

FROM THE ACTING COMMISSIONER



Welcome to the 2012 West Coast Trade Symposium!

Welcome and thank you for participating in U.S. Customs and Border Protection's first-ever West Coast Trade Symposium.

As you are aware, CBP is in the midst of transforming how we administer and facilitate international trade in the United States. I am committed to expediting the pace of this modernization at CBP, and appreciate that your continued participation is vital in this endeavor.

This symposium, our first outside Washington, D.C., is an opportunity to add diversity and depth to our dialogue, and to take stock of what has been accomplished, and to prioritize our next steps. I urge you to take this opportunity not only to gain insight but also to provide your perspective on how we can refine our processes and enhance our nation's competitiveness, while ensuring the highest levels of security.

I know we all agree that the U.S. economy and global supply chain benefit when CBP and the trade community work together to make the process safer, faster, easier, more predictable and less expensive. In recent years we have collaborated on valuable new initiatives, such as the Centers for Excellence and Expertise, Air Cargo Advance Screening and Simplified Entry pilots. We have worked together to revitalize the Automated Commercial Enforcement, or ACE, a critical prerequisite for trade process modernization. The early success of these efforts serves as an example of what we can accomplish together through collaboration, communication, and our collective efforts.

Thank you for joining us at this historic symposium, and for your continuing support of CBP's complex mission.

David V. Aguilar

Coming Soon!



Washington DC Fall 2012



U.S. Customs and Border Protection

U.S. Customs and Border Protection
1300 Pennsylvania Avenue, NW
Washington, DC 20229

www.cbp.gov



Transforming Trade for a Stronger Economy

LONG BEACH, CALIFORNIA MAY 10, 2012



U.S. Customs and Border Protection

AGENDA

7:00 am – 8:30 am

Registration

7:00 am – 8:00 am

Continental Breakfast

8:00 am – 8:10 am

Welcome

- » Maria Luisa O’Connell, Senior Advisor for Trade and Public Engagement, Office of the Commissioner

8:10 am – 8:30 am

Opening Remarks

- » Acting Commissioner David V. Aguilar

8:30 am – 10:00 am

Centers for Excellence and Expertise: Transforming Trade

- » Private sector and government representatives discuss the future of one of CBP’s top Trade Transformation Initiatives, the Centers of Excellence and Expertise (CEE). The CEEs represent “Tailor-Made Trade”; aligning CBP trade processing along industry sectors for maximum efficiency. The CEEs bring all of CBP’s trade expertise to bear on a single industry in a strategic virtual center. These game-changing centers provide tailored support to increase uniformity of practices across ports of entry, facilitate the timely resolution of trade compliance issues nationwide, and strengthen critical agency knowledge of key industry practices.
- » **Moderator:**
Brenda Smith, Executive Director, Trade Policy & Program, Office of International Trade
- » **Panelists:**
 - Stephen Comstock, Manager, Tax Policy, American Petroleum Institute
 - Diane DeJarnett, Customs and Trade Compliance Manager, Toyota
 - Lynn Fallik, Assistant Director, Houston, Office of Field Operations
 - Tinesha Cherry, Assistant Director, Detroit, Office of Field Operations
 - Anne Maricich, Assistant Director, Los Angeles, Office of Field Operations

10:00 am – 10:15 am

Break

10:15 am – 11:45 am

ACAS/Simplified Entry: Building a Stronger Economy

- » As a response to the 2010 terrorist attack on air cargo, CBP, TSA and the air cargo industry partners have joined forces to develop the ACAS pilot, which is laying the groundwork for an international air cargo security system. Hear a discussion about the collaborative effort and creation of the ACAS Strategy, as well as next steps to expand the pilot. This session will discuss how CBP is working to provide end to end supply solutions through innovative pilots and ACE initiatives.
- » **Moderator:**
Daniel Baldwin, Executive Director, Cargo and Conveyance Security, Office of Field Operations
- » **Panelists:**
 - Christopher Kennally, Director, Office of Field Operations
 - Neel Shah, Senior Vice President and Chief Cargo Officer Delta Air Lines
 - Cynthia Allen, Executive Director, ACE, Office of International Trade

11:45 am – 12:00 pm

Break

12:00 pm – 1:30 pm

Luncheon

1:30 pm – 1:45 pm

Break

1:45 pm – 3:15 pm

Partnerships in the 21st Century

- » Modern-day trade partnerships are about leveraging resources and building a common vision among government and private industry, or “co-creating,” policies and programs that meet both good security and good business requirements. Find out how federal agencies are working with each other, with other countries, and with the private sector to truly transform the global supply chain to make it safer and more efficient for all involved.
- » **Moderator:**
 - Todd Owen, Director, Los Angeles, Office of Field Operations
- » **Panelists:**
 - Ronald May, Director, C-TPAT, Office of Field Operations
 - Tonka Kostadinova, EU Commission Representative
 - Brenda Smith, Executive Director, Trade Policy & Programs, OT
 - Michael Ford, Vice President, Regulatory Compliance and Quality, BDP International
 - Roy Chaudet, U.S. Environmental Protection Agency

3:15 pm – 3:30 pm

Break

3:30 pm – 4:30 pm

CBP Leadership Town Hall: Transforming Trade for a Stronger Economy

- » The transformation of trade is key to building a stronger economy. This question and answer session will provide the unique opportunity for an open discussion with Acting Commissioner David Aguilar and other CBP leadership on key trade issues and priorities.
- » **Moderator:**
Maria Luisa O’Connell, Senior Advisor for Trade and Public Engagement
- » **Panelists:**
 - David V. Aguilar, Acting Commissioner
 - Thomas S. Winkowski, Acting Deputy Commissioner
 - Allen Gina, Assistant Commissioner, Office of International Trade
 - Kevin K. McAleenan, Acting Assistant Commissioner, Office of Field Operations
 - Charles R. Armstrong, Assistant Commissioner, Office of Information and Technology
 - Eugene H. Schied, Assistant Commissioner, Office of Administration
 - Charles E. Stallworth, Assistant Commissioner, Office of International Affairs

4:30 pm – 4:45 pm

Closing Remarks

FLOOR PLAN

