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Andy Mulholland to Present on the Transformation of Business and Consumerism at WCO Meeting in Mexico

Veracruz, April 25, 2007 – Globalisation and technology are reshaping the world for businesses and consumers alike, providing customs and revenue organisations with significant new challenges, according to Capgemini Global CTO, Andy Mulholland who is to present the opening keynote at the annual World Customs Organisation (WCO) meeting in Mexico today.

A combination of technology literate citizens buying through new business models that increasingly disassemble the manufacturing, services and sales activities into different countries represents a real challenge for WCO members to define where, and when, value is created. At the same time the huge amount of information available via the internet has increased the sophistication of a wide range of illegal activities, ranging from fraud, to illegal immigration.

“Emerging technologies such as Web 2.0 are transforming consumer behaviour and creating rapidly evolving business models that present both new challenges and operational opportunities to customs officials across the globe”, says Mulholland. “A new generation of consumers that has grown up surrounded by technology is embracing the interactive nature of new online services and taking advantage of new global manufacturing methods.”

“Fortunately the same technology can be used to provide at least some of the answers”, argues Mulholland, as he outlines a series of possibilities around improving the capabilities for customs officers to share and use information in imaginative new ways based on fast growing Web 2.0 technologies that do not require changes to the existing complex IT systems. “This is the principle of ‘shared differentiation’, the recognition that users can gain value through sharing new technology and approaches, whilst retaining differentiation in their existing IT processes.”

The WCO is an independent intergovernmental body whose mission is to enhance the effectiveness and efficiency of Customs administrations. With 169 Member Governments, it is the only intergovernmental worldwide organization competent in Customs matters. The delegates are meeting today to discuss the impact of

change on their IT systems and the extent to which technology is an element in a changing world and a provider of new challenges for customs organisations, as well as new solutions.

Further details on the WCO meeting are available [here](#)

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