

East Coast
**TRADE
SYMPOSIUM**



2014 EAST COAST
TRADE SYMPOSIUM

MARCH 06-07, 2014



U.S. Customs and
Border Protection

SCHEDULE

MARCH 06, 2014 | DAY 1



MARCH 05, 2014

04:00 PM – 06:00 PM

- ▶ **PRE-REGISTRATION**
COLUMBIA WEST (Terrace Level)

07:00 AM – 05:00 PM

- ▶ **REGISTRATION**
COLUMBIA WEST (Terrace Level)

11:00 AM – 03:45 PM

- ▶ **BOOTHS AND EXHIBITS**
Concourse Foyer (Concourse Level)

08:00 AM – 08:05 AM

- ▶ **WELCOME**
COLUMBIA 5-12 (Terrace Level)
 - » **Master of Ceremonies:**
 - **Maria Luisa Boyce**, Senior Advisor,
Private Sector Engagement,
Office of Trade Relations,
Office of the Commissioner,
U.S. Customs and Border Protection (CBP)

08:05 AM – 08:35 AM

- ▶ **KEYNOTE SPEAKER**
COLUMBIA 5-12 (Terrace Level)
 - » **Opening Remarks/Introduction:**
 - **Thomas Winkowski**
Acting Commissioner, CBP
 - » **Keynote Speaker:**
 - **Ambassador Michael Froman**
United States Trade Representative

08:35 AM – 09:00 AM

- ▶ **COMMISSIONER'S MESSAGE**
COLUMBIA 5-12 (Terrace Level)
 - » **Commissioner's Message:**
 - **Thomas Winkowski**
Acting Commissioner, CBP

09:00 AM – 09:15 AM

- ▶ **HEALTH BREAK**

09:15 AM – 10:15 AM

- ▶ **NORTH AMERICAN COMPETITIVENESS**
COLUMBIA 5-12 (Terrace Level)
 - » **Moderator:**
 - **Kevin McAleenan**
Acting Deputy Commissioner, CBP
 - » **Panelists:**
 - **Thomas Winkowski**
Acting Commissioner, CBP
 - **Peter Hill**, Associate Vice President
of the Programs Branch,
Canada Border Services Agency
 - **Alejandro Chacón Domínguez**
Administrator General of Customs,
Mexico Customs

10:15 AM – 10:30 AM

- ▶ **HEALTH BREAK**

10:30 AM – 12:00 PM

- ▶ **ACE, AN ENGINE FOR CHANGE**
COLUMBIA 5-12 (Terrace Level)

The Automated Commercial Environment (ACE) single window is becoming a reality, agencies are engaged and mandatory dates to transition to ACE have been established. Learn what's coming and how your company can get engaged now.

 - » **Moderator:**
 - **Brenda Smith**, Executive Director,
ACE Business Office,
Office of International Trade, CBP
 - » **Panelists:**
 - **Phil Landfried**, Deputy Assistant
Commissioner of Office of Information
and Technology, CBP
 - **Thomas Mills**, Acting Executive Director,
CSPD, OIT, CBP
 - **Tinesha Cherry**, Assistant Director,
Trade Operations, Director,
Automotive & Aerospace Center,
Office of Field Operations, CBP
 - **Heidi Bray**, Global and Customs
Compliance Manager,
Chrysler Group LLC
 - **Mary Ann Comstock**
Northern Border Compliance Manager,
UPS Supply Chain Solutions
 - **Roy Chaudet**, ACE Technical Lead,
U.S. Environmental Protection Agency

12:00 PM – 12:15 PM

- ▶ **HEALTH BREAK**

12:15 PM – 01:45 PM

- ▶ **LUNCHEON, KEYNOTE ADDRESS**
INTERNATIONAL BALLROOM CENTER
 - » **Introduction:**
 - **Thomas Winkowski**
Acting Commissioner, CBP
 - » **Keynote Speaker:**
 - **Deputy Secretary Alejandro Mayorkas**
U.S. Department of Homeland Security

01:45 PM – 02:15 PM

- ▶ **HEALTH BREAK/ BOOTHS AND EXHIBITS**
CONCOURSE FOYER
(Concourse Level)

02:15 PM – 02:45 PM

- ▶ **KEYNOTE SPEAKER: WORLD CUSTOMS ORGANIZATION (WCO)**
COLUMBIA 5-12 (Terrace Level)
 - » **Introduction:**
 - **Charles Stallworth**
Assistant Commissioner,
Office of International Affairs, CBP
 - » **Keynote Speaker:**
 - **Sergio Mujica**, Deputy Secretary General,
World Customs Organization (WCO)

02:45 PM – 03:00 PM

- ▶ **HEALTH BREAK**



**U.S. Customs and
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**CBP 2014 EAST COAST
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Washington Hilton Hotel
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SCHEDULE

MARCH 06, 2014 | DAY 1



03:00 PM - 04:00 PM

▶ INTERAGENCY EFFORTS TO CHANGE THE WAY AMERICA DOES BUSINESS

COLUMBIA 5-12 (Terrace Level)

This panel will discuss some of the top priority interagency efforts designed to improve the conditions that directly affect the private sector's ability to export, remove trade barriers, and overcome hurdles to enter new markets abroad. This panel will discuss the broad-based interagency review of the U.S. export controls and interagency efforts to promote American trade abroad, with the goal of strengthening national security and U.S. competitiveness.

» Moderator:

- **Julie Parks**, Senior Manager, Export/Import Operations, Raytheon Company/COAC Member

» Panelists:

- **Kenneth Hyatt**, Acting Under Secretary for International Trade Administration, U.S. Department of Commerce
- **Thomas Winkowski**, Acting Commissioner, CBP
- **Eric Hirschhorn**, Under Secretary for Industry and Security, U.S. Department of Commerce

04:00 PM - 04:15 PM

▶ HEALTH BREAK

04:15 PM - 05:15 PM

▶ PUBLIC-PRIVATE SECTOR ENGAGEMENT

COLUMBIA 5-12 (Terrace Level)

Best practices of public-private sector engagement exchanges and lessons learned in the establishment of the Advisory Committee on Commercial Operations of U.S. Customs and Border Protection (COAC) and other international public-private advisory committees on customs. Panelists will discuss the opportunities and challenges presented by formal public-private advisory groups and how these groups have improved border management and coordination. The Department of Commerce and a representative from the World Custom Organization's Private Sector Consultative Group will also participate to discuss ways they are working with their members to promote the security and facilitation of international trade, including simplification, harmonization of CBP procedures and economic competitiveness.

» Moderator:

- **Maria Luisa Boyce**, Senior Advisor, Private Sector Engagement, Office of Trade Relations, Office of the Commissioner, CBP

» Panelists:

- **Ted Sherman**, Director, Global Trade Services, Target Corporation/COAC Member
- **Karen Kenney**, Chief Operating Officer, Liberty International Inc./COAC Member
- **Christopher Koch**, President and Chief Executive Officer, World Shipping Council (WSC)
- **Daniel Crocker**, Executive Director, Western Hemisphere, International Trade Administration, U.S. Department of Commerce
- **Elaine K. Dezenski**, Senior Director and Head of Partnering Against Corruption Initiative, World Economic Forum



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SCHEDULE

MARCH 07, 2014 | DAY 2



08:00 AM – 9:00 AM

- ▶ **REGISTRATION**
COLUMBIA WEST (Terrace Level)

08:30 AM – 12:45 PM

- ▶ **BOOTHS AND EXHIBITS**
CONCOURSE FOYER
(Concourse Level)

08:00 AM – 08:05 AM

- ▶ **WELCOME**
CRYSTAL BALLROOM
(Concourse Level)
 - » **Master of Ceremonies:**
 - **Maria Luisa Boyce**, Senior Advisor,
Private Sector Engagement,
Office of Trade Relations,
Office of the Commissioner, CBP

08:05 AM – 08:30 AM

- ▶ **KEYNOTE SPEAKER**
CRYSTAL BALLROOM
(Concourse Level)
 - » **Introduction:**
 - **Kevin McAleenan**
Acting Deputy Commissioner, CBP
 - » **Keynote Speaker:**
 - **Osama El-Lissy**, Deputy Administrator,
Animal and Plant Health Inspection
Service, U.S. Department of Agriculture

08:30 AM – 09:00 AM

- ▶ **CBP SENIOR LEADERSHIP
OPEN FORUM: TOWN HALL**
CRYSTAL BALLROOM
(Concourse Level)
 - » **Moderator:**
 - **Maria Luisa Boyce**, Senior Advisor,
Private Sector Engagement,
Office of Trade Relations,
Office of the Commissioner, CBP
 - » **Panelists:**
 - **Thomas Winkowski**
Acting Commissioner, CBP
 - **Kevin McAleenan**
Acting Deputy Commissioner, CBP
 - **Charles Armstrong**
Assistant Commissioner, OIT, CBP
 - **Richard DiNucci**
Acting Assistant Commissioner,
Office of International Trade, CBP
 - **Susan Mitchell**
Acting Assistant Commissioner,
Office of Field Operations, CBP
 - **Eugene Schied**
Assistant Commissioner,
Office of Administration, CBP
 - **Charles Stallworth**
Assistant Commissioner,
Office of International Affairs, CBP

09:00 AM – 09:15 AM

- ▶ **HEALTH BREAK**

09:15 AM – 10:45 AM

- ▶ **7 BREAKOUT SESSIONS**
MULTIPLE ROOMS

10:45 AM – 11:00 AM

- ▶ **HEALTH BREAK**

11:00 AM – 12:30 PM

- ▶ **7 BREAKOUT SESSIONS**
MULTIPLE ROOMS

12:30 PM – 12:45 PM

- ▶ **HEALTH BREAK**

12:45 PM – 01:00 PM

- ▶ **CLOSING**
CRYSTAL BALLROOM
(Concourse Level)
 - **Thomas Winkowski**
Acting Commissioner, CBP



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7 BREAKOUT SESSIONS

MARCH 07, 2014 | DAY 2

09:15 AM - 10:45 AM and 11:00 AM - 12:30 PM



▶ KEEPING UP WITH THE NEW PACE OF AUTOMATED COMMERCIAL ENVIRONMENT (ACE) DEPLOYMENT

With the Agile development methodology, new ACE capabilities will be rolling out quickly. Come with your questions and learn how to get onboard now and stay engaged so that your company can take advantage of new features as they are deployed.

ROOM | Jefferson East

» Moderator:

- **Steve Hilsen**, Director, Business Transformation, Office of International Trade, CBP

» Panelists:

- **Monica Crockett**, Director, ACE Business Office, Entry Summary, Accounts & Revenue, Office of International Trade, CBP
- **Vincent Annunziato**, Director, ACE Business Office, Cargo, Control & Release, Office of International Trade, CBP
- **William Delansky**, AES Capability Owner, Office of Field Operations, CBP
- **Vincent Iacopella**, Managing Director, Janel Group of Los Angeles/COAC Member

▶ AGRICULTURE MISSION

CBP and Animal and Plant Health Inspection Service (APHIS) partner to protect the health and value of American agriculture and natural resources by preventing the introduction of harmful agricultural pests and diseases into the United States. This panel will provide a high-level overview of Ag-related carrier contamination, consequences of non-compliance, mitigation, regulations, and remedial actions.

ROOM | Georgetown West

» Moderator:

- **Kevin Harriger**, Executive Director, Agriculture Programs and Trade Liaison, Office of Field Operations, CBP

» Panelists:

- **Terry A. Morris**, Director, Quarantine Policy, Analysis and Support, Animal and Plant Health Inspection Services, United States Department of Agriculture
- **Alan Dowdy**, Assistant Deputy Administrator, Phytosanitary Issues Management (PIM), Plant Protection and Quarantine, Animal and Plant Health Inspection Service, United States Department of Agriculture
- **Mary Ann Comstock**, Northern Border Compliance Manager, UPS Supply Chain Solutions/COAC Member

▶ MODERNIZATION OF CBP FINANCIAL TRANSACTIONS TO REFLECT A 21ST CENTURY BUSINESS MODEL

A priority of CBP's financial system modernization effort is to enhance and simplify the trade community's ability to make payments and to receive refunds. This panel will conduct an open dialogue to gain an industry perspective on the long-term financial transaction process solutions to provide the trade community more efficient and cost effective ways to conduct their financial business with CBP.

ROOM | Georgetown East

» Moderator:

- **Julienne Nelson**, Managing Partner, Federal Consulting Alliance LLC

» Panelists:

- **Eugene Schied**, Assistant Commissioner, Office of Administration, CBP
- **Jevon Jamieson**, Manager Administration & Customs Compliance, ABF Freight Systems
- **Bryan Ransford**, Director, Customs USA, Expeditors International
- **Wesley Wills**, Senior Manager, Finance, The Home Depot
- **James Phillips**, Senior Customs Manager, General Motors/COAC Member

▶ CEE ENTRY LIFECYCLE MANAGEMENT

The Centers of Excellence and Expertise (CEEs) 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. These virtual centers offer one-stop processing for participating importers to lower the Trade's cost of doing business, deliver greater consistency and predictability, provide tailored support to unique trading environments, and enhance CBP enforcement efforts. In this breakout session, the panel will outline how the CEEs manage trusted partners, throughout the entry lifecycle process.

ROOM | Lincoln West

» Moderator:

- **Elena Ryan**, Director, Centers of Excellence & Expertise Transition Team, Office of Field Operations, CBP

» Panelists:

- **Brian Humphrey**, Director, Field Operations, San Francisco and Portland Field Offices, Office of Field Operations, CBP
- **Matt Varner**, Director, Trade Operations, NIKE
- **James Shaw, Senior Manager**, Trade Controls U.S. & Canada, Pfizer
- **Leon Hayward**, Director, Pharmaceuticals, Health and Chemicals CEE, Office of Field Operations, CBP



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7 BREAKOUT SESSIONS

MARCH 07, 2014 | DAY 2

09:15 AM – 10:45 AM and 11:00 AM – 12:30 PM



▶ TRUSTED TRADERS: USHERING IN A NEW ERA OF HOLISTIC CBP TRUSTED PARTNERSHIP PROGRAMS

CBP has been actively working to define, integrate, and construct a comprehensive Trusted Trader Program that will leverage CBP partnerships with various U.S. government agencies and the trade community. To date, CBP has devised a strategic plan for testing the framework of a comprehensive Trusted Trader Program and is working towards the implementation of a Trusted Trader pilot program. The Trusted Trader Program will pave the way for a new era of trusted partnership programs streamlining processes and procedures throughout CBP and its partner government agencies. CBP officials and select trade community members will discuss the accomplishments to date, additional incentives that could also be offered, as well as the strategic direction of the Trusted Trader Program moving forward.

ROOM | Lincoln East

» Moderator:

- **Todd Hoffman**, Acting Executive Director, Cargo and Conveyance Security, Office of Field Operations, CBP

» Panelists:

- **Cynthia Whittenburg**, Executive Director, Trade Policy and Programs, Office of International Trade, CBP
- **Domenic Veneziano**, Director, Division of Import Operations, CAPT U.S. Public Health Service, U.S. Food and Drug Administration
- **Valarie Neuhart**, Director, Industry and Account Management, Cargo and Conveyance Security, Office of Field Operations
- **Diane DeJarnett**, Customs & Trade Compliance Manager, Toyota Motor Sales, USA, Inc.
- **Laurie Everill**, Regional Customs and Compliance Manager, IKEA North America

▶ PARTNERSHIP IN TRADE ENFORCEMENT

CBP has the dual mission to enable legitimate trade and securing our border. This mission requires significant outreach and partnership with other government agencies and our trade partners who are responsible for nearly 2.4 trillion dollars in goods imported into the U.S. last year alone. These partnerships provide a capability cornerstone for valuable trade intelligence and operations. This breakout session will detail how CBP is leveraging Trade Intelligence, and will look at a few notable operations that represent the future of trade enforcement in an ever changing international trade environment.

ROOM | Jefferson West

» Moderator:

- **Troy Riley**, Executive Director, Commercial Targeting Enforcement, Office of Field Operations, CBP

» Panelists:

- **Lynn Brennan**, Assistant Port Director (Savannah), Office of Field Operations, CBP
- **Dee Jay Smith**, Brand Protection Manager – Americas, Procter & Gamble
- **Lev Kubiak**, Director, National IPR Coordination Center, DHS ICE Homeland Security Investigations
- **Mary Jo Muoio**, Senior Vice-President OHL Trade Services
- **Michael Walsh**, Director, AD/CVD/Revenue Policy and Programs, Office of International Trade, CBP

▶ THE WORLD CUSTOMS ORGANIZATION (WCO) CARGO TARGETING SYSTEM (CTS): A GLOBAL PARTNERSHIP FOR SUPPLY CHAIN SECURITY AND DATA STANDARDIZATION

The World Customs Organization (WCO) developed and tested its Cargo Targeting System (CTS) in 2013. CTS collects electronic cargo information from key players in the global supply chain to enable Customs administrations to perform effective risk assessments and identify high-risk transactions across the full range of Customs threats. CTS also leverages the influence of the WCO to standardize electronic data requirements across implementing countries. This panel will address the status of the project, lessons learned from the pilot phase and plans for future deployments and features.

ROOM | Monroe

» Moderator:

- **Thomas Bush**, Deputy Assistant Commissioner, Office of Intelligence and Investigative Liaison, CBP

» Panelists:

- **Robert White**, Project Manager, Cargo Targeting System, WCO
- **Davia Blackwood**, Director, Intelligence, Jamaica Customs
- **Andrew Church**, Deputy Director, Export Control Cooperation, Department of State
- **Fabio Catassi**, Chief Technology Officer, Mediterranean Shipping Company



U.S. Customs and Border Protection

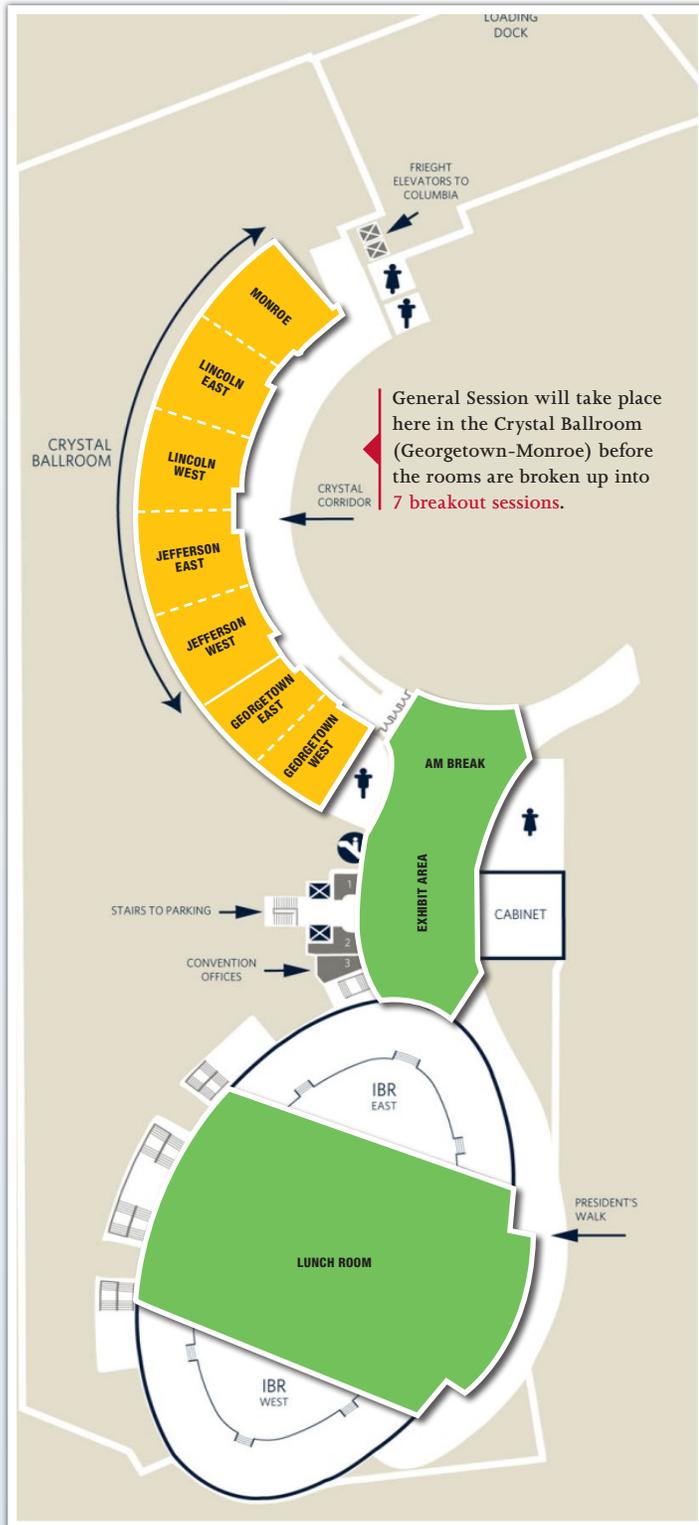
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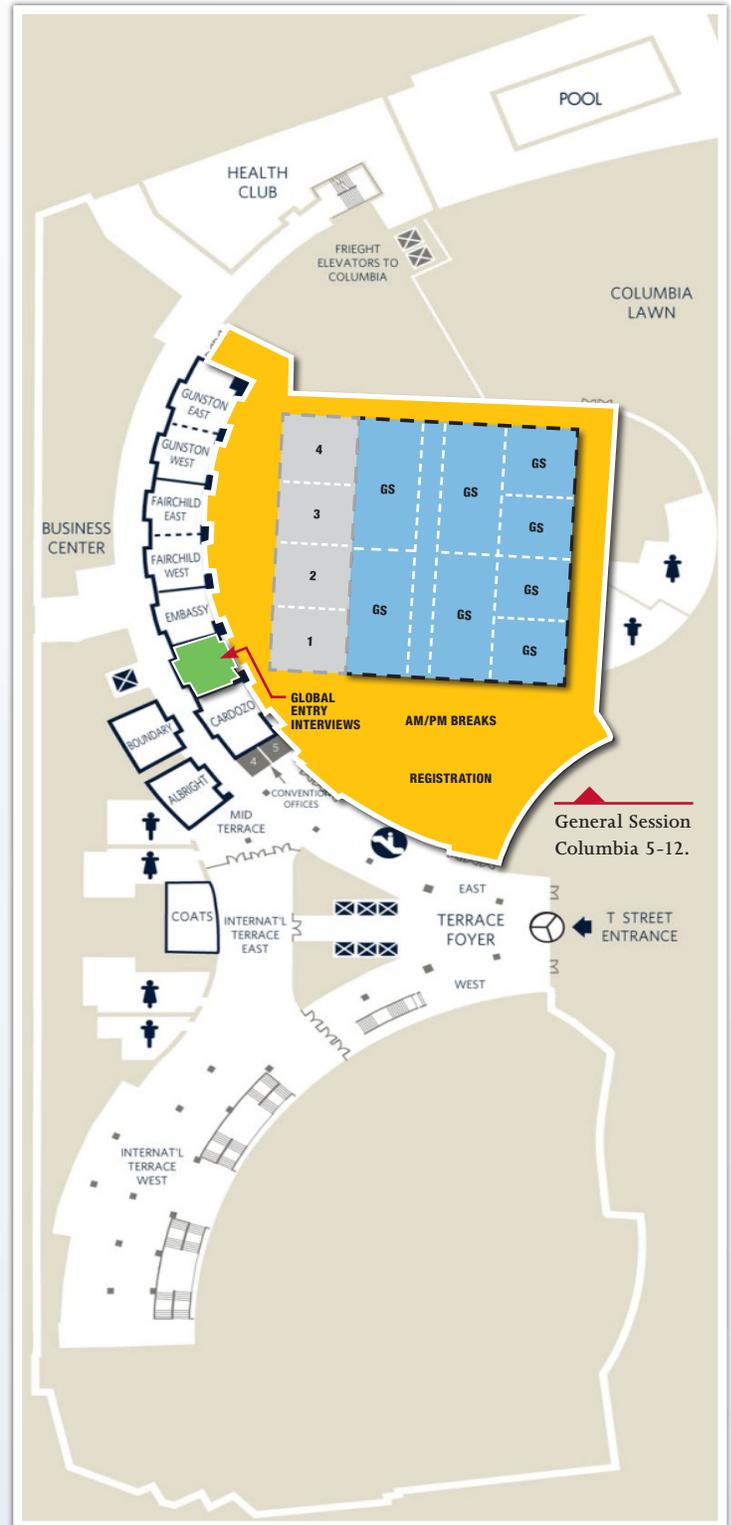
SCHEDULE FLOOR PLANS



CONCOURSE LEVEL



TERRACE LEVEL



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