



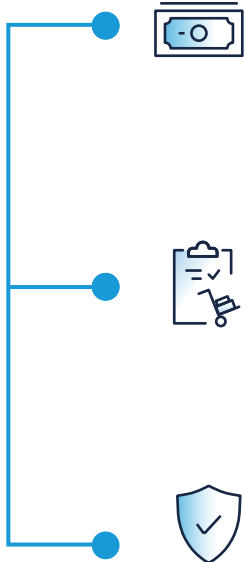
# General Authority of Customs Strategy 2020

Summary of the strategy



To be the first in region that provides remarkable customs services to become a global logistics hub

**Customer experience**  
(3 initiatives)



**Revenue realization (4 initiatives)**

Collecting dues while maintaining fair, efficient, and effective revenue collection

**Trade facilitation (4 initiatives)**

Enabling and encouraging trade that supports economic growth while ensuring a fair and competitive trade environment

**Security enforcement (2 initiatives)**

Protecting the Saudi public and economy from harmful and fraudulent products, terrorism, and unfair trade practices



**Thank you**