

August 2014

Customs General Directors; Academic Community;
International Organizations, and Private Sector representatives.

The World Customs Organization, the Customs General Administration of Mexico and the Tecnológico de Monterrey are pleased to invite you to participate in the “*Partnership in Customs Academic Research and Development*” (PICARD) 2014 Conference, which will be held from September 17th to 19th, 2014, in Puebla, Mexico.

The PICARD Program is an initiative of the World Customs Organization (WCO), created in 2006, to promote and strengthen cooperation between the WCO, Universities, and customs administrations around the world, in order to provide a platform where all parties can collaborate and contribute to modern and innovative Customs practices through research and investigation.

This Event brings together the Secretary General of the WCO as well as authorities of the Mexican Federal Government, with representatives from Universities and academic researchers with postgraduate studies in customs and international trade, senior officials from customs administrations of the 179 member countries of the WCO, and members of the private sector and international organizations.

The Call of Papers for this year’s Conference reached a record number of proposals in the history of this event. This positive response to the PICARD Program shows the commitment of the Customs community to face and overcome current challenges that successfully lead to new developments through research on strategic topics, which this year will be:

1. The WTO Agreement on Trade Facilitation: Implications for Customs
2. Customs Role in Securing Supply Chains and Preventing Illegal Trades
3. The Digital Dilemma in Customs

For detailed information about the registration, costs and logistics please visit the Conference website:
<http://www.pue.itesm.mx/picard2014>.

For further assistance, please do not hesitate to contact one of the following three parties:

World Customs Organization	Customs General Administration of Mexico	Tecnológico de Monterrey in Puebla
Bénédicte MEILLE benedicte.meille@wcoomd.org +32 (0)2 209 92 55	Luis Raúl MONTAÑO internacionales@sat.gob.mx + 52 55 5802 0758	Carmen LORENZANA clorenzana@itesm.mx + 52 (222) 303 2000 ext. 3380

We are proud to host an event of this nature in Mexico, and look forward to your presence and valuable participation.

Kunio Mikuriya
Secretary General
World Customs Administration

Alejandro Chacón
Mexican General Customs Administrator

Rashid Abella Yunes
Director General of Tecnológico de Monterrey in
Puebla