



U.S. Customs and
Border Protection

East Coast
TRADE
SYMPOSIUM
2012

A stylized graphic of a globe, partially visible on the right side of the page. The globe is composed of blue and red segments, with white lines representing latitude and longitude. The red segments are located in the lower-left and lower-right areas, while the blue segments are in the upper-right and lower-left areas.

EXPANDING 21ST CENTURY
GLOBAL PARTNERSHIPS

NOVEMBER 27-28, 2012



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FROM THE DEPUTY COMMISSIONER

Welcome to U.S. Customs and Border Protection's East Coast Trade Symposium!



Three years ago, with the help of all our partners—in other government agencies, the private sector, and overseas—CBP began transforming our trade processes to make them simpler, faster, cheaper, and more aligned with modern business practices. So, it is appropriate that our theme for this symposium is “Expanding 21st Century Global Partnerships.”

Over the last few years, new concepts have entered our lexicon, such as co-creation, risk segmentation, bi-directional education, and those new ways of thinking have led to innovative initiatives—the Centers of Excellence and Expertise, the Air Cargo Advance Screening, Simplified Entry, and the Border Interagency Executive Council. Each of these initiatives is testament to the close partnerships we have forged across government, business, and around the world to create a more secure global supply chain and more efficient border management.

During this Trade Symposium, we will be discussing how and where we can leverage our partnerships to continue building processes appropriate for the challenges of 21st Century global commerce. We will discuss our increased level of coordination with Canada through the Beyond the Border Initiative and with Mexico through the 21st Century Border Management Initiative. We will explore ways to establish international standards by expanding our trusted trader programs and encouraging Mutual Recognition Agreements similar to the United States-Japanese partnership. We will learn how the Centers for Excellence and Expertise are bringing our combined assets to bear on such trade enforcement issues as intellectual property rights violations and antidumping and countervailing duty evasion. We will report on the co-creation framework we have set for working with our many partners, and plans to move ahead on the technical infrastructure for our processes, the Automated Commercial Environment.

All we have accomplished in the past—and will accomplish in the future—depends greatly on government and business working together toward a common goal. Thank you for your partnership and your important contribution to transforming international trade.

David V. Aguilar

DAY 1: (November 27, 2012)

- 7:00am-3:45pm** **Registration**
(Convention Center-Level 2 Foyer Area)
- 7:00am-3:45pm** **Exhibits**
(Potomac Foyer Area)
- 7:00am-9:45am** **Coffee/Tea**
(Convention Center-Level 2 Foyer Area)
- 8:00am-8:05am** **Welcome**
(Potomac Ballroom B)
- » **MC:** Maria Luisa O'Connell, Senior Advisor for Private Sector Engagement, Office of Trade Relations, Office of the Commissioner, U.S. Customs and Border Protection (CBP)
- 8:05am-8:35am** **Opening Remarks/Keynote Address**
(Potomac Ballroom B)
- » **Introduction:** David V. Aguilar, Deputy Commissioner, CBP
- » **Speaker:** Janet Napolitano, Secretary, U.S. Department of Homeland Security
- 8:35am-9:00am** **CBP Announcements**
(Potomac Ballroom B)
- » **Speakers:**
- David V. Aguilar, Deputy Commissioner, CBP
 - Mitsuaka Inagaki, Director-General, Customs & Tariff Bureau, Japan Ministry of Finance (video)

- 9:00am-10:00am** **Border Interagency Executive Council Update: Continuing the One U.S. Government Approach to Import Safety**
(Potomac Ballroom B)
- » **Panelists:**
- David V. Aguilar, Deputy Commissioner, CBP
 - Domenic Veneziano, Director, Division of Import Operations and Policy, U.S. Food and Drug Administration
 - Kenneth R. Hinson, Executive Director, U.S. Consumer Product Safety Commission
 - Kevin Shea, Acting Administrator, Animal and Plant Health Inspection Services, U.S. Department of Agriculture
 - Marvin Richardson, Deputy Assistant Director, Enforcement Programs Services, Bureau of Alcohol, Tobacco, Firearms and Explosives
- 10:00am-10:15am** **Health Break**
- 10:15am-11:15am** **Beyond the Border – What We Have Accomplished and What Can Be Expected for the Coming Year**
(Potomac Ballroom B)
- The United States-Canada Beyond the Border Action Plan was announced by the President of the United States and the Prime Minister of Canada in February 2011. *Beyond the Border* articulates a shared approach to security in which both countries work together to address threats within, at, and away from our borders, while expediting lawful trade and travel. The focus of this session will provide an update on the many initiatives led by Customs and Border Protection and Canada Border Services Agency and the many benefits that will

be realized by the international trade and travel community.

» **Moderator:** Thomas S. Winkowski, Chief Operating Officer, U.S. Customs and Border Protection

» **Speakers:**

- David Aguilar, Deputy Commissioner, U.S. Customs and Border Protection
- Luc Portelance, President, Canada Border Services Agency

11:15am–11:30am Health Break

11:30am–1:00pm Luncheon/Keynote Speaker

(Potomac Ballroom A)

» **Keynote Speaker:** The Honorable Kevin Brady, Chairman, Subcommittee on Trade, House Ways and Means Committee

1:00pm–1:15pm Health Break

1:15pm–2:15pm Centers of Excellence and Expertise (CEE)

(Potomac Ballroom B)

CBP's signature trade initiative, the Centers of Excellence and Expertise (Centers), directs work involving trusted traders to specialized, industry-specific Centers supported by a multi-disciplinary team of experts. CBP recently set up Industry Working Groups (IWG) to assist and advise CBP Center Directors on key industry features, including risks, measures and trade lanes. This session will also discuss how the Centers are interacting with the IWGs on the latest industry practices and emerging threats, also known as "trade intelligence."

» **Moderator:** John Leonard, Acting Executive Director, Trade Policy and Programs, Office of International Trade, CBP

» **Panelists:**

- Valarie Neuhart, Director, Industry and Account Management, Office of Field Operations, CBP
- Robert Reeser, Assistant Director, Field Operations-Trade, New Orleans, Office of Field Operations, CBP
- Julie Parks, Senior Manager, Corporate Export/Import Operations, Raytheon Company
- Julia Hughes, President, U.S. Association of Importers of Textiles and Apparel

2:15pm–2:30pm

2:30pm–3:30pm

Health Break

Global Supply Chain Security: Transforming Partnerships in the International Arena

(Potomac Ballroom B)

CBP's international partnerships have been progressing toward enhancing and strengthening global supply chain security while expediting legitimate trade flows. Global supply chain security can be achieved through collaborative government-to-trade and government-to-government initiatives. Based on the World Customs Organization (WCO) Safe Framework of Standards, Authorized Economic Operator (AEO) programs provide nations with a mechanism to identify trusted shippers and facilitate the flow of their cargo. As AEO programs mature, countries enter into Mutual Recognition Arrangements (MRA) with each other on a bilateral basis to act

as a force multiplier. Under MRA, each country's AEO program recognizes the other's members as their own and provides reciprocal benefits. This session will focus on the critical importance AEO programs and MRA have toward achieving a secure global supply chain.

» **Moderator:** Dan Baldwin, Executive Director, Cargo and Conveyance Security, Office of Field Operations, CBP

» **Panelists:**

- Ronald May, Director, Buffalo C-TPAT Field Office, Office of Field Operations, CBP
- Harumi Chikada, Deputy Director, Customs Clearance Division, Customs & Tariff Bureau, Japan Ministry of Finance
- John Joerger, Director, Global Transportation & International Trade Compliance, Garmin
- William Ferguson, Vice President, Security Services, NYK Line (North America) Inc.

3:30pm-3:45pm

Health Break

3:45pm-4:45pm

Resetting the Agenda

(Potomac Ballroom B)

Co-creation through the use of partnerships represents a framework for enhancing trade facilitation and economic vitality. By working closely with our various partners, CBP has designed new programs that better meet the needs of the government and the private sector. The concept of co-creation is based on the belief that CBP will only be able to develop viable and lasting solutions to enhanced trade facilitation and more effective enforcement of our trade laws in concert with those most impacted. Through

direct engagement with the private sector, CBP has reduced regulatory barriers to commercial activity, modernized how the agency conducts business, and simplified commercial processes for importers. This session will focus on how three initiatives – One U.S. Government at the Border, Simplified Entry, and Air Cargo Advance Screening – incorporate these key concepts.

» **Moderator:** Brenda Smith, Executive Director, ACE Business Office, Office of International Trade, CBP

» **Panelists:**

- Christopher Kennally, Deputy Executive Director, Cargo and Conveyance Security, Office of Field Operations, CBP
- Stephen Hilsen, Director, Trade Policy & Agreements, Office of International Trade, CBP
- Michael Ford, Vice President, Regulatory Compliance and Quality, BDP International
- Robert Beau, Managing Director, U.S. Global Trade Services, FedEx Express
- Ted Sherman, Director, Global Trade Services, Target Corporation

4:45pm-5:15pm

Closing Remarks

(Potomac Ballroom B)

» **Speaker:** Thomas Winkowski, Chief Operating Officer, CBP

DAY 2: (November 28, 2012)

- 7:00am–9:00am Registration**
(Convention Center-Level 2 Foyer Area)
- 7:00am–3:45pm Exhibits**
(Maryland 1-6 Foyer Area)
- 8:00am–8:15am Welcome**
(Potomac Ballroom B)
» **MC:** Maria Luisa O’Connell, Senior Advisor for Private Sector Engagement, Office of Trade Relations, Office of the Commissioner, U.S. Customs and Border Protection, CBP
- 8:15am–8:30am Health Break**
- 8:30am–10:00am Breakout Sessions**
(Convention Center-Level 2)
- 10:00am–10:15am Health Break**
- 10:15am–11:45am Breakout Sessions**
(Convention Center-Level 2)
- 11:45am–12:00am Health Break**

- 12:00pm–1:00pm CBP Senior Leadership Town Hall**
(Potomac Ballroom B)
- This question and answer session will provide the unique opportunity for an open discussion with Deputy Commissioner David V. Aguilar and other CBP Leaders on current trade initiatives and priorities.
- » **Moderator:** Maria Luisa O’Connell, Senior Advisor for Private Sector Engagement, Office of Trade Relations, Office of the Commissioner, CBP
- » **Speakers:**
- David V. Aguilar, Deputy Commissioner, CBP
 - Charles R. Armstrong, Assistant Commissioner, Office of Information and Technology, CBP
 - Allen Gina, Assistant Commissioner, Office of International Trade, CBP
 - Kevin K. McAleenan, Acting Assistant Commissioner, Office of Field Operations, CBP
 - Eugene H. Schied, Assistant Commissioner, Office of Administration, CBP
- 1:00pm–1:15pm Closing Remarks**
(Potomac Ballroom B)

List of Breakout Sessions:

Automated Commercial Environment (ACE) Moving Forward (Potomac Ballroom B)– Live Webcast at 8:30am

Learn about the latest developments with ACE, including Cargo Release, Entry Summary and Exports. The ACE Business Office and the trade community will review the first phase of Cargo Release/Simplified Entry progress and benefits, plus plans for expansion and future Cargo Release development. The session will also address where ACE is regarding enhancements and plans for exports.

» **Moderators:**

- Jacqueline Gerety, Deputy Assistant Commissioner, Office of Technology Innovation and Acquisition, CBP
- Brenda Smith, Executive Director, ACE Business Office, Office of International Trade, CBP

» **Panelists:**

- Vincent Annunziato, Director, Cargo Control and Release, Office of International Trade, CBP
- Monica Crockett, Director, Entry Summary, Accounts and Revenue, Office of International Trade, CBP
- Amy Magnus, Director, Customs Affairs & Compliance, A.N. Deringer, Inc.
- Mike Young, Vice President, Process and System, OOCL (USA) Inc.

United States-Canada Beyond the Border Action Plan: Single Window and Advanced Data Requirements Initiatives – Goals and Achievements (Maryland 1 and 2)

Of the 32 initiatives in the December 2011 United States-Canada Beyond the Borders Action Plan, CBP and CBSA have the lead on two that directly deal with the flow and content of international trade data for imports. This session will describe the goals and achievements of the Single Window and the Harmonization of Advance Data Requirements and provide insight into what impact these initiatives will have on the importing public.

» **Moderator:** Ana Hinojosa, Lead Executive Director, Border Initiatives, CBP

» **Panelists:**

- Susan Dyszel, Branch Chief, International Trade Data System, Office of International Trade, CBP
- Lori Gartner, Acting Manager, Single Window Initiative, Canada Border Services Agency
- Alyce Modesto, Acting Director, Cargo Security and Control, Office of Field Operations, CBP
- Janet Rumball, Director, Advance Information & Programs Division, Canada Border Services Agency

Role of the Broker Initiative, Changes to Part 111 (Maryland 3 and 4)

The Role of the Broker initiative aims to better reflect modern and efficient trade practices and to encourage brokers to be force multipliers for CBP's trade facilitation efforts. Of particular interest to CBP is the feedback from the trade on three critical topics: continuing education for brokers, establishing bona fides and broker permitting.

» **Moderator:** Anita Harris, Branch Chief, Import Safety, Office of International Trade, CBP

» **Panelists:**

- Virginia McPherson, Branch Chief, Broker Compliance Branch, Office of International Trade, CBP
- Mary Jo Muoio, Senior Vice President, Trade Services, OHL International
- Ted Sherman, Director, Global Trade Services, Target Corporation
- Alan R. Klestadt, Esq., Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP

Harmonizing Facilitation—Update on the Border Interagency Executive Council (BIEC) and Efforts to Achieve a One U.S. Government at the Border (Potomac 4)

CBP's One U.S. Government at the Border initiative provides a dynamic approach to collaboration among federal agencies, the trade community and foreign governments. CBP works with the public and private sector to better define and assess risk through increased automation and information sharing, and encourage greater use of partnerships and best practices to protect the public. The initiative aims to reduce collection of redundant information, target high-risk trade, and foster corporate self-governance and compliance improvement programs within the trade community. In this session, you will hear about the progress of the Border Interagency Executive Council (BIEC) and how the Commercial Operations Advisory Committee (COAC) One U.S. Government at the Border Subcommittee is working on harmonizing facilitation efforts for an efficient border.

» **Moderator:** Valarie Neuhart, Director, Industry and Account Management, Office of Field Operations, CBP

» **Panelists:**

- Carol Cave, Director, Office of Import Surveillance, U.S. Consumer Product Safety Commission
- Karen Lobdell, Director, Global Solutions, Integration Point
- Julie Parks, Senior Manager, Corporate Export/Import Operations, Raytheon Company
- William Scopa, Acting Director, Import Safety and Interagency Requirements, Office of International Trade, CBP

CBP and Private Sector Partners Working to Broaden Reach of Trusted Trader Programs (Potomac 5 and 6)—Live Webcast at 10:15am

CBP is exploring ways to enhance its own trusted trader programs, integrate those programs with its partner U.S. government agencies, and achieve harmonization with the international community to enhance trade facilitation and more effectively secure international supply chains. Specifically, CBP is partnering with the private sector to co-create a holistic trusted trader program framework through the Trusted Trader

Program Working Group. CBP officials and the trade community members of the working group will discuss the accomplishments achieved to date and the future direction of this enhanced program.

» **Moderator:** Dan Baldwin, Executive Director, Cargo and Conveyance Security, Office of Field Operations, CBP

» **Panelists:**

- Florence Constant, Branch Chief, Trade Policy and Programs, Office of International Trade, CBP
- Michael Ginn, Director, Miami C-TPAT Field Office, Office of Field Operations, CBP
- Mark FeDuke, Director, Trade Compliance, VLM Foods, Inc.

Trade Intelligence—“Expanding Two-Way Intelligence” (Maryland 5 and 6)

CBP's Trade Intelligence initiative provides a means for two-way communication between industry and CBP on actionable trade intelligence. Industry representatives provide CBP up-to-the-minute information on industry trends, issues that may impact CBP processing and enforcement, and specific allegations of fraud or malfeasance. This breakout session will focus on lessons learned from CBP's piloting of the Trade Intelligence concept within CBP's Centers of Excellence and Expertise and in other areas. The panel will discuss insights on how CBP can address enforcement issues related to intellectual property rights, anti-dumping and countervailing duty and trade preference areas. Finally, the panel will focus on how CBP can expand the Trade Intelligence concept by working with private industry and ICE/Homeland Security Investigations.

» **Moderator:** John Leonard, Acting Executive Director, Trade Policy and Programs, Office of International Trade, CBP

» **Panelists:**

- Anne Maricich, Assistant Director, Field Operations-Trade, Los Angeles, Office of Field Operations, CBP
- Mark Witzal, Director, National Intellectual Property Rights Coordination Center Homeland Security Investigations, U.S. Immigration & Customs Enforcement

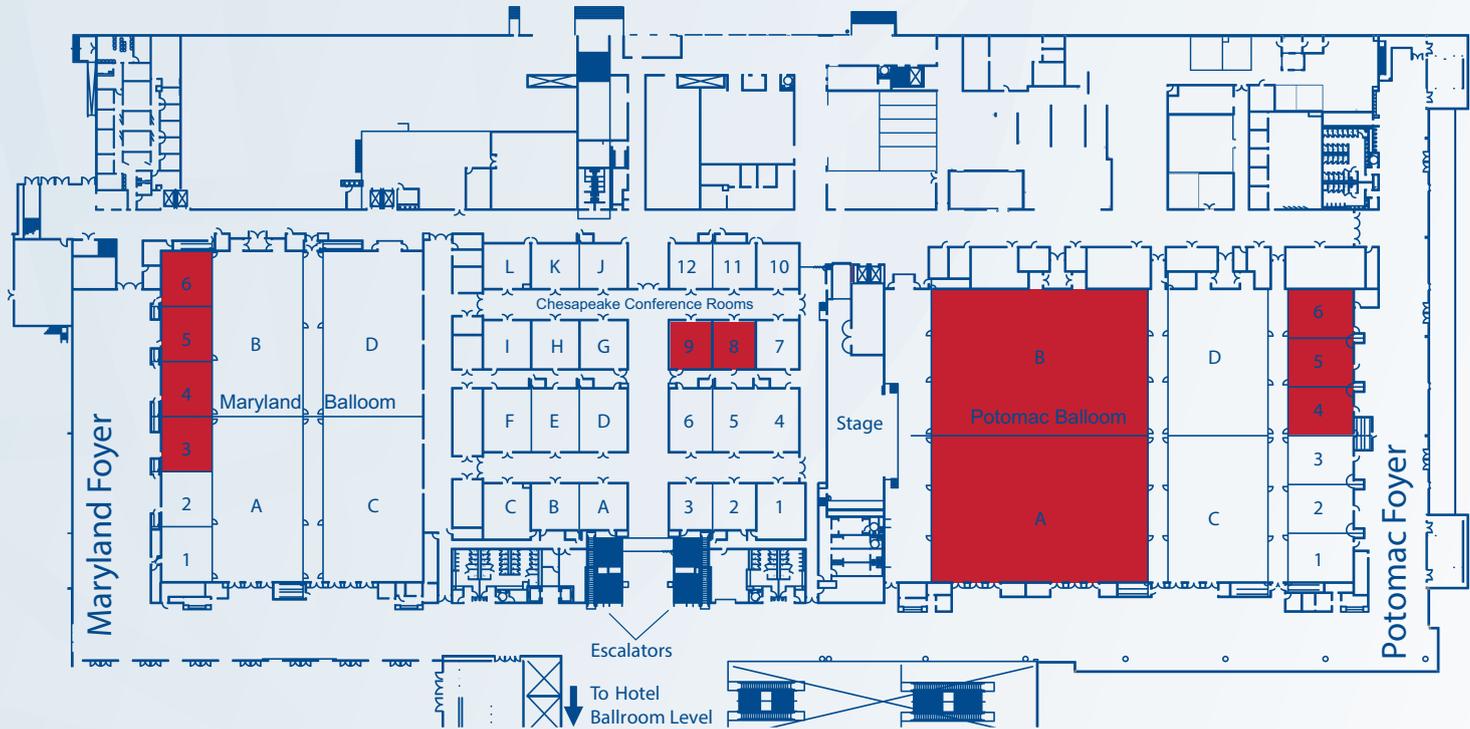
- Cass Johnson, President, National Council of Textiles Organizations (NCTO)
- Richard Widup, Senior Director, Corporate Security, Purdue Pharma

Centers of Excellence and Expertise: An Operational Perspective (Chesapeake 8 and 9)

The Centers of Excellence and Expertise (Centers) bring all of CBP's trade expertise to bear on a single industry in a strategic virtual location. They are staffed with numerous trade positions using account management principles to authoritatively facilitate trade. Centers represent CBP's expanded focus on "Trade in the 21st Century," transforming customs procedures to align with modern business. This breakout session will focus on what every member of the private sector needs to know about how the Centers operate. The session will provide a review of current Center policies and procedures, and highlight areas of focus for future Center operations.

- » **Moderator:** Tom Overacker, Supervisory National Account Manager, Office of International Trade, CBP
- » **Panelists:**
 - Leon Hayward, Assistant Director, Field Operations-Trade, New York, Office of Field Operations, CBP
 - Kaye Mortenson, Director, Customs & Trade, Bristol-Myers Squibb Co.
 - Jim Phillips, Senior Manager, Customs, General Motors
 - Tinesha Cherry, Assistant Director, Field Operations-Trade, Detroit, Office of Field Operations, CBP

FLOOR PLAN



Convention Center Level 2 Foyer Area



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