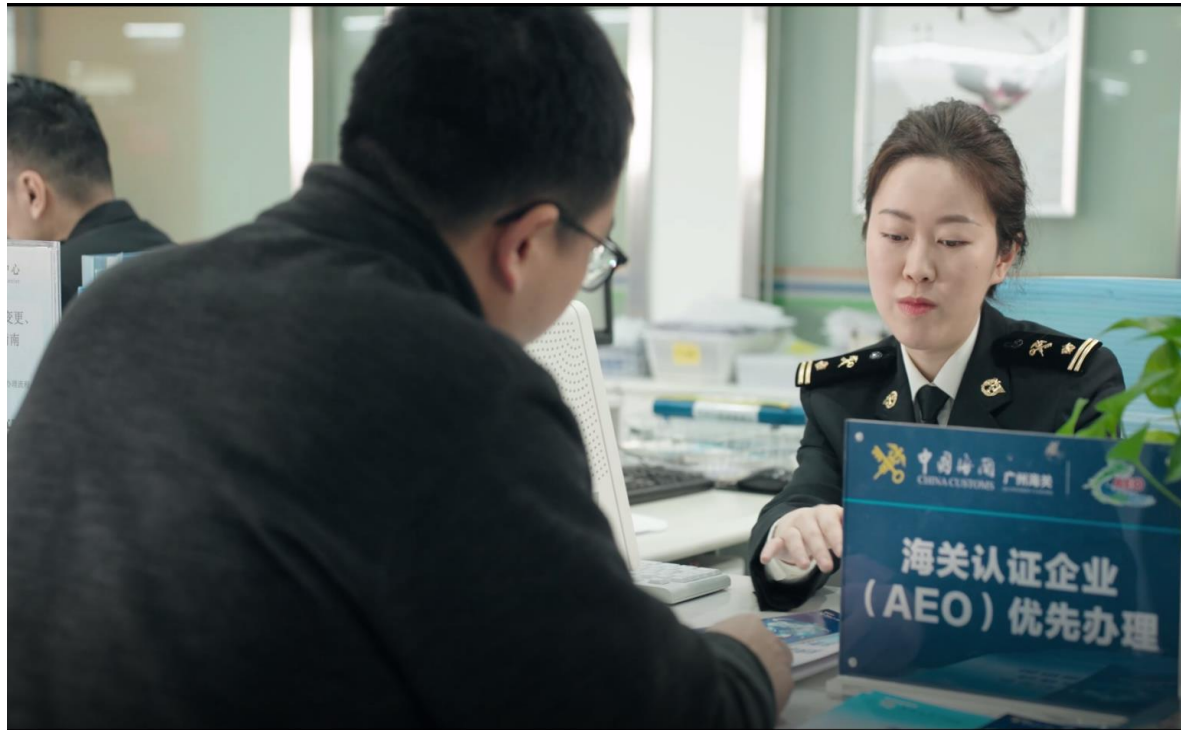
2

Multi-Channel Promotion to Expand Reach and Depth

Online Promotion



On-Site Promotion



On-Site Promotion

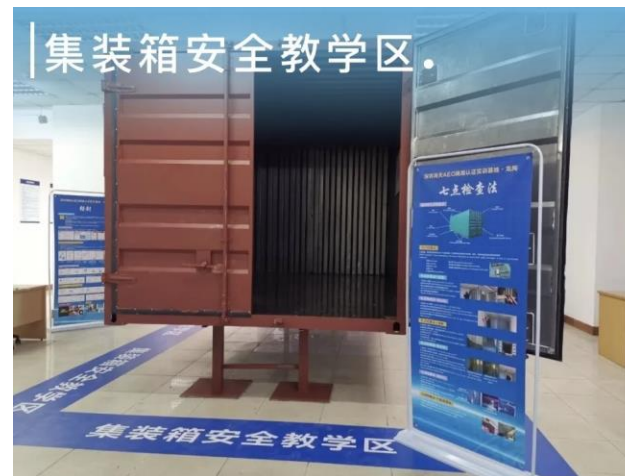


AEO Conference



2024/8/11

AEO Training Bases



AEO Training Bases



AEO Training Bases





3

**Enriching Promotional Content and
Enhancing Accuracy**

For All Import & Export Enterprises



To promote the definition, background, intentions, and global implementation of the AEO programs
To highlight China Customs' AEO mutual recognition cooperation with other countries and the benefits that AEOs can enjoy



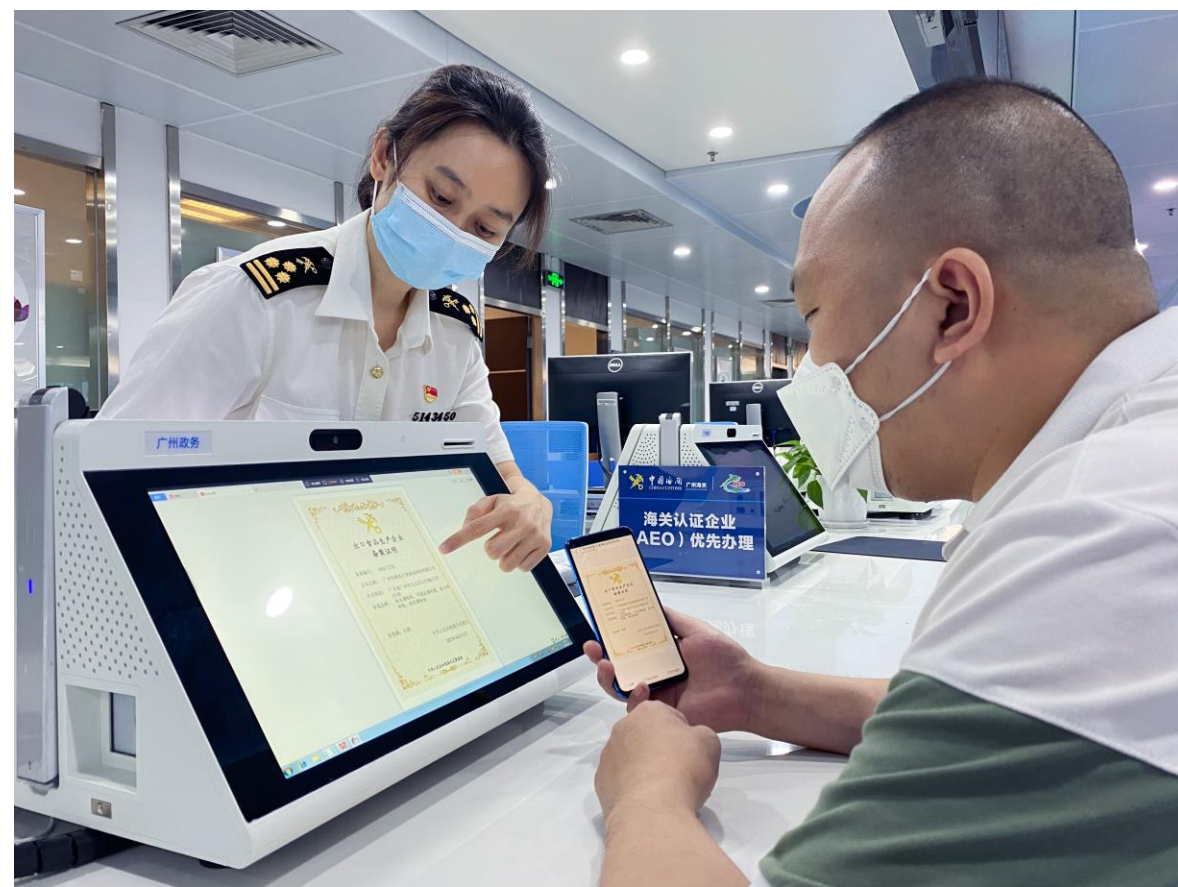
宣讲提纲

- 1 海关AEO制度概况
- 2 《高级认证企业标准》
- 3 AEO便利措施

To provide detailed explanations of AEO Criteria, including internal control, compliance, and trade security. We show them the process of application and validation , as well as materials required. We also conduct targeted promotions based on the needs of cross-border e-commerce and SMEs, enhancing their awareness of trade security and compliance, encouraging lawful business operations, and guiding them through the entire process from application to validation.

For AEOs

To focus on promoting the benefits they can enjoy, new facilitation measures, how these measures fit the enterprise, and how to properly report their AEO code during customs declaration.



Picture: Enterprises are given priority to handle various procedures at the AEO special window.

2024/8/11



4

**Establishing a Feedback
Mechanism and Smooth
Communication Channels**

Establishing a Feedback Mechanism and Smooth Communication Channels



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谢谢

THANK YOU

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