

## 18 - 19 September, Amcham Conference Center - São Paulo- Brazil

## The key annual event in the world of Customs, for the first time in Latin America!

- Set to know the latest trends in regulatory requirements affecting international trade
- Interact with the major decision makers on customs and border issues
- Hear about priorities of International Organizations, Governments and Private Sector and provide your feedback
- Increase your knowledge of cutting-edge issues in international trade







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### Background

International trade has been a driving force in global economic development; the large membership of the World Trade Organization is an expression of the will of the leading economies of the world that preserving free and fair trade is a global priority. The events of 9/11 and the subsequent concerns over security in the international supply chain have led to restrictions and requirements, often costly for business, impeding the international trade in goods. These and other impediments to efficient cross-border trade have only increased since the global economic crisis started in 2007. Protectionism by means of border red tape is on the upswing. While the WTO continues to promote laudable measures designed to improve trade facilitation, including those in the Doha Round negotiating text, and the World Customs Organization is moving forward on its Customs in the 21st Century initiatives, the level of private sector engagement, so necessary to assuring the success of these initiatives has declined, even in those parts of the world where a tradition of constructive public-private sector dialogue has long existed Latin America, in particular Brazil and some of its neighbors, has been one of the world's success stories in terms of economic growth in the past 5 years, and its combination of abundant natural and agricultural resources with a youthful and growing middle class consumer sector makes it an attractive destination for business. International trade, both within the region and with other parts of the world, has potential for huge growth, as has been identified by the World Bank, the Inter-American Development Bank, and other multilateral development agencies. Yet Latin America has a long tradition of costly border procedures, protectionist policies, customs wait times, and an embedded culture of mistrust between private sector business interests and the government agencies charged with responsibility for customs and border protection. Unlike all of the key trading countries in the rest of the world, not one of the countries on the South American mainland has yet acceded to the Revised Kyoto Convention on the Simplification and Harmonization of Customs Procedures, and efficient multi-country land transit regimes such as exist between countries in Greater Europe and North America simply do not yet exist. This combination of circumstances means that no other region of the world stands to gain as much economically from implementation of WTO and WCO trade facilitation recommendations and standards as does Latin America. The 2012 Global Customs Forum, Leveraging Trade Facilitation for Latin America's Economic Growth, is intended to build on the tradition of customs forum conferences started in 2007 as a joint effort of the Trusted Trade Alliance and the World Customs Organization, in order to address the Latin American situation vis-à-vis global trends in trade facilitation, and foster constructive private-public sector dialogue and consensus building between the multilateral bodies involved in standard-setting and economic development, government representatives both from within the region and from its key trading partners, and, not least, stakeholders from the business community whose interests are most affected by impediments to free trade. Government commitment to creating a regulatory environment oriented toward international trade facilitation is undoubtedly necessary to make progress in Latin America, but it is business engagement which is essential to realize the region's economic potential.





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# **Conference Objectives**

As with the World Customs Forum events the Trusted Trade Alliance organized in conjunction with the WCO 2007-2010, and the conference organized in Brazil by ICI last year, the Global Customs Forum will be built on the premise that collaboration between traders and the government agencies charged with border management is the best way to develop an efficient national economy engaged in the international trading environment. Following in the tradition of such events, the September conference is intended to bring together key players from both sides of the public-private sector divide, from the region's largest economy, Brazil and countries in the broader region, and from other parts of the world. The underlying focus will be on discussion of international standards for trade facilitation, and on customs and border solutions directly relevant to the region's trade growth potential, collecting feedback from both sides in order to formulate a consensus document listing the conference outcomes.

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# Agenda / Day 1

7:30 - 8:30 Registration & Welcome Coffee 8:30 - 8:40 Welcome 8:40 - 9:00 Opening Remarks

9:00 - 9:30 / Keynote 1 - Building Capacity for Secure Processes through Trade Facilitation and Partnerships

#### Lars Karlsson (Director, Swedish Customs)

9:30 - 9:45 Q&A Keynote 1 9:45 - 10:15 Coffee & Networking

#### 10:15 - 11:45 Panel 1 - Impact of Global Customs Trends in Latin America (Moderator: Greice de Rezende-Khuri, BASF, Brazil)

1.1 Customs as a Partner in Economic Development (John Edward Mein, Procomex, Brazil)
1.2 Mercosur: Recent Developments and Future Prospects(Enrique Barreira, BRSV Abogados, Argentina)
1.3 The View from the Latin American Private Sector (Rogelio Cruz Vernet, Basham, Ringe & Correa, S.C., Mexico)

#### 11:45 -12:15 Keynote 2 - The Future of Trade Facilitation: What's Next for the Doha Round?

#### Alejandro Gamboa-Alder (World Trade Organization)

12:15 -12:30 Q&A Keynote 2 12:30 -14:00 Lunch

#### 14:00 – 15:30 Panel 2 - Securing the International Supply Chain

(Moderator: Eriel Minelli, Hyundai Motors, Brazil)

2.1 The Future of AEO in Latin America (Omar Rached, CCS/AIV Auditoria, Brazil)
2.2 Would Customs Administrations Meet the AEO Criteria?(Prof. David Widdowson, CCES, University of Canberra, Australia)
2.3 Establishing Effective Public-Private Sector Partnerships(Jayme Archinto, Omnia Consultoria, Brazil)
2.4 A Latin American Strategy for Supply-Chain Security(Carlos Eduardo Farfan, Asociación de Empresas Seguras, Columbia)

15:30 -16:00 Coffee & Networking

#### 16:00 -17:30 Panel 3 - Building Efficiency and Integrity into International Trade (Moderator: David Evans, Bull SAS, France)

3.1 Recent Developments in Argentina Affecting Imports and Exports: What to Do? (Alejandro Daniel Perotti, Estudio Alais&de Palacios, Argentina)
3.2 New Methods of Risk Management in Brazil(Prof. Cristiano Morini, State University of Campinas, Brazil)
3.3 Facilitation Payments: the Extraterritorial Effect of National Law(Prof.Bartosz Makowicz, University of Muenster, Germany))

17:30-18:00 Conference Adjourns

18:00 Cocktail Reception Sponsored by Integration Point



8:00 - 8:20 Registration & coffee 8:20 - 8:30 Opening Remarks

8:30 - 10:00 Panel 4 - The Globalization of Corporate Compliance Management (Moderator: Mr. Clay Perry, Integration Point, United States)

4.1 Global Trends in Export Controls (Barbara Heil, Johnson Controls International, United States)
4.2 Managing Cross-border Regulation (Douglas Browning, General Motors, United States)
4.3 Customs Valuation & Transfer Pricing in the Latin American Related-Party Environment (Dr. Pablo Gonzales-Bianchi, Gonzales Bianchi y Asociados, Uruguay)
4.4 Globally-Networked Customs: A New Era of Enforcement or an Opportunity for Traders? (Bryce Blegen, Trusted Trade Alliance, United States)
4.5 The View from the Latin American Private Sector (Enrique Barreira, BRSV Abogados, Argentina)

10:00 - 10:30 Coffee & Networking Sponsored by Bull

#### 10:30 -11:00 Keynote 3 - Brazil: Creating Economic Growth through Efficient Border Management

**Ernani Argolo Checcucci Filho (**Undersecretary of Customs & External Relations, Brazilian Revenue Authority)

11:00 - 11:15 Q&A Keynote 3

11:15 - 13:00 Panel 5 - Preparing Business for the 21st Century International Trading Environment (Moderator: Francisco D'Angelo, Brazil)

**5.1** The Transformation of Corporate Trade Compliance in Latin America(Alexandre Lira de Oliveira, Lira Associados, Brazil)

5.2 Building Capacity Through Education: Creating the Trade Professional

(Prof. Andres Rohde Ponce, Instituto Interamericano de Fronteras y Aduanas, Mexico)

**5.3** The Evolution of the Trade Service Provider (Steve Morris, FIATA, Australia)

5.4 Best Practices in Managing Customs Compliance(Ana Luísa Poiani, General Electric, Brazil)

13:00 - 14:30 Lunch

14:30 -15:00 Keynote 4 - Customs in the 21<sup>st</sup> Century: The Experience of Mexico Georgina Estrada Aguirre Administrator of Customs Regulation General Customs Administration Mexico

15:00 - 15:15 Q&A Keynote 4

15:15 - 15:45 Keynote 5 - Trade Facilitation in Latin America: A Regional Vision for Customs Modernization (Eduardo Garcia-Godos USAID/Facilitando Comercio, Peru)

15:45 - 16:15 Q&A Keynote 5

16:00 - 16:15 Closing Remarks

16:15 Conference Closes







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