



Global e- Trading Services Limited
商貿易服務有限公司

A Subsidiary of Computer And Technologies Holdings Limited
科聯系統集團有限公司附屬機構

Let us get back to what we are supposed to do, and shine! –



Experience in the New Age of Government Electronic Trading Services

“We are very pleased with the result of our teamwork with Global e-Trading Services Limited (Ge-TS).” Said Mr. Francis Tse, Manager, Sales Administration Finance & Admin Team of Samsung Electronics Hong Kong. “Ge-TS’ solution has realized our objective to streamline our daily trade declaration preparation so that we can release our staff from the daily menial chores and re-focus our attention on what we should do – think, plan, manage, and innovate.”

To stay atop among the many competitors in the industry, Samsung always strives to improve its operation efficiency and productivity by embracing new technologies. Samsung was one of the pioneer companies to submit government trade declaration through electronic data interchange (EDI) 7 years ago, well before Government announced the termination of submission of trade declarations on paper. However, despite switching to a more sophisticated mode of submission to Government, there was little improvement in terms of Samsung’s operation in that regard in the past. A team of staff was still involved in data entry, photocopying and filing of trade declaration related documents on a full-time basis. The work was monotonous with frequent manual errors. The only difference was, instead of typing the trade declaration information on paper, they were keying it into the computer system. Re-submission of data due to processing error was almost a daily routine. Besides, database corruption was not unusual, and the effort spent in recovering the data was horrendous. Due to the limitation of the system, it was also difficult to track whether trade declarations had been submitted for all their shipments, and it was not infrequent that they were penalized by Government for late trade declarations submission.

“This shouldn’t have happened at all,” Francis was wrecking his brain to come up with a way to resolve these problems. “How can we make use of shipping information like air waybill numbers and bill of lading numbers to ensure that all the shipments are declared? Is there a way that we can enter the data quickly without spending time to open and close each data field in the system? Is there an easy way to make use of the trade declaration reference number to retrieve the records of the related shipment?” Francis had the vision of how the problems could be solved, all he needed was to find the right technical partner to develop the means to do it.

When Ge-TS approached Francis with an all-in-one service proposal in late 2003, he knew he had finally found the right partner. “It was an exciting proposal,” as Francis recalls, “Suddenly the requirements that had been in my head all these years were in the pipeline”. After a few weeks, Francis’ team was already using the system that they had been wanting for a long time.

Firstly, Ge-TS provides an express method for staff to prepare the required trade declaration information efficiently. The new method also allows the users to use the shipment information to check whether the same trade declaration has been submitted repeatedly, or whether the trade declaration for a certain shipment is omitted. There is also a function for the users to tie the submitted trade declaration information with their internal records stored in various in-house systems. On each successful submission, a unique reference will be established automatically by the system and relate to the corresponding files to facilitate file retrieval.

“At first we were skeptical whether Ge-TS would be able to help us, as Ge-TS was a new kid on the block while our service provider who had been serving us for 7 years was not able to meet our critical requirements. We were wondering whether they would have sufficient domain knowledge to understand our needs and to help us. Yet, we soon found that we had the same wavelength and the solution was developed and successfully implemented after a few meetings. The solution is a reality now. The system is stable, the operation is smooth and the workload of our staff has been much reduced. Recently, we received a phone call from the Customs and Excise Department enquiring a certain trade declaration. Instead of spending hours or even days, as we did in the past, it took us only 30 seconds to search for the whole set of related documents and settle the case with the Government. We can now release our staff from menial chores, and let them focus on tasks of higher values like workflow improvement, better management and planning,” Francis said.

It is Samsung’s vision to be a world-leading company as Mr. Kun-Hee Lee, Chairman and Chief Executive Officer of Samsung, highlights the conglomerate’s need to keep growing, changing, innovating and striving to improve as means to achieve its challenging goal. It is Samsung’s mission to continue to embrace new means and new technologies for improving their operation, and Ge-TS is now an important IT partner on Samsung’s way to realize its goal.

Looking ahead, Francis has a few words to share with the local business leaders. “In today’s dynamic environment, Hong Kong companies are required to adapt to changes and increase their competitiveness. Automation is an effective way to achieve this. Capable staff is our asset to drive the company forward and we cannot afford to allow them to do menial repetitive tasks, which should be done by computers or machines. Let us get back to what we are supposed to do and shine!” concludes Francis. ■

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