Demonstration with FloraHolland – Research CORE project
EU 7th Framework Programme (FP7)

Panel 4 Measuring success

Dr. Toni Männistö
Cross-border Research Association (CBRA)

Joint ICAO and WCO conference on “Enhancing Air Cargo Security and Facilitation – The Path to Effective Implementation”

Kuala Lumpur, July 2016
Tradelane for Fresh cut flowers from Kenya to the Netherlands

1. **Growers**
   - Road transport
   - **Airport of Nairobi**
     - **AvSec screening**
     - **Plant health controls**
     - Digital exchange of phytosanitary certificates

2. **Air transport**

3. **Airport of Schipol**
   - **Entry customs control**
   - **Plant health controls**
   - **Import customs control**
   - **Synchronized inspections**
   - Advanced risk profiling & targeting
   - **Road transport**
   - **Distribution centre**
## Border Controls in end-to-end air tradelane

<table>
<thead>
<tr>
<th>Control</th>
<th>Location</th>
<th>Target threat</th>
<th>Control agency</th>
<th>Control frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant health inspection</td>
<td>Farms / Nairobi airport</td>
<td>Plant diseases and pests</td>
<td>Kenyan phytosanitary agency</td>
<td>100%</td>
</tr>
<tr>
<td>Aviation security</td>
<td>Nairobi airport</td>
<td>Assembled explosive and incendiary devices</td>
<td>Freight forwarder</td>
<td>100%</td>
</tr>
<tr>
<td>control</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entry customs control</td>
<td>Schiphol airport or FloraHolland premises</td>
<td>Threats to safety, security, health, economy and environment</td>
<td>Dutch customs</td>
<td>≈ 4%</td>
</tr>
<tr>
<td>Plant health inspection</td>
<td>Schiphol airport or FloraHolland premises</td>
<td>Plant diseases and pests</td>
<td>FloraHolland / Dutch phytosanitary agency</td>
<td>≈ 5%</td>
</tr>
<tr>
<td>Import customs control</td>
<td>Schiphol airport or FloraHolland premises</td>
<td>Tax &amp; duty fraud and threats to safety, security, health, economy and environment</td>
<td>Dutch customs</td>
<td>≈ 1%</td>
</tr>
</tbody>
</table>
Measuring success of implementation

• **Main Key Performance Indicators (KPIs)**
  - On-time delivery performance
  - Speed of delivery (farm to NL warehouse)
  - Detection rate
  - Higher regulatory control

• **Main challenges**
  - Lack of information exchange
  - Fair sharing of risks and benefits among stakeholders

• **Potential solutions**
  - ICT capability building
  - Training material and courses
Clarifying notes

• **FP7** is the short name for the Seventh Framework Programme for Research and Technological Development. This is the EU's main instrument for funding research in Europe and it will run from 2007-2013. FP7 is also designed to respond to Europe’s employment needs, competitiveness and quality of life.

• **FP7-project CORE** is one of the largest European research and demonstration projects. CORE starts from the belief that commercial and societal objectives can be better balanced and even be optimized simultaneously by applying the right innovative concepts. The four main areas: CORE will address in an integrated and stakeholder-friendly way in four main areas:
  • End-to-end Supply Chain Security fostering standardization, harmonization and mutual recognition;
  • Controlled global visibility of security risks and other supply chain threats and their impact on supply chain flows around the world;
  • Real-time Lean Agile Resilient Green Optimized supply chain solutions offering a highly innovative approach to designing supply chains resilient in real-time to major disturbances caused by high impact events; and
  • New and innovative supervision models for trusted and secure supply chains.

• **FloraHolland** is a flower auction company located in Aalsmeer, Naaldwijk, Rijnsburg, Venlo, Bleiswijk and Eelde. Together, the auction houses are home to the largest flower auction in the world. Well over 20 million flowers and plants are sold at FloraHolland every day.