9th WCO PICARD Conference
Puebla, Mexico, 17-19 September 2014

CONFERENCE PROGRAMME

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<th>DAY 1</th>
<th>WEDNESDAY, 17 SEPTEMBER 2014</th>
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<tr>
<td>08.00 – 09.30</td>
<td>Registration <em>(Auditorium Lobby)</em></td>
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| 09:30 - 12:00 | Official Opening  
Session 1: The WTO Agreement on Trade Facilitation: Implications for Customs |
| 12:00 – 13:30 | Lunch break *(Terrace Library)* |
| 13:30 - 17:30 | Continuation of Session 1 |
| 18:30 | Cocktail reception offered by Dr. Mikuriya, WCO Secretary General  
*Venue: Technology Park Lobby of the University Tecnologico de Monterrey* |

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<th>DAY 2</th>
<th>THURSDAY, 18 SEPTEMBER 2014</th>
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| 09:00 - 13:00 | Continuation of Session 1  
Working Session on Co-ordinated Border Management  
Session 2: Customs Role in Securing Supply Chains and Preventing Illegal Trade |
| 13:00 – 14:30 | Lunch break *(Terrace Library)* |
| 14:30 – 17:30 | Plenary Discussions Session 2  
Break-out Working Sessions |
| 19:00 | Gala Dinner  
*Venue: Puebla Convention Centre William O. Jenkins* |

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<th>DAY 3</th>
<th>FRIDAY, 19 SEPTEMBER 2014</th>
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| 09:00 – 13:15 | Reports from Break-out Working Sessions  
Session 3: The Digital Dilemma in Customs |
| 13:15 – 13:30 | Updates  
Closing remarks |
## DAY 1: WEDNESDAY, 17 SEPTEMBER 2014

### 08.00-09.30
Registration *(Auditorium Lobby)*

### 09.30-10.30
**Welcoming Remarks**
- Mr. Alejandro Chacon, Customs General Administrator of Mexico
- Dr. Rashid Abella, Director General of Tecnologico de Monterrey at Puebla
- Dr. Kunio Mikuriya, Secretary General of the World Customs Organization

### Session 1: The WTO Agreement on Trade Facilitation (TFA): Implications for Customs

#### 10.30-12.00
**High-level Panel Session**

*Session Moderation by:* Mr. Francisco Aguilera, Vice President for Trading Americas and Group Shipping for CEMEX
- Dr. Kunio Mikuriya, Secretary General of the World Customs Organization
- Dr. Francisco de Rosenzweig, Undersecretary of Foreign Trade of the Ministry of Trade
- Dr. Eduardo Solis, President of the Mexican Association of Car Industry
- Academia Representative *(TBC)*

#### 12.00 – 13.30
Lunch break *(Terrace Library)*

#### 13.30-15.30
**Presentation of research papers**
- Mr. Tadashi Yasui, Japan Customs: "Revenue Impacts of Implementing WTO Trade Facilitation Agreement"
- Dr. Cezary Sowinski, DHL Express: "WCO Immediate release guidelines – State of application in the eve of the TFA adoption"
- Ms. Jisoo Yi, Canberra University, Australia: "Facilitating Trade under Free Trade Agreements"

#### 15.30-16.00
Coffee break *(Auditorium Lobby)*

### 16.00-17.30
**Panel and discussions on TFA and Customs**
- Mr. Murendere Chaponda, Malawi Revenue Authority: "Trade facilitation deterring factors in Malawi: is TFA a solution?"
- Mr. Jose Ossio, World Bank: "One one coco full basket: Bali Agreement and Caribbean Customs"

**Plenary Discussion**

#### 18.30
Cocktail reception, offered by the WCO Secretary General, Dr. Kunio Mikuriya

*Venue: Technology Park Lobby of the University Tecnologico de Monterrey*
**THURSDAY, 18 SEPTEMBER 2013**

### Working Session: Linkages between Coordinated Border Management and the Trade Facilitation Agreement

**Session Moderation by:** Mr. Luis Fernando Perez Azcarraga, Central Administrator for Customs Planning and Strategic Coordination

**Case study:**
Ms. Patricia Kuzmenko Furlan, University of Sao Paulo, Brazil: "Proposition of critical aspects framework for the Brazilian border management"

### Session 2: Customs Role in Securing Supply Chain and Preventing Illegal Trades

**Introduction and Session Moderation by:** Mrs. Ana Hinojosa, Deputy Assistant Commissioner, U.S. Customs and Border Protection

**Presentations of research papers:**
- Ms. Mariya Polner, WCO: "Role of Customs in fighting against illegal trade: mission impossible?"
- Dr. Juha Hintsa, Cross-Border Research Association, Switzerland: "Negative socio-economic impacts of common illicit freight logistics import flows" (FP7 CORE)
- Mr. Charles A. von Denkowski, University of Vechta, Germany: "North Korea’s Border Insecurity: A challenge for Customs"

**Panel Discussion with the presenters and in plenary**

**Introduction to afternoon workshops**

### Lunch break (Terrace Library)

### Workshops

(participants shall indicate their selection during Day 1 registration)

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<td>Dr. Oscar Vicente, CBSA-University of Windsor, Canada: &quot;Review of Body-worn and dash-mounted cameras”</td>
<td>Mr. Agung Budilaksono, Min. Fin. Indonesia: &quot;Parallel Imports in the harmonization of Customs Policies”</td>
<td>Dr. Anees Cherkunnath, India Revenue Service: &quot;Incidence of wild-life trafficking in India and utility of “fauna detector dog” for prevention”</td>
<td>Mr. Kumara, Sri Lanka Customs: &quot;Illegal trading Activities, an analysis from Sri Lanka”</td>
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<td>Mr. Lee Wakefield, Sentir Global, USA: &quot;Non-verbal behaviour Customs training increases security and decreases black market activity”</td>
<td>Dr. Elena Yuryeva, Russia Customs Academy: &quot;Activities of Customs Authorities to combat smuggling of counterfeited goods”</td>
<td>Mr. Prasad Wickramanatne, Sri Lanka Customs: “Gold Smuggling in SAARC countries – a potential Global Risk Model”</td>
<td>Ms. Eukeria Mashiri, Midlands University, Zimbabwe: &quot;Illicit trade and economic growth: the role of Customs”</td>
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### Gala Dinner

**Venue:** Puebla Convention Centre William O. Jenkins

*Boulevard Héroés del 5 de mayo, No. 402, Paseo de San Francisco, Col. Centro Histórico.*
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<tr>
<th>Time</th>
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<td>09.00-10.00</td>
<td>Report back from the Day 2 Workshops</td>
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<td>Session 3:</td>
<td><strong>The Digital Dilemma in Customs</strong></td>
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| 10.00-11.30  | **Introduction and Session Moderation by:** Mr. Garry Collins, New Zealand Customs Service  
   **Presentations of research papers:**  
   - Dr. Dennis Ndonga, Murdoch University, Australia: “Source-based Taxation of e-Commerce Income: Issues for Debate”  
   - Ms. Marisa Marcela Virzi, AFIP, Argentina: “The single agency as the answer to the challenge posed by the e-commerce”  
   **Panel Discussion with the presenters and in plenary** |
| 11.30-11.45  | **Customs Professionalism & WCO PICARD Professional Standards**         |
|              | - WCO updates on Cooperation WCO-Academia and Customs Learning and Development initiatives, Ms. Bénédicte Meille, WCO Secretariat |
| 11.45-13.15  | **Latest initiatives in Customs Research & Education**                  |
|              | - WCO Secretariat Research activities, Mr. Robert Ireland, WCO Secretariat  
   - WCO Regional Office for Capacity Building (ROCB) of the Americas and Caribbean Region  
   - INCU Update and the Role of INCU in International Trade Facilitation, Dr. Mikhail Kashubsky, INCU Secretary  
   - Updates by Members of the PICARD Advisory Group |
| 13.15-13.30  | **Closing remarks and Conference closure**                             |
| 13.30-14.30  | Lunch break *(For participant’s choice)*                               |
| 14.30-18.00  | **Youth Forum:**  
   **Initiative from the University Tecnológico de Monterrey** [outside from the PICARD Conference]  
   **Interactive Exchange Platform with student**