

# CustomsMobile

Contact: Craig C. Briess

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Telephone: 480-626-4938

Email: [media@customsmobile.com](mailto:media@customsmobile.com)

## **New CustomsMobile Website Delivers US Customs Information to SmartPhones Worldwide**

*CustomsMobile Launches First-of-its-kind Site to Help US Importers, Foreign Exporters, and US Government Employees Easily Access US Customs Data*

**ARLINGTON, VA** – (October 27, 2014) – *CustomsMobile* announces the release of a first-of-its-kind mobile website that provides key US customs-related data in real time in one easy-to-navigate location.

The site, [www.customsmobile.com](http://www.customsmobile.com), is designed to help small companies work their way through the labyrinth of US import regulations as well as to give on-the-go access to US government workers, the trade community, and the general public. And it's all free of charge.

CustomsMobile provides anyone in the world access to vital US customs information in a user-friendly smartphone and tablet oriented layout. When users search CustomsMobile, the site's server fetches the source data from the relevant federal server in real-time, parses that data, and then presents it in a mobile-friendly format.

CustomsMobile also provides users a "one-stop-shop" by making several customs tools available in a single mobile website. This solves the challenge of navigating multiple government websites to access the relevant sections – which are not smartphone optimized.

CustomsMobile is the brainchild of company founder, Craig C. Briess, a customs law attorney with years of experience in international business and trade. For the last two years Briess has been working for CBP as an International Trade Specialist.

He came up with the idea for CustomsMobile after a frustrating personal experience while attending trade legislation meetings. He said, "I needed to quickly research CBP's legal position on certain matters and then discovered that this vital information was

extremely difficult to navigate on my cell phone. Considering I've used that system extensively throughout my career it came as quite a shock.”

“I realized that if I had such difficulty looking up this information without a desktop computer, how could small businesses in those countries which we were trying to help, effectively navigate our customs laws? After all, the majority of internet browsing in developing countries is performed on wireless networks, and most of the connections are through cellular phone or similar mobile devices.”

Because of this lack of access small businesses would need to rely on customs attorneys or trade brokers, and incur additional costs that they could ill afford, he said.

Briess points to exporters from Africa as a prime example. Numerous studies have shown that mobile broadband connections on the continent dwarf fixed-line broadband connections, and that mobile will continue to see explosive growth. In fact, a recent Ericsson report revealed that in the Sub-Saharan countries it researched 70 percent of users primarily browse the web through mobile devices.

Said Briess, “In reality, CustomsMobile will facilitate trade from all underdeveloped countries as many of the local populations rely on mobile technologies to access the internet.”

CustomsMobile provides easy access to customs rulings (i.e., legal decisions by CBP), customs announcements, duty rates, regulations, and port contact information.

Briess says that improving access to vital trade information will reduce trade costs, as it enables accessibility, internationally, without the cost barrier of a desktop computer or fixed internet cable. And making the information available to a wider audience should force accountability and greater government transparency. Briess also hopes that CustomsMobile will spur further discussion about the pace of the federal government's technology adoption and leverage.

Briess, who has combined his enthusiasm for both technology and international trade to develop CustomsMobile, went on, “This is not just for the trade community as it is a service from which my own colleagues will greatly benefit – officers in the field, specialists doing off-site production verification, auditors performing regulatory audits, and really, any employee that is on the go.”

While the site is oriented towards mobile phones, it also functions exceptionally well as a desktop website, making key customs tools accessible in one centralized location and in an easy to navigate format.

Added Briess, “What's so exciting is that this project really is a first, particularly with its primary purpose of making a difference for users worldwide, from improving ease of use for my fellow US government employees to helping the 5-person trading company in Port Harcourt, Nigeria learn and work with the import rules of the United States.”

While Briess is employed at CBP, CustomsMobile is a wholly private endeavor and is not funded, approved, or endorsed by the federal government.

For more information please visit: [www.customsmobile.com](http://www.customsmobile.com)

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