



IAN SAUNDERS



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

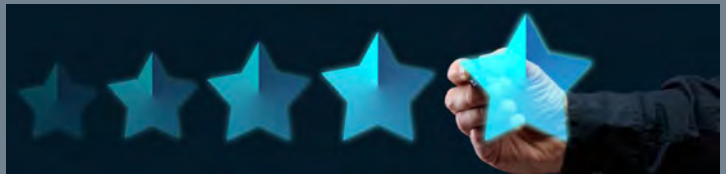
The stakes for trade have never been higher and the risks posed by underperformance have never been greater...

DEAR CUSTOMS LEADERS,

The past few months of engagement with you and with our stakeholders have been overwhelmingly positive as I've learned about your priorities and vision for the future of the WCO as well as ideas for improving transparency. The road in front of you, in front of us, has challenges but I am confident that, with the picture you all have painted for me, we have a clear direction forward and shared commitment to do so.

What has become clear to me is that the traditional way of conducting our customs business, while familiar and comfortable, is no longer the single way to operate. Rather, we must tailor our methods to address our requirements as well as the risks that present themselves and those that we foresee. To continue to respond effectively, we must also evolve in a manner consistent with the duties we are bound to uphold and the complexities of the environment in which we work.

In this newsletter, I offer my views on what evolve means in this context, emphasizing the support the WCO can offer and the model it should exemplify.



PLEASE SHARE YOUR FEEDBACK WITH ME!

I'm delighted with your feedback on the previous newsletters and eagerly anticipate our continued discussions. Please keep providing your thoughts with me at IanSaundersWCO@trade.gov or through CBP's Senior Advisor at Christina.A.Bell@cbp.dhs.

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IN THE SPOTLIGHT

THE EVERCHANGING TRADE ENVIRONMENT

PROTECT. DELIVER. EVOLVE. ENGAGE.



IF THERE'S ONE NEWS STORY WE ALL KNOW, IT'S THE PANDEMIC...

The global crisis disrupted our lives and fundamentally shifted how we conduct business. One positive example has been the adaptation of new technologies that have enabled remote engagement. In the demanding world of Customs, the pandemic imposed new and urgent demands on our already complicated business, with high visibility and little to no room for error. Our global interdependencies became more evident: the specialized imports essential to the production of vaccines; the very nature of preparing products with a short and sensitive shelf-life for transportation, export, import, and delivery; and the sheer number of basic items that reached us via cross-border movements all came to light. When the first shipments of vaccines departed Belgium for communities around the world, we all watched those planes arrive, anxiously awaiting our return to normalcy.

WHILE THE PANDEMIC EXPOSED

the complexity of the international trading environment, it is only a recent example demonstrating trends that include globalization, the expansion of supply chains, and our greater interconnectedness – features underpinning our current standard of life. Rapid response to trading needs is one demand placed upon us as Customs and is a capability we must always grow and refine if we are to satisfy our responsibility to our countries. So, how do we do this? For some time, we've turned to digital technology as a solution to the challenge of more efficient Customs response. Alongside new technological tools, we have also turned to streamlined processes and information exchange as elements of our innovation strategy. These elements contribute to better risk segmentation, which is at the core of our ability to managing greater volumes and more complex trade; however, I believe there are still other resources and tools we can call upon in our drive to facilitate trade, collect revenue, and conduct appropriate enforcement.

“EVOLVE,” ONE OF THE PRINCIPLES OF MY VISION FOR THE WCO...

is rooted in the firm belief that the stakes for trade have never been higher and the risks posed by underperformance have never been greater. The imperative to identify, implement, deploy, and evaluate the tools and resources at our disposal requires that we evolve how we do business – examining the people, processes, and partnerships that constitute our working models. It means refining our views on the workforce to ensure we recruit and retain everyone who can support us now and in the future. It means investing in innovative technologies and procedures with the goal of continual improvement so that we are positioned to succeed against those who undermine our mission. It means taking a fresh look at the network of those who can help us to accomplish our work. It also means examining how Customs can help address larger, nontraditional challenges, such as climate change.

To evolve means to look at these issues in a complementary, not singular, way. For example, broadening representation in our workforce contributes to diversity of thought that can help develop new procedures, apply new technology, and adapt to emerging needs. If we don't venture beyond our traditional approaches, we risk overlooking important contributors or solutions to tackle global challenges.

I envision the WCO empowering each of your administrations to adopt tools and resources to become more agile, effective, and efficient, while looking at such changes as part of an evolutionary process that fosters ongoing responsiveness over time. With this vision also comes the responsibility to practice what I advocate, which means applying the same mindset to the WCO itself. I will look at ways to promote staff diversity, employ innovative working methods, and continue to use technology in the WCO – both as a model and as a service provider.

WCO SECRETARY GENERAL CAMPAIGN NEWSLETTER



CHECK OUT MY PODCAST!



IF ELECTED...

I hope you will partner with me in achieving the vision of a continually evolving WCO and global customs community. I pledge to support you in this endeavor at the level expressed and to the fullest of my abilities, realizing it's more than a one-person effort. With this in mind, next month, I turn to the final pillar of my platform: Engage. In this last newsletter, I will build on the other pillars and share how the WCO, as an institution, can mature its partnerships with its stakeholders to better protect, deliver, and evolve. Until then, I look forward to hearing from you.

Sincerely,

Ian Saunders



PROTECT. DELIVER. EVOLVE. ENGAGE.

CAMPAIGN PHOTOGRAPHY



Saunders (left) shaking hands with CBP's 1st Commissioner, Robert C Bonner (right)



Saunders delivering remarks at the Trade Facilitation and Cargo Security Summit



Saunders (right) discussing the important role of Customs in the global trade environment



Saunders highlights his four campaign pillar for the audience at his reception

PROTECT. DELIVER. EVOLVE. ENGAGE.