



## ISSUE 5 – NOVEMBER 2005

### Editorial

In this issue, the WCO e-learning team informs you of the latest developments in the programme to better meet the expectations of the numerous users.

The new logo, which is presented here for the first time, is the symbol of the constant evolution of this training tool. Participants in the 2nd Global Congress on combating counterfeiting and piracy held on the 14th and 15th of November in Lyon, France, have been able to discover both it and the WCO course on intellectual property rights.

This training tool is aimed at explaining to Customs Administrations and the general public why intellectual property rights must be respected and strengthened and will be tailored for the business partners.

Recognizing the vital role that the private sector can play in checking illicit trade in counterfeit products, the WCO has seized the opportunity provided by the Congress in Lyon to carry out a study on the benefits for companies to provide useful information for the courses to be completed.

In the same spirit of partnership with the private sector, the e-learning team will develop, at the beginning of 2006, a complete course on the WCO Framework of Standards to secure and facilitate global trade, to accompany implementation of this ambitious and innovative international instrument.

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## Market research

Dialogue and an exchange of views between the Customs and private operators are the cornerstones of success for sustainable capacity building. Training of stakeholders in international trade on good customs practices and optimum use of the WCO tools leads to improvements and results for both parties.

This is why the WCO, in addition to increasing the number of seminars and blended training programmes open to a non-customs audience, wants to make its distance learning programmes available to the private sector.

The WCO has undertaken some market research, which will be pursued until the beginning of 2006, to ascertain the needs and expectations of economic operators. A hundred or so heads of companies will be consulted in order to better understand their requirements relating to training on customs tools. The study will be carried out in four European countries to cover as broad a base as possible.

The main sectors targeted are logistics and transit; however, large import and export companies have not been forgotten. An analysis of the results of the study will be available in March 2006.

This snapshot of private sector requirements will enable us to adapt our training offer to better correspond to the expectations of the market and propose training modules which fully correspond to companies' needs.



## The new e-learning colours



We have a new logo to reflect the dynamic nature of our programme and to more closely follow current graphic trends. You are the first to see it!

This logo will soon be found on the e-learning programme sites and documents.

This is not however the end of Ugo, he will continue to discretely guide you through the e-learning courses.



## An ambitious programme

The Secretariat will continue to develop e-learning modules to cover all the WCO tools and customs matters.

A course on the Framework of Standards to secure and facilitate global trade will thus be developed at the end of this year and will be available at the beginning of the 2<sup>nd</sup> quarter of 2006. It will provide greater information on this new tool vital for both administrations and private operators.

Closely following the launch of the complete course on the Harmonized System (HS), an additional module will highlight the differences between the HS Nomenclature currently in force (2002) and the 2007 version. It will ensure an easy transition between the two versions.

Other instruments such as the Kyoto Convention, the Diagnostic Framework<sup>1</sup> or CITES<sup>2</sup> will also be covered by an e-learning course.

### Schedule for the release of the next modules

2006	1 <sup>st</sup> Quarter	<ul style="list-style-type: none"> <li>• HS (Differences between 2002 and 2007 versions)</li> </ul>
	2 <sup>nd</sup> Quarter	<ul style="list-style-type: none"> <li>• Framework of Standards to Secure and Facilitate Global Trade</li> <li>• Drugs</li> </ul>
	3 <sup>rd</sup> Quarter	<ul style="list-style-type: none"> <li>• CITES</li> </ul>
	4 <sup>th</sup> Quarter	<ul style="list-style-type: none"> <li>• Kyoto Convention</li> <li>• Customs Data Model</li> </ul>
2007	1 <sup>st</sup> Quarter	<ul style="list-style-type: none"> <li>• Customs Capacity Building Diagnostic Framework</li> <li>• Transfer pricing</li> </ul>
	2 <sup>nd</sup> Quarter	<ul style="list-style-type: none"> <li>• Inspection of containers</li> </ul>

You can consult the list of the available modules on the website <http://learning.wcoomd.org>, "Download" page.

## E-learning guides

Last summer the e-learning platform user guides were completely revised.



All procedures are now detailed step by step and explanations are linked to screen shots clearly describing all the functions which can be carried out using the training management system.

In addition the guides contain useful advice and tips. These documents will be available in trainee, tutor and system administrator versions.

If you use the e-learning programme, please read them carefully since we have noted that many of the frequently asked questions are answered in these guides.

These guides are available in the « Downloads » section of the training site (<http://learning.wcoomd.org>).

<sup>1</sup> Customs Capacity Building Diagnostic Framework

<sup>2</sup> United Nations Convention on the international trade of endangered species of wild fauna and flora

## The Customs and Intellectual Property Rights modules

The World Customs Organization has launched its latest e-learning modules devoted to the protection of intellectual property rights during the 2nd Global Congress on Combating Counterfeiting and Piracy held in Lyon (France) from 14-15 November 2005.

“The WCO’s latest IPR training tool will be circulated among its 169 Members to offer quality training to almost 1.000.000 Customs officials across the globe on the critical need to protect intellectual property rights and combat the trade in fake goods through effective enforcement.”

*Michel Danet, WCO Secretary General*



Growing international recognition that counterfeit and pirated goods have an extremely harmful affect on health, social and economic development, led the WCO to design its latest IPR e-learning modules in cooperation with the EU IPR Task Force and financed by the French Customs administration.



The new modules contain four detailed lessons and eight practical studies over a total e-training time of 15 hours.

This in-depth course deals with the fake phenomenon and its worldwide impacts, the international legal scope as provided by the WTO Agreement on Trade – Related aspects of Intellectual Property Rights (TRIPS), Customs procedures tied to the border measures, and risk analysis and assessment to efficiently fight back this phenomenon.



On request they may be adapted to national or regional Customs requirements.

In recognition of the pivotal role that the private sector can play to stop the illegal trade in counterfeit and pirated goods, the WCO intends to upgrade these new modules for the business community.

## Meeting of Regional Training Centres

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The 3rd Meeting of Heads of Regional Training Centres (RTC) of the Asia-Pacific region was held on the 13th and 14th of October 2005 in Shanghai (People's Republic of China). E-learning was discussed at length.

The meeting provided an opportunity for representatives of the different Centres to exchange experience on the use of this training method. The participants recognised the effectiveness and quality of the programme but also emphasized

the need for 'human' monitoring of distance learning.

Therefore, recourse to tutoring and "blended" training methods (combining e-learning and traditional training) should be developed in the different curricula provided by the RTC's.

In addition, the WCO, in collaboration with the Asia-Pacific Regional Capacity Building Centre, will soon publish a compendium of best practices for RTC's, a major part of which will deal with e-learning and bring together the experience acquired by each of the Centres.

### Members and Training

The WCO training site (<http://learning.wcoomd.org>) will soon contain a secure section for Member Administrations.

It will mainly be of interest to players in the training field and will allow access to practical tools such as registration forms, training kits and other administrative support.

## Want to know more?

Visit our e-learning Web page on <http://learning.wcoomd.org>

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