



جمهوری اسلامی ایران  
وزارت صنعت، معدن و تجارت

مرکز توسعه تجارت الکترونیکی  
رئیس

شماره: ۱/۱۱۶۸۵۲

تاریخ: ۱۳۹۸/۰۶/۱۷

پیوست: دارد

سیستم اتوماسیون

«رفیق تولید»

جناب آقای نعمتی، رئیس محترم مرکز فناوری اطلاعات و ارتباطات بیمه مرکزی  
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جناب آقای شیخ کریمی، معاون محترم اجرایی و فناوری اطلاعات سازمان امور مالیاتی کشور  
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جناب آقای سیف پور، مدیرکل محترم دفتر هوشمندسازی و داده کاوی شرکت راه آهن جمهوری اسلامی ایران  
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جناب آقای ناظمی، معاون محترم وزیر و رئیس سازمان فناوری اطلاعات ایران  
جناب آقای صدیقی، مدیرعامل محترم شرکت مخابرات ایران  
جناب آقای مهندس اسماعیل زاده، مدیرکل محترم دفتر توسعه و کاربرد فناوری اطلاعات وزارت صنعت  
و معدن و تجارت  
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جناب آقای نوربان، مدیر محترم امور فناوری اطلاعات و ارتباطات شرکت ملی گاز ایران  
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مدیرکل محترم دفتر فناوری اطلاعات، توسعه مدیریت و تحول اداری وزارت نیرو  
جناب آقای احمدی صومعه، رئیس محترم مرکز آمار و فناوری اطلاعات وزارت جهاد کشاورزی  
مدیر محترم توسعه فناوری های نوین آموزشی سازمان فنی حرفه ای کشور  
جناب آقای مطلبی، رئیس محترم مرکز فناوری اطلاعات، ارتباطات و تحول اداری وزارت ورزش و  
جوانان



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**جناب آقای پرومند، معاون محترم پژوهش و فناوری وزارت علوم تحقیقات و فناوری**  
**جناب آقای طالبی، سرپرست مرکز فناوری اطلاعات، ارتباطات و تحول اداری وزارت میراث فرهنگی،**  
**صنایع دستی و گردشگری**

با سلام و احترام

بدینوسیله به استحضار میرساند که میزبانی مسابقات دوسالانه برترین طرح‌های تجاری الکترونیک آسیا موسوم به e-Asia Awards در سال ۲۰۱۹ برعهده کشور تایلند بوده و نماینده جمهوری اسلامی ایران در این دوره از مسابقات، مرکز توسعه تجارت الکترونیک وزارت صنعت، معدن و تجارت می‌باشد. در این مسابقات، طرح‌ها و پروژه‌های برتر کشورهای آسیایی در حوزه‌های تسهیل تجاری، کسب و کار الکترونیک در بخش دولتی و در بخش خصوصی و همچنین، ایجاد فرصت‌های برابر در بهره‌گیری از تکنولوژی فناوری اطلاعات و ارتباطات را در بر می‌گیرد. از آنجا که حضور در این رقابت بین‌المللی علاوه بر اهمیت ملی آن به جهت حضور نمایندگان اصلی و فنی کشورهای عضو، فرصت معتنمی برای تبادل نظر و عرصه توانمندی‌های کشور را فراهم خواهد آورد، مستدعی است در صورت تمایل، طرح‌ها و پروژه‌های منتخب تحت حوزه نظارتی خود یا هر یک از سازمانهای متبوعه را در قالب دستورالعمل تدوین شده بشرح پیوست تهیه و تا پایان روز اداری شنبه ۲۶ شهریور ماه سال جاری به این مرکز ارائه نماید تا متعاقباً سایر مراحل بررسی و ثبت در لیست پروژه‌های شرکت‌کننده صورت پذیرد.

شایان ذکر است که برگزاری این دوره از مسابقات و اعلام برندگان نهایی آن برای اواخر نوامبر ۲۰۱۹ مقارن با اوایل آذر ماه امسال و همزمان با برگزاری نشست اصلی شورای تسهیل تجاری و کسب و کار الکترونیک منطقه آسیا و اقیانوسیه، موسوم به اجلاس AFACT (Asia Pacific Council for Trade Facilitation and Electronic Business) در برنامه ریزی شده است. در این مسابقه به برترین طرح شرکت‌کننده از هر گروه، نشان تقدیری از سوی شورای AFACT اعطا می‌گردد.



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همچنین تاکید می‌گردد که پروژه و با طرح ارسالی الزاما باید مطابق با شرایط ذکر شده در دستورالعمل پیوست تهیه و تدوین شده و در مهلت مقرر شده (پایان روز اداری ۲۱ شهریور ماه ۱۳۹۸ مصادف با ۲۲ سپتامبر ۲۰۱۹) به این مرکز ارسال گردد. در این خصوص، برای کسب اطلاعات بیشتر و هرگونه هماهنگی، با سرکار خانم نوری دارین به شماره ۴۱۰۳۱۳۳۷ تماس حاصل بفرمایید.

علی رهبری

# 2019 eASIA Awards Guidelines

**(Draft Version 5.3)**

2019 eASIA Awards Secretariat  
Thailand

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## **1. Introduction**

The eASIA Awards are administrated by the Asia Pacific Council for Trade Facilitation and Electronic Business (AFACT). The event aims at arousing awareness of digital transformation, promoting the achievement of AFACT member countries/economies in the development of trade facilitation, electronic business policies and activities, and initiatives for bridging digital divide in the Asia Pacific Region. The purpose of the eASIA Awards is to recognize the significance and great effort made within AFACT community and to encourage exchange of best practices. The event also intends to develop the mutual understanding and experience sharing between member countries/economies by showcasing the shortlisted projects in the eASIA Awards Exhibition. The awarded project organizations can also play a role of consultant or trainer to be invited to some AFACT member countries/economies where their HoDs deem it valuable to introduce the best practices to their relevant governmental agencies or private sectors.

The eASIA Awards was initiated by Chinese Taipei in 2002 and commenced its first contest in 2003. Since the past 16 years there have been totally 159 projects participating in the Awards contest, and 89 projects were selected out for their outstanding performance and showcased in AFACT once two years organized by the respective Host Members. We are proud to say that the goals of promoting good practices in informationization and electronization carried out by AFACT member countries/economies have been achieved to a great extent.

## **2. eASIA Awards Categories<sup>1</sup>**

There are totally four categories of eASIA Awards, namely:

- ***Trade Facilitation and eCommerce***
- ***Digital Transformation (Public Sector)***
- ***Digital Transformation (Private Sector)***
- ***Creating Inclusive Digital Opportunities***
- ***Special Honorary***

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<sup>1</sup> *These categories may not be changed, if desired by StC, depending on the need of the time.*

## ***Trade Facilitation and eCommerce***

Trade facilitation needs to be supported by efficient business process and data exchange across governmental agencies. eCommerce used to be practiced mainly amongst partners in the private sector. It has been more and more requested by the concerning authorities to comply with regulations with respect to taxation, credit and risk management, and online dispute resolution. Cross border business model therefore needs better streamlined business process, harmonized data for legal and regulation compliance.

Projects with the following characteristics are most encouraged to participate in. 1) Improving the balance among governmental legislation, 2) enhancing international trade or eCommerce, 3) increasing information visibility, by evaluating the concrete effects on trade regulatory and facilitating agencies control and security, tax-related efficiency, trade promotion, and business efficiency, 4) adopting a leading model in terms of simplification in trade procedures, single entry point, 5) implementing innovative application of UN/CEFACT standards and recommendations, and have improved service performance, and 6) successfully enabled bilateral or multi-lateral international cooperation.

### ***Digital Transformation (Public Sector)***

The public sector category refers to the distinguished government related projects using Internet technology and standards to enhance e-Government, e-Industry and e-Business programs significantly in order to drive digital transformation. Projects as a leading model which generates excellent outcomes and benefits in term of awareness raised, a mechanism of collaboration and connection over internet across ecosystem, as well as significant increase in the overall productivity or competitiveness will be recognized.

### ***Digital Transformation (Private Sector)***

The private sector category refers to the projects being executed among private institutions to drive digital transformation and enhance internal and/or external e-Business alliance efficiency. Projects as a leading model, which generates excellent outcomes and benefits in terms of collaboration and connection over internet, social network, and the physical world within organizations across ecosystem, as well as significant increase in the productivity, competitiveness, or better user experiences, will be recognized.

### ***Creating Inclusive Digital Opportunities***

The category will be focused on projects that ensure the equal opportunity of people and businesses in technology usage, such as: 1) broaden access of computers, the Internet, high-speed networks, and social network, 2) provide people and businesses with the skilled teachers and training they need to master the digital economy, and 3) promote online contents and applications that will help empowering all people and businesses to use new technologies to their fullest potential.

### ***Special Honorary***

The category will be honoring the person, group, organization or governmental unit with significant contribution, which improves the development of trade facilitation, cross border eCommerce, international collaboration, and resultant in credit to AFACT community.

### **3. Eligibility**

The contest is open to any local company/organization nominated by the Head of Delegation of AFACT member countries/economies within the due time.

### **4. General Rules & Regulations**

- (1) Entries must be enrolled as projects instead of individuals or organizations.
- (2) The project must be a new venture and initiated in the last three years (*between from to date*) with concrete accomplishments, which had not received eASIA Awards before. Or it is a new phase of a previous project in the last three years, which may or may not participate in the eASIA Awards contest.
- (3) Each HoD from AFACT member country/economy can nominate maximally 2 projects for each of the 4 categories of the Awards.
- (4) The projects can be accepted, if they are executed/ implemented in any AFACT member country/economy and are forwarded by the HoD of that member country/economy only.



- (5) The candidate of Special Honorary may be nominated by an AFACT member country/ economy to the Steering Committee, and reviewed and approved at the Steering meeting in consensus
- (6) All entries should be provided in the electronic files as a set of recommendation, application form, and project profile. Files must be submitted in PDF format.
- (7) All entries presented in electronic files should be e-mailed to email address below **by 30 September 2019**

2019 eASIA Awards Host Secretariat  
International Cooperation Team  
Email: [ic@etda.or.th](mailto:ic@etda.or.th)

- (8) The entries will then be reviewed by the eASIA Awards host Secretariat initially for basic criterion. The Evaluation Committee members will evaluate and select the contestants virtually through e-mail by specified date.
- (9) The decisions made by the Evaluation Committee will be final. In case any member of the Evaluation Committee fails to turn up, the eASIA Awards host Secretariat will substitute him/her with an eminent local expert.
- (10) By participating in the awards program, it is expected that the participant has granted the eASIA Awards host Secretariat and AFACT Secretariat permission to use their project name and abstract for publicity purposes, for this or similar promotions, without compensation.
- (11) The organizer will not be responsible for any loss of intellectual property rights that may result from submitting the project or attending that year's eASIA Awards event.
- (12) The organizer will not be responsible for applications not being received due to the following reasons;
  - a) Lost, failed, delayed or interrupted connections or miscommunications, or other electronic malfunctions, and
  - b) Lost, late mutilated, illegible, incomplete, postage delay or misdirected mailed applications.
- (13) The organizer will not be responsible for incorrect or inaccurate entry information, caused by persons or by any of the equipment, or programming associated with or utilized in the program, or by any human error which may occur in the processing of the applications.
- (14) The submissions would convey no intellectual property rights to the organizer and sponsors.

- (15) All entries will become the property of the organizer and will not be returned.
- (16) The project leaders and/or representative of the semi-finalists will have to make the oral presentations in person in front of the 2019 eASIA Awards Evaluation Committee during the final evaluation. The final winners might make presentation at the Forum organized by the eASIA Awards host Secretariat.
- (17) The eASIA Awards host Secretariat decides to sponsor **one person from each semi-finalist project hotel accommodation in a three star or above rating hotel or equivalent quality standard lodge for 3 nights** so that each winner project can be presented orally and showcased at the AFACT Plenary 2019.
- (18) For any queries on the eASIA Awards, please contact the host Secretariat.

**a. Recommendation Form** (to be filled by the HoD of the country/economy)

Recommended Project:
Category: <input type="checkbox"/> Trade Facilitation and eCommerce <input type="checkbox"/> Digital Transformation (Public Sector) <input type="checkbox"/> Digital Transformation (Private Sector) <input type="checkbox"/> Creating Inclusive Digital Opportunities (Select only one category for a project)
Recommended by: (in print by the HoD)
Rational:
Signature of the HoD: Date:

**b. Application Form** (to be submitted by the project lead)

Country/Economy:	Date:
Project Title:	
Organization:	
Category: <input type="checkbox"/> Trade Facilitation and eCommerce <input type="checkbox"/> Digital Transformation (Public Sector) <input type="checkbox"/> Digital Transformation (Private Sector) <input type="checkbox"/> Creating Inclusive Digital Opportunities (Select only one category for a project)	
Project Leader:	Job title:
Phone Number:	
Email Address:	
Contact Person:	
Mailing Address:	
Phone Number:	Fax:
Email address:	
URL (if applicable):	
This form is completed and submitted by (in print):	
Signature:	

## 5. Project Profile Template

**Project Title:**

**Project Leader Name:**

**Organization/Company:**

**Nominated by:**

### **Executive Summary**

This part should provide sufficient background information to allow the evaluators to understand and evaluate the work without referring to any previous publications on the topic. There should be enough data to provide an overview of the content of the project. Kindly choose references carefully to provide the most important background information.

### **Project Content**

This part of application may include the following;

- Project scope
- Goals and objectives
- Problems and Challenges
- Strategies
- Methodology
- Re-engineering
- Standards (especially developed by UN/CEFACT or other international standard organizations)
- Economic benefits, achievements, and impacts
- Next step onward
- Resources (indicate the expense allocated on manpower, hardware, software, networking etc.)

**Please be notified that the project profile submitted should not exceed 20 pages.**

**Registration materials must be submitted by the date specified by the eASIA Awards host Secretariat.**

Project profile must be submitted in PDF format by specified 5 pm (local host time), **by the date specified by the eASIA Awards host Secretariat, which is 30 September 2019.**

Please send your entries by email to *be specified email address*;  
2019 eASIA Awards Host Secretariat  
International Cooperation Team  
Email: [ic@etda.or.th](mailto:ic@etda.or.th)

After receipt of registration material, the eASIA Awards host Secretariat will send an electronic acknowledgement. It should be ensured that the participants have an acknowledgement within a week of submission; otherwise they could make reference to the eASIA Awards host Secretariat.

## 6. eASIA Awards Evaluation

All recommended projects of the 4 categories, Trade Facilitation and eCommerce, Digital Transformation (Public Sector), Digital Transformation (Private Sector), and Creating Inclusive Digital Opportunities, need to go through an evaluation process. 2019 AFACT Steering Committee is the 2019 eASIA Awards Evaluation Committee which is composed of **totally 13 members.**

- (1) Ms. Surangkana Wayuparb , AFACT Chair, Thailand
- (2) Mr. Ali Ashfak, Vice Chair, Bangladesh
- (3) Mr. Ganesh Kumar Bangah, Vice Chair, PIKOM Malaysia
- (4) Mr. Ali Rahbari, Elected HoD, Iran
- (5) Mr. Kenenori Kedoin, Elected HoD, Japan
- (6) Mr. Reng-Weng Gong, Elected HoD, Chinese Taipei
- (7) Mr. Supachok Jantarapatin, AFACT BDC Chair, Thailand
- (8) Mr. Hisanao Sugamata, AFACT TMC Chair, Japan
- (9) Ms. Eva Yi-Yuan Yueh, AFACT CSC Chair, Chinese Taipei
- (10) Mr. Tahseen A Khan, UN/CEFACT Vice Chair, India
- (11) Mr. Urachada Ketprom, UN/CEFACT Rapporteur for Asia Pacific
- (12) Mr. Mahmood Zargar, General Secretary of AFACT, Iran
- (13) Mr. Yann Duval, UNESCAP Representative

All members' HoDs need to sign and submit the recommended outstanding projects of the respective Awards categories by **30 September 2019**, which will be held virtually through e-mail. The schedule of 2019 eASIA Awards is shown as below.

ITEM	Schedule
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1	eASIA Awards guidelines finalized by StC & Host Secretariat	2019-07-17
2	Deadline of recommended projects in whole package received by Host Secretariat	2019-09-30
3	Deadline of evaluation on written proposals by Host Secretariat	2019-10-15
4	Deadline of evaluation on written proposals by the Evaluation Committee	2019-10-25
5	Announcement of Semi-finalists for the final evaluation	2019-10-31
6	Notification to the Host Secretariat whether the Semi-finalist projects can attend the final evaluation and eASIA Awards Ceremony	2019-11-07
7	The final oral evaluation and 2019 eASIA Awards Ceremony	2019-11-21

The entries for the 4 categories are received by the eASIA Awards host Secretariat within the specified time frame. These entries are first reviewed by the eASIA Awards host Secretariat for general eligibility, and then forwarded to Evaluation Committee members along with the evaluation criteria and requisite proforma. The Evaluation Committee members send filled up evaluation sheets to the eASIA Awards host Secretariat virtually through e-mail. Based on the evaluation sheets received from all the Committee members, the 2019 eASIA Awards host Secretariat chooses 3 top ranked projects and prepares the short list as per merit.

All semi-finalist projects need to inform the eASIA Awards host Secretariat by **7 November 2019** whether they are able to come to Thailand for the final evaluation and 2019 eASIA Awards Ceremony. The eASIA Awards host Secretariat will provide local accommodation and food to the winner of finalist project for 3 nights.

## **7. eASIA Awards Final Evaluation**

During the final evaluation oral presentation will be made by each semi-finalist project representative in front of the Evaluation Committee. Scores and ranking will be made to each semi-finalist projects by all 14 evaluation members. Projects are ranked based on rank orders given by the evaluators: the lowest ranking scores is the first and the like. The score of each project will also be put into consideration, if the rank orders are the

same between 2 projects. Evaluators are reminded not to give scores for respective projects with extreme variation. All members will exchange views and debate on some possible disputes, and decide final winners in consensus.

The top ranked project of each category will be conferred a trophy, the other two projects will be awarded plaques. The total 12 eASIA Award semi-finalist projects are requested to share their proposals on AFACT Website to promote in AFACT community and the region after they are revised by the project organization within 10 working days after 1 December 2019.

## 8. Evaluation Criteria for Evaluation of eASIA Awards

Evaluation Criteria	<i>Points</i>
<p><b>Innovative and Efficient Operations</b></p> <ul style="list-style-type: none"> <li>• Significant deliverables on digital transformation and paperless work</li> <li>• Innovating to streamline the trade/commerce practices or existing technology</li> <li>• Clearly recognize identify the needs and critical factors affecting efficiency and effectiveness of the project</li> <li>• Standard adoption to harmonize data exchange and simplify business process</li> <li>• Scale, scope and feasibility of operations and applications</li> </ul>	<b>20</b>
<p><b>Outstanding Performance</b></p> <ul style="list-style-type: none"> <li>• Reducing the cost and complexity of digitalization or documentation management</li> <li>• Scalable improvement in operational efficiency and cost reduction</li> <li>• Improved relationship and efficiency by collaborating with stakeholders across ecosystem through ICT and data exchange.</li> <li>• Measurable economic and commercial benefits that have been achieved</li> <li>• Measurable social and environmental benefits that have been achieved</li> <li>• Anticipated impacts caused by the implementation of this project are estimated and justified</li> </ul>	<b>60</b>
<p><b>Creativity and Systematic Approach</b></p> <ul style="list-style-type: none"> <li>● Aligning the public service delivery or business strategies with IT solutions</li> <li>● Optimizing resources and technologies to effectively improve performance</li> <li>● Progressively introducing modern techniques for trading, transport, customs controls, or creating the opportunities and benefits for people.</li> <li>● Embracing the challenges of building the global network with remarkable systems, tools, and partnership amongst ecosystem stakeholders.</li> </ul>	<b>20</b>
<b>Total</b>	<b>100</b>

## 9. eASIA Awards Ceremony

Based on the Evaluation, the eASIA Awards semi-finalist projects are requested to showcase their projects during the AFACT Plenary 2019 on **19-20 November 2019** and make oral presentation on **21 November 2019** in front of the evaluation committees. The eASIA Awards winner projects are awarded on **21 November 2019** when the eASIA Awards Ceremony takes place.