Session 3

The enhancement of Professionalism in Customs and the Operationalization of the PICARD 2020 Strategic Document
Partnership
In
Customs
Academic
Research and Development
Programme launched in 2006
PICARD 2020 strategic document

- **two main objectives**: to advance Customs professionalism and to advance Customs-related research

- a direct result of the 6th PICARD Conference in Geneva
- the WCO Capacity Building Committee endorsed at its 4th meeting in February 2013.
- In June 2013 it was adopted by the Council as a roadmap
  - → still to be operationalized
Objective

The aim of this PICARD 2020 strategic document is to outline the vision, strategy and key elements to further enhance the PICARD Programme partnership between the WCO and partners from academia and the private sector.

“The WCO PICARD Programme aims to be
• indispensable to the professional development for all Customs practitioners,
• influential to Customs decision makers by knowledge-base research, and
• successful by partnering with academia and other relevant stakeholders.”
The 2 pillars of the PICARD Programme:

1. Professionalism Pillar
2. Research Pillar

Professionalism Pillar

- The WCO PICARD Professional Standards
- Strategic Human Resource Management including Leadership and Management Development
- Training and Education
- Recognition of University curricula meeting the Professional Standards
Research Pillar

• further examine how academic research can inform Customs decision making on national, (sub-) regional or global level.
• Annual PICARD Conferences - successful platform and networking opportunity for Customs administrations, Customs practitioners, academic partners
• World Customs Journal (Universities of Canberra and Münster)
• WCO Club de la Reform – depository of research ideas and needs
• PICARD Advisory Group
• Best PICARD Research papers awarded annually
What are the challenges?
Possible Key Questions of PICARD 2020
1. How to integrate research outcomes and advice in Customs modernization efforts?
2. How to make best use of and build on the WCO Professional Standards developed within the PICARD Programme?
3. How to further promote Customs as a knowledge-based profession?
4. How to enhance regional representation and global coverage within the PICARD Programme?
5. How to consolidate cooperation between academic institutions and regional and national Customs training centers?
6. How to secure, maintain and expand involvement of WCO Member administrations, academia and the private sector in this Programme?
Thank you for your kind attention