



**Re: FW: UN/CEFACT "Smart Container" project. Country HoD Letter of Support [SEC=UNCLASSIFIED]** 📎

**Maria Ceccarelli** to: Sandral, Laurence

23-08-17 06:43 PM

"iwatt (iwatt@aecitrade.com)", "Doraisamy, Oliver",  
Cc: "Emerson-Elliott, Richard", "Farbenbloom, Simon",  
"sue.probert@sepiaeb.com", Lance THOMPSON

Follow Up: Normal Priority.

Dear Laurence,

Thank you very much for your support.

Best regards,

Maria



**Maria Rosaria Ceccarelli**

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"Sandral, Laurence" UNCLASSIFIED Dear Maria, 23/08/2017 18:40:24

From: "Sandral, Laurence" <Laurence.Sandral@dfat.gov.au>  
To: "Maria Ceccarelli <Maria.Ceccarelli@UNECE.ORG> (Maria.Ceccarelli@UNECE.ORG)"  
<Maria.Ceccarelli@UNECE.ORG>  
Cc: "iwatt (iwatt@aecitrade.com)" <iwatt@aecitrade.com>, "Doraisamy, Oliver"  
<Oliver.Doraisamy@dfat.gov.au>, "Emerson-Elliott, Richard"  
<Richard.Emerson-Elliott@dfat.gov.au>, "Farbenbloom, Simon"  
<Simon.Farbenbloom@dfat.gov.au>, "sue.probert@sepiaeb.com"  
<sue.probert@sepiaeb.com>  
Date: 23/08/2017 18:40  
Subject: FW: UN/CEFACT "Smart Container" project. Country HoD Letter of Support  
[SEC=UNCLASSIFIED]

**UNCLASSIFIED**

Dear Maria,

This is to confirm that the undersigned, UN/CEFACT Head of Delegation for Australia, supports the launching of the Smart Container project proposed by TRAXENS.

Sincerely,

Laurence Sandral  
UN/CEFACT Head of Delegation for Australia  
Date: 23 August 2017

Laurence Sandral  
**First Secretary**  
**Australian Permanent Mission to the WTO**

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**Candidate for the United Nations Human Rights Council**

**From:** Ian Watt [<mailto:iwatt@aecitrade.com>]  
**Sent:** Tuesday, 18 July 2017 4:54 AM  
**To:** Grozoubinski, Dmitry  
**Cc:** Sandral, Laurence; [sue.probert@sepiaeb.com](mailto:sue.probert@sepiaeb.com)  
**Subject:** UN/CEFACT "Smart Container" project. AU HoD support for consideration

Dear Dmitry

I have been requested to on behalf of the UN/CEFACT bureau seek the signature, one of the three required, to be that of the Australian UN/CEFACT HoD to enable the launch of the UN/CEFACT work on the 'Smart Container' project as proposed. (ref. attached) I believe the other HoD signatures would be of the UK and France.

The project has been brought to the UN/CEFACT Bureau by French company TRAXENS  
[www.traxens.com](http://www.traxens.com)

The introduction of capturing data related to the physical goods, beyond the regulatory and commercial data of trade, and specifically the monitoring of conditions during transit brings an important, and currently missing dimension to the UN/CEFACT standards work supporting trade facilitation.

I have just returned from the successful (Paris) Bureau f2f meeting.

With Vice Chair Sue Probert's ongoing support I successfully presented to the bureau on the need

for UN/CEFACT to accelerate the work required to support process driven beyond the traditional document driven nature of supply chains given that Event Driven Architectures able to react to real time data are already gaining traction based on newly available support technologies such as 'cloud' collaboration, Blockchain and IoT.

As Vice Chair (Harmonization) I am commissioned to mount and drive projects within UN/CEFACT to achieve the required deliverables related to the advent of Event Driven Architectures. I see the inclusion of the smart container project is crucial to the required outcomes.

In terms of resources I have already recruited Australian Max Tay, a recognised BPMN expert, onto the UN/CEFACT blockchain project and have also recruited Tat Tsen (Jonathan) Koh (Singapore) into the role of Domain Coordinator within the Harmonization PDA.

Jonathan Sue and I worked in Asia at the request of UNESCAP to with others established the United Nations Network of Experts in Trade Facilitation (UN/NEXt).

It is in this environment that the Asian Development Bank and regional trade ministers impressed on us the importance of monitoring the condition of traded goods during cross border transit. Jonathan is an ex Director of CrimsonLogic being at the time accountable for numerous single windows implementations globally.

Dmitry, in terms of the expectation of resources re AU HoD approval/signature I believe that you are aware that I was the founding chair of the RFID Association of Australia. I have the contacts and network to assist recruit AU or globally 'expert' resources onto this project.

I have also developed a sound working relationship with the executive Mgt team of Traxens assisting them with the mounting of this project.

Like the UN/CEFACT 'blockchain' project, where I have a lead role re 'processes' as distinct to the technology, this project will have no difficulty gaining the required expert resources and progressed through the UN/CEFACT Open Development Process (ODP).

Laurence I have copied you on this email as our last discussion related to the management of cross border empty containers and this may be an opportunity for consideration by this project.

To both Laurence and Dmitry, I have copied Ms Sue Probert UN/CEFACT Vice Chair (Ship) under who's domain this project is to be managed.

Sue would be available to provide further information of the project should that be necessary.

Regards on behalf of the Bureau.

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**Ian Watt**

UN/CEFACT Vice Chair (Harmonization)

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