

Press Release-24March- Launching of Mirsal 2

**Under the patronage of HH Sheikh Mohammed Bin Rashid Al Maktoum
Maktoum Bin Mohammed Bin Rashid launches Mirsal 2,
the comprehensive Customs electronic system,
launched by Dubai Customs**

Ahmed Butti Ahmed:

The system is aimed at supporting economy and facilitating legitimate trade movement.

Mirsal 2 is a smart secure administrative electronic declaration system and an outcome of the Dubai Strategic Plan 2015

Mirsal 2 meets the expectations of WCO and local GCC standards

Customs clearance per declaration can be completed in less than two minutes

Mirsal 2 is an advanced system for Risk Assessment connected to local and international security authorities

Dubai Customs provides clients with 100% electronic services since 2008

Mirsal 2 supports competitiveness in Dubai and the UAE

Mirsal 2 developed internally at Dubai Customs in collaboration with its clients and stakeholders

300 training courses and workshops offered to clients and 49 courses to employees

270 thousand development hours dedicated by 120 employees at Dubai Customs for the development of Mirsal 2

Dubai-

under the patronage of HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice-President and Prime Minister and Ruler of Dubai, HH Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Deputy Ruler of Dubai launched today (Wednesday 24th March 2010) Mirsal 2.

Mirsal 2 is a comprehensive electronic Customs declaration system developed by Dubai Customs that facilitates legitimate trade movement. Mirsal 2 accelerates business

procedures and advances quality services delivery standards while taking into account national security interests.

The launching ceremony took place at Jawhara Ballroom in Madinat Jumeirah in the presence of numerous Excellencies, directors of government departments, dignitaries, high officials and prominent local, regional and international personalities who viewed a documentary film showing the benefits availed by the system to clients and stakeholders including its role in customs core business.

Mirsal 2 is considered an exceptional leap in the history of Customs business due to its advanced technology that covers all aspects of Customs procedures.

Dubai Customs developed Mirsal 2 over a time period of two years in house. This system has been designed in line with clients and key strategic stakeholders needs. Seeking to achieve the utmost benefit, Mirsal 2 aims at furthering services delivery standards, at reinforcing cooperation with partners and at providing an advanced electronic environment for Dubai Customs employees.

H.E. Ahmed Butti Ahmed, the Executive Chairman of Ports, Customs and Free Zone Corporation and Dubai Customs Director General, said during the speech he delivered at the launching ceremony: "Mirsal 2 is a vivid embodiment of the directives of HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice-President and Prime Minister and Ruler of Dubai towards an electronic government; a government that adopts best international business practices in every field advancing our economy and community. Steered by this vision, we were highly dedicated to create a system that will have a positive impact on the future of the trade movement in Dubai and in the UAE as a whole."

H.E. stated that Mirsal 2 allows clients to complete clearance procedures electronically round the clock. Users do not have to be present at the Department's counter which saves clients and employees' time and effort. Mirsal 2 saves as well costs for both; clients and Dubai Customs in terms of minimizing the operational costs and increasing revenues.

H.E. Ahmed Butti Ahmed further pointed out that with the introduction of Mirsal 2, the required time to complete a transaction was reduced to less than two minutes for risk-free declarations.

"Mirsal 2 will enable us to support and execute both aspects of Dubai Strategic Plan 2015; Security and Justice and Economic Development." he added.

H.E. Ahmed Butti Ahmed stressed that the system plays a major role in fulfilling Dubai Customs vision towards being the leading Customs administration in the world supporting legitimate trade.

Mirsal 2 can identify the suspected cargoes more precisely through the Risk Assessment Engine which is considered the system's beating heart. The Engine is supported by a wide and rich database collected from several sources that is analyzed and handled through the Customs intelligence system. H.E. said that this is a significant matter since Dubai Customs manages a large volume of trade exchange.

"Over history, trade movement in Dubai is linked to Dubai Customs. Dubai Customs has therefore been keeping pace with the increasing growth of such movement. Believing in the necessity of E-services as a fundamental basis for government business and embodying HH vision towards E-government, Dubai Customs was among the pioneering government departments to introduce electronic services. Today, 100% of its services are provided electronically to the clients since 2008." he stated.

H.E. further said that this new Customs clearance system will help Dubai in positioning itself as a vital strategic hub for trade in the region and worldwide.

"What is unique about the system is the fact that its Risk Assessment Engine links the Department with the local, regional and international organizations and entities which provide information to the database. This cooperation and partnership in exchanging information enables Dubai Customs to perform its security and economic role while facilitating trade. This practice results in multiple economic benefits and ensures the system's viability being one of the best worldwide implemented Customs practices. The ability of signing transactions electronically by clients using the Digital Certificates is a major uniqueness of the system. Mirsal 2 contributes largely to maintaining the confidentiality and security of all declarations." he declared.

H.E. Ahmed Butti Ahmed added that Mirsal 2 was developed in accordance with top international standards including those of the World Customs Organizations (WCO).

At the end of his speech, H.E. expressed Dubai Customs' sincerest gratitude towards the endless support of HH Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum to the government and private sector reassuring the Department's commitment to these directives which he called "the light which shall guide us all".

It is worth noting that Mirsal 2 is a smart electronic Customs declaration system with a built-in comprehensive trade and security matrix. It was first launched in 1995, as Mirsal 1, by Dubai Customs and was later developed according to the standards and the requirements of the WCO and the top international Customs practices inline with the GCC framework and needs.

Mirsal 2 competes with the most hi-tech Customs systems in the world and is considered the most modern edition among all other systems. The system was well-received by numerous stakeholders during visits to Dubai Customs and through participation in international conferences. Mirsal 2 is recognized as best practice among Customs systems as it is based on a solid business foundation which takes into account different business aspects. Notably, the WCO has also commended the system.

Taking into account that Dubai contributes to 75% of the UAE trade movement rate, Mirsal 2 reinforces the UAE position on the world trade map. Mirsal 2 also contributes to facilitating and accelerating Customs procedures provided by Dubai Customs in particular at the ports, airports and the land, sea and air networks which link Dubai to the rest of the world.

Currently, there are about 105 thousand registered clients at Dubai Customs who mostly have to complete their transactions through Mirsal 2. Users received extensive training; 300 training courses and workshops were held with the participation of 8700 individual clients and 6570 companies.

In cooperation with the clients and the partners, 120 employees at Dubai Customs developed Mirsal 2 and spent 270 thousand hours working on it throughout the past two years.

Dubai Customs staff was prepared to manage the system by receiving the necessary training inline with an extensive change management plan. An internal campaign was organized to promote and introduce the system as well.

Dubai Customs has gone through tremendous positive change that contributed to a more productive and efficient workforce. In this context, 49 training courses were offered to 545 employees.

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