thinking in systems

WCO Europe Regional Workshop on Strategic Initiatives for Trade Facilitation and Implementation of the WTO Trade Facilitation Agreement

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Thesis:
- need to facilitate trade flow

(Anti)-thesis:
- need to secure and safe the trade flow, in particular goods

It is not a contradiction!!
FTA Article 7 (8)

„maintain a high degree of control over expedited shipments through the use of internal security, logistics, and tracking technology from pick-up to delivery”

Economic operator:
Enabling to choose the track and trace systems most appropriate to their needs is common among different industries, including pharmaceuticals and food.
Tracking and Tracing

Advantages beyond trade facilitation

capability to protect the supply chains in numerous industries

- tobacco industry
- alcohol
- pharmaceuticals
- timber
- minerals
- food safety
- trucks and goods identification
Tracking and Tracing

Obligatory according to FCT Protocol

- having a global traceability approach
- multiple benefits for the stakeholders and for authorities
- common standards
- need of flexibility and interconnectivity
Who we are and what we do

The role of ANY

- Hungary, Romania, Bulgaria, Slovakia
- Leading security printing house in the CEE region
- Company listed on the Budapest Stock Exchange

“Our job is to make our lives more secure and comfortable.”
Card production and personalisation

Customers
- Contract for documents for 7 years
- Banks in Hungary and the region
- Commercial chains

Products
- Personal ID cards, driving licences, vehicle registration card
- Bank cards
- Loyalty cards
Security products and solutions

Customers
- Document offices
- Registrars
- Contract for documents for 7 years

Products
- Paper based documents
- Tax stamps
- Security printers
- Security inks and additives
- Meal vouchers
Customers

- Domestic and regional banks, insurance companies, public utility service providers
- State administration
- Commercial chains

Products

- Transactional mailing
- Business and lottery forms
- Election ballots
R&D in document security, IT guarantee the standard of value added products.
ANY Security Printing Company PLC has been producing alcohol and cigarette tax stamps – required as proof of excise tax payments and including special security solutions – for the Hungarian Tax and Control Administration for 20 years, and counterfeiting has fallen considerably during this period.
Track & trace for efficient verification

**Importance of labelling**

**Security sticker with**
- serial number,
- 2D barcode,
- security elements,
- security additives

**Verification**

**ANY880 Combo: device developed by ANY**
- verifies originality of the base print before identifying the barcode printed on the label
- reads the 2D code only if it detects the additives on the print
- identification of the labels including encoded information provides a base for succession and application of guidelines and protocols regarding track&trace

The security label sticks firmly to paper, metallic (even painted) and plastic surfaces. The label cannot be removed without damaging it.
Advantages of applying track&trace system

Item level traceability to control the lifecycle
  • Reduces the grey and black market

Brand protection function using individual barcode identifier
  • Decreases the counterfeiting

Real-Time product information background system
  • Drastically increases the effectiveness of the control
ANY Security Printing Company offers

| Production of labels with the highest security level | Creation and operation of the database | Delivery and support of handheld and fix devices to read the security labels | The training of officials and merchants |
Value added services of
ANY Security Printing Company PLC

- Over 164 years of experience in security printing
- Decades of experience in document production and issuance
- International connections
- Up-to-date technology
- Efficient cooperation
- Technology, device and supplier independency
- Knowledge and use of numerous chip technologies and chip platforms
- Expert personnel
- **Knowledge transfer**
- **Delivery of security**
Thank you for your attention!

www.any.hu