



**WORLD CUSTOMS ORGANIZATION  
ORGANISATION MONDIALE DES DOUANES**

Established in 1952 as the Customs Co-operation Council  
Créée en 1952 sous le nom de Conseil de coopération douanière

The Secretary General

14.HL-0210E/B.M.

Brussels, 25 June 2014.

Dear Director General,  
Dear Colleague and Partner,

It gives me great pleasure to invite you to attend the WCO PICARD Conference 2014, which will take place in Puebla, Mexico, from 17 to 19 September 2014. The Conference will be jointly organized by the World Customs Organization (WCO) and the International Business School, Tecnológico de Monterrey (ITESM) and the Mexican Customs Administration.

Since its inception in 2006, the WCO PICARD Programme has aimed to promote the professional standing of Customs and provide a channel for co-operation between Customs, academic partners and other stakeholders undertaking Customs-related capacity building. A range of initiatives have been rolled out in co-operation with our academic partners in the areas of research publication, Customs professional standards, WCO recognition of academic programmes and management development.

The annual PICARD Conference has been in place for nine years now, with previous events being held in Brussels, Shanghai, Costa Rica, Abu Dhabi, Geneva, Marrakesh and St Petersburg. This year's PICARD Conference will build on the success of the previous Conferences and will provide participants with an opportunity to interact with government, academic and trade counterparts from around the world. Sessions will include discussions on national and international challenges relating to the WTO Agreement on Trade Facilitation and its Implications for Customs, the Customs Role in Securing Supply Chains and Preventing Illegal Trade, and the Digital Dilemma in Customs (the impact of increasing electronic business on the Customs service).

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**To :** *WCO Members;  
Universities; PSCG;  
International Organizations;  
PICARD 2013 Participants.*

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Early registration for the Conference is encouraged (discounts apply). For detailed information about the registration, hotel reservations and visa procedures, please visit the Conference website : <http://www.pue.itesm.mx/picard2014> or the WCO Events webpage <http://www.wcoomd.org/en/events/upcoming-events/wco-picard-conference-2014.aspx> which will soon provide the detailed Conference agenda based on the inputs from the Call for papers.

Should you have any queries on the content or arrangements for the Conference, please do not hesitate to contact Ms. Bénédicte MEILLE (E-mail : [benedicte.meille@wcoomd.org](mailto:benedicte.meille@wcoomd.org)) or Mr. Libing WEI (E-mail : [libing.wei@wcoomd.org](mailto:libing.wei@wcoomd.org)) of the WCO Capacity Building Directorate.

I look forward to meeting you in Puebla for the Ninth Annual PICARD Conference.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Kunio Mikuriya', with a long, sweeping underline.

Kunio Mikuriya.