



# IAN SAUNDERS



U.S. CANDIDATE FOR SECRETARY GENERAL OF THE WORLD CUSTOMS ORGANIZATION

My perspective on productive engagement extends beyond customs and trade internal discussions...

## DEAR CUSTOMS LEADERS,

Greetings from the campaign trail. I have graciously been extended, and accepted, invitations by your Vice-Chairs and hosting countries to participate in regional meetings for MENA, West and Central Africa, East and Southern Africa, The Americas, and Asia-Pacific. I was honored to be able to meet with those of you in attendance and hear the needs and views of WCO members from these regions. I was equally humbled by the heavy responsibilities in front of you, and by extension, the WCO leadership. I thank you all for welcoming my participation and providing me with your valuable time.

In this final campaign newsletter, I offer my thoughts on the fourth pillar of my campaign - engage - and how the WCO can grow its engagement mechanisms for those within the institution and those with equities effected by its members.



## PLEASE SHARE YOUR FEEDBACK WITH ME!

With regard to my promise for transparency, I welcome your perspective on my candidacy and its platform. I can be reached at [IanSaundersWCO@trade.gov](mailto:IanSaundersWCO@trade.gov) or via Senior Advisor Christina Bell at [Christina.A.Bell@cbp.dhs.gov](mailto:Christina.A.Bell@cbp.dhs.gov).

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# IN THE SPOTLIGHT

## SHARING IN SUCCESS

PROTECT. DELIVER. EVOLVE. ENGAGE.



### IN THE CURRENT POSITION I ENCUMBER...

I am charged with the duty to secure market access for U.S. exporters and traders. This is a significant responsibility, as I am mindful of the stakes for American businesses and the international markets that seek their goods and services. Of course, my perspective on what the trading community needs can only be informed by what the traders themselves tell me is needed. Accordingly, my home ministry, the U.S. Department of Commerce, has mechanisms for formal and routine engagements with the private sector and trade associations on U.S. policies and mandates that impact the international business community. I speak from experience with the Department of Commerce, but also note that other U.S. agencies have similar fora with advisors from outside the government that enable information sharing from the spectrum of interested stakeholders such as environmental and labor organizations as well as human rights groups.

The mechanism described above is enshrined in law and has provided a known and understood structure to stakeholders and to the government for feedback. It has also cultivated a partnership rooted in respect and candor and facilitated information exchanges that broaden government policymakers' awareness to sensitive issues for traders. U.S. Customs and Border Protection has a similar model that has built bridges between trade and customs authorities and those impacted by customs processes. Outside of the United States, a WCO member shared with me the input from a human rights organization on the needs of women traders in austere border environments, which ultimately led to modifications at ports of entry to accommodate those needs.

### BUT MY PERSPECTIVE ON PRODUCTIVE ENGAGEMENT EXTENDS BEYOND

customs and trade internal discussions. While essential, the private sector is not the exclusive stakeholder to customs. Green Customs initiatives being undertaken by many of you is but one example of equities that encompass other stakeholders. Outside of non-governmental organizations, if elected, I would seek to build on the extensive partnerships undertaken by the WCO with our partner institutions such as the World Trade Organization, the Organization for Economic Development, the International Maritime Organization, the International Civil Aviation Organization, and others.

My vision for the WCO, then, augments its current practice by evaluating avenues for appropriate participation of other stakeholders to ensure Customs is executing its mission with awareness for all impacted. Through these enhanced and appropriately scoped engagements, we can better support the needs of Customs and those institutions that directly impact how it operates.

### IN CONCLUSION...

Since June of last year, when my intended nomination for Secretary General of the WCO was announced, my candidacy was centered on open-minded engagement with members of the global customs community to inform my values for leading the WCO. These values, which I have shared with you over the past four months, allowed me to offer my commitment and partnership to those of you willing to join me in continuing down the WCO's path of excellence. These values have been shaped by what has been shared with me and are fully dependent on each other for the continued success of the WCO. Customs' core mission of protection requires evolving to embrace new methods and processes and the right skillset, it demands engagement with our stakeholders to ensure we are not disproportionately impacting the strength of our economies, and it necessitates that we can demonstrate to our governments and the societies we are charged with protecting, that we are delivering results.

# WCO SECRETARY GENERAL CAMPAIGN NEWSLETTER



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## IT IS WITH A FULL HEART...

that I extend my deep appreciation to each and every one of you. The ideas and challenges you have shared with me have given me the needed focus to tailor my objectives for the post that I seek. I am excited about the opportunity in front of me, if elected, and I look forward to greeting you in person, this month, at the WCO Council. Until then, thank you for your candor and your openness. I hope that you have been enjoying my newsletters and I look forward to your continued engagement, regardless of outcome of the election.

Sincerely,



Ian Saunders



PROTECT. DELIVER. EVOLVE. ENGAGE.

WCO SECRETARY GENERAL CAMPAIGN NEWSLETTER

# CAMPAIGN PHOTOGRAPHY



Saunders posing with Maldives Customs.



The South Africa DG, Madagascar PM, and Ian Saunders pose for a group photo.



Ian Saunders with the Director General (DG) of the Dominican Republic



Ian Saunders taking a picture with Customs partners during his travels.