

Tianxuan — China Customs' Nationwide AI Targeting Model, Documented by the World Customs Organization

AI in the Public Sector · Good practice · China

Quality score: 73/100

Evidence strength: Observational / pre–post

Summary

China's customs authority (GACC) has deployed its 'Tianxuan' AI targeting model at 269 sites nationwide. A 2025 WCO case study reports it drove 4.32% of all targeting operations in the first 11 months of 2024, with a seizure rate 7 percentage points higher than manual targeting.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	2/3
Transparency, fairness & accountability	1/3
Transferability / demonstrated replication	3/3
Scalability beyond pilot	3/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-22

[General Administration of Customs of China \(GACC\)](#) — accessed 2026-09-22

[WCO News — China's Smart Customs Journey](#) — accessed 2026-09-22

[GACC \(English portal\) — China's Smart Customs Journey: Insights into Modernizing International Customs](#) — accessed 2026-09-22

[WCO Smart Customs Project — AI/ML case study on China Customs](#) — accessed 2026-09-22

Cite this — Evidoria. *Tianxuan — China Customs' Nationwide AI Targeting Model, Documented by the World Customs Organization*. Persistent ID: 656ab74c-d08e-41f0-9974-931090e9b714.