

APPENDIX 6

MODEL PRESS RELEASE

This model format is an example for Customs administrations on preparing a press release about the Time Release Study. It is recommended that the scope, methodology and results of the Study be included objectively, in brief, in order to explain the efforts made by Customs in favour of trade facilitation.

<p>[Name and symbol of the Customs Administration]</p> <p style="text-align: center;">MEDIA RELEASE</p> <p style="text-align: right;">[date]</p> <p style="text-align: center;">[Title]</p> <p><u>Outline</u></p> <p>[] Customs today released the findings of its first [second, third.....] Time Release Study (TRS), which measures and reports the time taken by Customs to release imported cargo.</p> <p>The DG of Customs [] said it was pleasing to [show the results of the first study as an objective indicator for trade facilitation] or [see improvements in [year] which he attributed largely to the efforts of Customs, trade related agencies and trade working together for a seamless international transaction] .</p> <p>The TRS [year] found that the average time from arrival to release for sea cargo is approximately [] hours, [an improvement of [] hours from [year]. For air cargo, the interval was around [] hours [an average improvement of more than [] hours] and for land cargo, it was around [] hours [an improvement of [] hours.</p> <p>In particular the average Customs procedure time, from Customs declaration to release, is as follows. [Each interval has greatly improved as a result of the enhancement of Customs operations as an effort towards trade facilitation].</p> <p>-- For sea cargo; [] hours [an improvement of [] hours] -- For air cargo; [] hours [an improvement of [] hours] -- For land cargo; [] hours [an improvement of [] hours]</p> <p>The DG of Customs [] acknowledged trade's contribution to the <i>Time Release Study</i>, in particular [], [], [] who provided advice and assistance to the study.</p> <p>The TRS is a World Customs Organization endorsed method for measuring the time taken by Customs authorities to release imported cargo and is recognized as a means of identifying bottlenecks and improving performance in import processes. It is also intended that regular Time Release Studies will continue to be conducted.</p> <p>Key findings and actions to be taken for further trade facilitation are [].</p> <p>[The <i>Time Release Study Report</i> can be downloaded from [Name of Customs administration] website: [web address]]</p> <p>Media enquiries: For further details contact [] Customs [TEL and e-mail]</p>
