

## Speaker Biographies

### Day 1

#### Opening Address

##### Dr. Kunio Mikuriya



Mr. Kunio Mikuriya has been Secretary General of the World Customs Organization (WCO) since 1 January 2009. He provides leadership and executive management for the global Customs community's priorities, including developing global Customs instruments, standards, and tools; securing and facilitating global trade; realizing revenues; building Customs-business partnerships; and delivering capacity building in support of Customs reform and modernization.

Prior to joining the WCO, he worked for Japan's Ministry of Finance for 25 years. During his career with the Ministry, Mr. Mikuriya occupied a variety of senior posts, which have given him broad experience and knowledge in Customs, trade, development, budget, and financial policies. He served as Director of Enforcement where he led efforts to fight illicit trade, then as Director of Research and International Affairs paving the way for the conclusion of the first regional trade agreement for Japan, and then as a Counsellor in the Tariff and Customs Bureau. He also served as Director of Salaries and Allowances to coordinate remuneration levels for the entire government workforce, and as the Budget Controller for Foreign Affairs, Official Aid, International Trade and Industry, in the Budget Bureau. In addition, he spent time as a Counsellor at the Japanese Mission to the WTO in Geneva and participated in the GATT Uruguay Round trade negotiations.

Mr. Mikuriya has a degree in law from the University of Tokyo and a PhD in international relations from the University of Kent.

#### Keynote speakers

##### Mrs. Suja Rishikesh Mavroidis

Mrs Suja Rishikesh Mavroidis is Director in the Market Access Division at the WTO. She has worked for a little more than thirty years at the GATT/WTO in different capacities. She started in the Development Division where she dealt with issues such as tropical products and natural-resource based products. As a member of the Market Access Division she dealt with *inter alia* Tariff Schedules, the Customs Valuation Agreement and the Pre-shipment Inspection Agreement. Since 2001 she was also Secretary to the Negotiating Group on Market Access. In February 2015, she became Director of the Market Access Division. She has a degree in business administration from the University of Geneva and a Master's degree in International relations from the University of Cambridge, UK.

##### Ms. Carol West

Carol West is the President of the Canadian Society of Customs Brokers as well as the Secretary of the International Federation of Customs Brokers Associations.

Carol has led and participated in many Canadian and international discussions on harmonization of data requirements, Customs processes, border management, supply chain security and trade facilitation. She is a former chair of the WCO Private Sector Consultative Group, and has acted as the private sector co-chair of the WCO SAFE Working Group and a joint working group on Customs-Business Partnership. Carol has contributed to the WCO and World Bank capacity building work in Latin America and Asia. She is a strong advocate for the value and importance of customs brokers and is a committed supporter of the possibilities of Customs-business partnership, in Canada and worldwide.



#### Panel one

##### Mr. Roy Santana

Mr. Santana is an expert on tariff and other customs matters with more than 20 years of experience. He has worked for the Market Access Division of the World Trade Organization since 2004, where he has served as the Secretary of the

Committee on Market Access and the Committee on Customs Valuation. He has also provided technical support to the Committee of Participants of the Information Technology Agreement (ITA), the negotiations for the expansion of the ITA, the Trade Facilitation Agreement Facility (TFAF), the Negotiating Group on Non-Agricultural Products (NAMA), and the negotiations for an Environmental Goods Agreement (EGA). He has also served as technical liaison in seven disputes under the Dispute Settlement Understanding of the WTO, contributed to a number of reports and publications by the WTO Secretariat, and frequently trained government officials in various WTO agreements.

Between 2001 and 2004, Mr. Santana worked as a Geneva-based delegate for the Government of Costa Rica. In 2003, he was elected vice-chairman of the International Textiles and Clothing Bureau (ITCB), and served as an alternate member of the Textiles Monitoring Body. From 1998 to 2000 he worked as a trade negotiator on issues relating to Market Access, Agriculture, and Trade & Competition Policy in numerous agreements, including the Free Trade Agreement of the Americas (FTAA), and bilateral trade negotiations with Central America, Canada, Chile, the European Communities, Dominican Republic, Mexico, and Panama.

Mr. Santana holds an LL.M. in Trade Regulation from New York University (NYU), a degree in Law from the University of Costa Rica and a bachelor's degree in Economics from the same university. Mr. Santana is a member of the New York and Costa Rican Bars. He lectures at the "International Law and Economic Policy" (IELPO) master's program of the University of Barcelona, the Catholic University of Lyon, and the World Trade Institute (WTI) in Bern. His specialties are: international trade in goods; GATT / WTO rules; tariff negotiations and renegotiations; schedules of concessions; trade facilitation; Customs valuation; non-tariff barriers; Information Technology Agreement (ITA); trade in agriculture; and free trade agreements (FTAs).

## Mr. Patrik Jonasson



Patrik Jonasson manages GS1's Asia-Pacific regional government affairs, with a specific focus on cross-border trade processes, supply chain integrity, traceability and food safety. He is charged with defining and executing regional strategies for external engagements and cooperation. Patrik is working closely with private sector and a number of APEC Governments to further the use of standards to facilitate safety and efficiency in international trade processes across the region. Patrik also speaks and moderates frequently at international conferences and meetings and has represented GS1 at for example UN, FAO, WCO, World Bank, ADB, RCEP, ASEAN and APEC.

During his 15+ years in Asia, Patrik has been based in Japan, Singapore, Indonesia and Malaysia. In previous roles he was representing business in the public - private dialogue with the Governments of ASEAN, working on trade and investment issues, supporting increased market access and stronger business ties between EU and

ASEAN.

Patrik has a Master of Science in Business Administration with Japanese studies from the School of Business, Law & Economics at University of Gothenburg, Sweden. He is currently based in Kuala Lumpur, Malaysia.

## Mr. Ronald Steenblik



Mr Ronald Steenblik has spent more than four decades in industry, academia, the U.S. federal government, and non-governmental and inter-governmental organizations, generally on policy issues related to natural resources, the environment, or trade. For most of the last 30 years he has worked for the Organisation for Economic Co-operation and Development (OECD), variously on monitoring and analysing agricultural support policies, fishery support policies, and energy subsidies. From 2001-05 and 2008-19 he also worked on issues at the nexus of trade and the environment, including supporting the WTO negotiations on liberalising trade in environmental goods. This brought the HS into focus, helping him become cognisant of its limitations in terms of

separating out specific environmental goods, and proposing ways to work within these limitations. In 2006 and 2007 Ronald served as the first Director of Research for the Global Subsidies Initiative (GSI) of the

International Institute for Sustainable Development (IISD). Starting in 2010, in support of the G20's commitment to phase out subsidies to fossil fuels, he spearheaded the development of a database on those subsidies. In January 2016 he was appointed Special Counsellor for Fossil Fuel Subsidy Reform, a post he held until his retirement at the end of 2018. Ronald is currently a Senior Fellow with the IISD, continuing to support efforts to reduce and ultimately eliminate fossil-fuel subsidies. He is also working on a book about the Harmonized System.

## Mr. Carlos Halasz



Mr. Halasz has more than 25 years of experience with the Harmonized System; including the use of the HS in implementing and administering global and regional free trade agreements. His experience crosses both Customs and the private sector, giving him a broad understanding of the impact and use of the HS.

From 1995-1999, he was part of the US delegations to the WCO's Review Sub-Committee and HS Committee. In the early 2000's he became a trade consultant and proposed on behalf of the International Chamber of Commerce (ICC) a number of updates to Chapters 84 and 85 which were incorporated in the 2007 amendments to the HS. During his time with US Customs he also helped to rollout and administer the North American Free Trade Agreement.

Since 2001 he has worked for HP, a global computing and printing company founded in 1939 and with a long history of being at the forefront of technological development in its field. During Mr. Halasz time with HP, it was one of the companies involved in a WTO dispute settlement case on the scope of the WTO Information Technology Agreement (ITA) giving him yet another perspective on the interaction of the HS, trade agreements and the classification of goods. Mr. Halasz also participated in the negotiations to expand the coverage of the Information Technology Agreement (ITA 2) as part of the US industry delegation.

## Mr. Ken Montgomery



Ken Montgomery currently serves as the International Chamber of Commerce lead delegate at the World Customs Organization Harmonized System Committee and Review Subcommittee meetings in Brussels, and is the Vice President of International Trade Regulation & Compliance for CompTIA. Based in Washington, DC, he leads CompTIA's International Policy and Regulatory Compliance Practice. During the Obama Administration he led CompTIA's efforts in support of the U.S. Export Control Reform (ECR) Initiative. He also organizes and facilitates best practices in trade compliance seminars in the U.S. and China.

Prior to joining CompTIA, Ken was the Director, International Trade Regulation for TechAmerica and the American Electronics Association (AeA). During his career Ken has held engineering, management and consulting roles in the logistics and trade compliance organizations of technology companies including IBM, Amdahl and Hewlett-Packard. Ken is a Licensed U.S. Customs Broker. He received his bachelor's degree in Industrial Engineering from Purdue University, an MBA in International Business from Golden Gate University and a master's degree in International Customs Law and Administration from the University of Canberra, Australia.

## Panel two

## Ms. Kaie Van Muylem



Kaie Van Muylem is a Team Leader of the WCO/HS Coordination Team in Directorate General Taxation and Customs in the European Commission. Her job is to lead a small team who receive and generate classification questions and proposals for updating the Harmonized System (HS), analyse them, coordinate the European Union (EU) position with the EU Member States, present the EU position to the WCO (Sub-) Committees (HSC, RSC, SSC) and follow up the decisions taken in the WCO. She joined the team in late 2015 when the preparations and negotiations for the HS 2022 proposals were gearing up and some of the innovative proposals presented by her (on glass fibres and electronic textiles, for example)

were provisionally adopted by the HSC in March 2019 and will form a part of HS 2022.

Kaie Van Muylem was born in Estonia, a little green country in Northern Europe. After graduating with B.A. in Economics and gaining a Master of European Studies degree from University of Tartu, she started working as an inspector for agricultural and food industry enterprises in Estonia and continued this work at EU level after moving to Brussels in 2007. She enjoys working in a multicultural environment and meeting people from all over the world. She likes to include good rock concerts and search for fabulous restaurants into her travel plans.

### Mr. Randy Rotchin



Randy Rotchin founded, and currently serves as President and Chief Executive Officer of, 3CE Technologies, a globally-recognized leader in the application of artificial intelligence in Harmonized System Commodity Classification. The company's Classification Assistance tools and HS code verification systems are used by a wide variety of international trade stakeholders, including multinational shippers, logistics service providers and Customs authorities.

Randy has appeared as an expert witness before several Canadian Parliamentary Committees on such topics as duty remission, quota management, and smart government. He has also spoken at industry conferences on the subject of customs modernization, trade facilitation, and regulatory oversight.

### Mrs. Michèle PETITGENET



Customs expert since 1976 in a department dealing with Customs matters in the cosmetics sector (Wella Group) and later in retail (Printemps Group), including the classification, origin and value of mass-market consumer goods. Chairperson of the International Trade Committee of EuroCommerce in Brussels, 1992-2002. Elected in 2004 as President of the ODASCE association, which promotes the Customs function within businesses. Appointed as French Foreign Trade Adviser in 1999, responsible for chairing the Paris Commission de Formation (Training Board).

### Mr. Robert Smith (to be added)

### Mr. Francisco Jaime King



Born in Mexico City. He holds a Bachelor's degree in Industrial and Systems Engineering from the Monterrey Institute of Technology in Mexico, a Master's degree with distinction in Systems and Management from Lancaster University (England) and a diploma on Foreign Trade and International Business from the Autonomous Technological Institute of Mexico.

Mr. King has served as lecturer in Operational Research and Systems Engineering in several universities in Mexico.

In his professional experience, Mr. King has worked as a consultant in Management and Information Systems in the private sector. In the public sector, he worked at the Cabinet Secretariat of the President's Office in Mexico and as Assistant to the President of Banrural, a Government-Owned bank in Mexico.

His involvement with customs issues dates back to 1987. Since 1990 he is licensed as a Mexican customs broker operating in several customs ports at the

US-Mexico border, on the Gulf of Mexico and on the Pacific coast. From this time, Mr. King has acted as Director General of Servicios Aduanales y Logísticos, a customs brokerage company in Mexico and President of International Warehouses of Brownsville, Inc, a Freight Forwarding and warehousing company in Texas, USA.

Mr. King was actively involved in the Confederation of Customs Brokers' Associations of Mexico, CAAAREM, for several years. Mr. King was responsible for the design and development of many information technology projects undertaken by this organization in the past few years including the prevalidation and electronic submission of customs declarations entries. In 2007, He was elected CAAAREM president for the 2007- 2009 period.

In the International Federation of Customs Brokers Association, IFCBA, Mr. King has participated for several years. He acted as Chairman from 2010 to 2012. Currently Mr. King is engaged in activities for the IFCBA as a member of the Private Sector Consultative Group, PSCG, at the World Customs Organization as well as participating in working groups for the SAFE framework of Standards, the WTO trade facilitation agreement, and the Permanent Technical Committee. In September 2017, Mr. King has been elected as Vice-Chair of the WCO PSCG for the period 2017-2020.

## Day 2

### Keynote speakers

#### Mr. Ivo Havinga



Ivo Havinga is Assistant Director, Chief of Economic Statistics Branch at the United Nations Statistics Division/Department of Economic and Social Affairs (UNSD/DESA) since 2003 and is overall responsible for the domains of national accounts (System of National Accounts, SNA), business statistics and international trade. These domains cover the economy and its link with the environment and the society, and the thematic areas of globalization, digitization, well-being and sustainability that inform the broader measures of economic progress of the SDG indicator framework.

As part of the senior management team of the United Nations Statistics Division, he is closely involved in the implementation of the 2030 Agenda for Sustainable Development and the related Cape Town Global Action Plan for Sustainable Development Data as the global statistical response. He maintains an active and user centered dialogue with partners in the national statistical systems, United Nations bodies and the public and private sector. In line with the 2030 Agenda, he is a strong advocate for a coordinated and integrated policy and statistical approach for the transformation and modernization of the national and international institutional and operational mechanisms. He promotes the use of new data and technologies while ensuring that robust and standards based policy and statistical frameworks are incorporated from the outset in implementation of the 2030 Agenda.

#### Mr. Norman Schenk



Norman Schenk currently chairs the International Chamber of Commerce (ICC) Commission on Customs and Trade, representing the voice of over 45 million businesses worldwide. Norm plays an important role helping to lead private sector engagement with the World Customs Organization (WCO) and is the ICC representative to the WCO Working Group on E-Commerce and Sub-Group on Revenue Collection, of which ICC is co-lead.

Norm is also the Vice President of Global Customs Policy and Public Affairs for UPS. He is responsible for shaping global customs policy and border strategies to facilitate the smooth flow of shipments across international borders.

With more than 30 years of UPS experience, he was the first U.S. employee for the UPS customs brokerage services in Louisville, Ky. which now has grown to more than 3,000 employees. Norm currently serves on advisory committees to the U.S. Department of Homeland Security (DHS), U.S. Department of Commerce (DOC), U.S. Department of State, and the World Customs Organization (WCO).

Norm is also actively involved with the Global Express Association (GEA), Express Association of America (EAA), and the American Association of Exporters & Importers (AAEI). He was appointed to the Commercial Operations Advisory Committee (COAC) in October 2002 and has served two terms on this advisory group to U.S. Customs & Border Protection.

Norm graduated from Widener University in 1979 with a Bachelor of Science degree in business administration and is a licensed customs broker (1985). He resides in Louisville, KY.

## **Dr. Lukas Linsi**



Dr. Lukas Linsi is assistant professor in international political economy at the University of Groningen in the Netherlands. His research explores the politics of economic statistics. He has published in leading academic journals as well as the international news media, and has served as an expert witness on FDI statistics for the UK's International Trade Select Committee. He completed his PhD at the London School of Economics in 2016.

## **Panel three**

### **Mr. Hiroshi TAKAMI**



Mr. Hiroshi Takami was appointed as the Deputy Director-General, Customs and Tariff Bureau, Ministry of Finance (MOF), Japan in July 2018, responsible for a wide range of international affairs including the WCO and WTO matters as well as FTA/EPA negotiations. He joined MOF in 1989 where he has worked in various areas such as tax policies and collection, Multilateral Development Banks(MDBs) and Customs and Tariff. He was stationed twice, for 7 years in total, at the Embassy of Japan in China as the Counselor then Minister.

### **Mr. Cunqiang Zheng**



Mr. Cunqiang Zheng was appointed as Deputy Director-General of Customs National Supervision Bureau of Duty Collection (Guangzhou), GACC in January 2019, responsible for tariff technical affairs, including classification, valuation and origin. Mr. Zheng got first professional degree at Shanghai Customs College in 1984 and has joined in Customs Service for over 34 years, mainly contributed to tariff-related affairs. He has worked on classification area for over 30 years, during which he joined in or led the working group for translation and conversion of all versions of HS into China National Import and Export Tariff, from 1992 to 2017. He worked as the Director of National Centre of Customs Commodity Classification Guangzhou Branch, Guangzhou Customs, China during the period of 2012-2018. He is also one of the key-players for promotion of classification related supporting ideas and action plan for supporting reforms on China Customs procedures, as well as China Customs participation in HS-related international cooperation.

He worked as deputy director of Rules of Origin Office, Duty Collection Department, GACC from 2008 to 2012, during which he seconded Mr. Ping Liu for contributing to enhancing FTA related ROO negotiations with China's trade partners, including ASEAN, RCEP, Australia, Singapore, Peru, Costa Rica, Switzerland, etc.

From 1998 to 1999, Mr. Zheng was selected by Chevening Scholarship and studied at the University of Bristol, UK, and he had received MSC on Planning, Administration and Development course.



## **Moderators**

### **Mr. Ping Liu**

Ping Liu has a professional customs career of more than 30 years, mainly devoted to customs taxation and trade facilitation. In his capacity of Director of the Tariff and Trade Affairs Directorate of the WCO, he is responsible for the overall

management of the WCO's work on Customs revenue collection (the Harmonized System, Customs Valuation and Rules of Origin). Before taking up his current position, Ping held various positions at the General Administration of Customs of China, the Permanent Mission of China to the WTO, the WCO Secretariat and the Permanent Mission of China to the EU. He served as Chairperson of the WCO Technical Committee on Rules of Origin for 7 years, as Chairperson of the WTO Committee on Customs Valuation and as China delegate to the WCO Harmonized System Committee. He was involved in the negotiations and implementation of the market-access commitments in relation to China's accession to the WTO and Free Trade Agreements between China and its trading partners as well as the WTO Trade Facilitation Agreement.

### **Ms. Gael Grooby**



Ms Gael Grooby is the Deputy Director of Tariff and Trade Affairs. She came to the WCO after 27 years in the Australia's Customs administration, with the majority of that time spent in trade areas. Her specialisation was classification, tariff policy and the Nomenclature. When she first joined the Customs administration in Australia, Gael was undertaking a Major in Information Systems and so was naturally drawn to the Nomenclature. Now she has a passion for introducing others to the Nomenclature's intellectual challenges and real world impacts.

### **Mr. Alexey Shcheglov**



Alexey started his career by serving in the Russian Customs, from which he was seconded to the WCO Secretariat in 2001 as project coordinator in charge of the introduction of Russian as a working language for the purposes of the Harmonized System. Between 2003 and 2014 he served as Technical Officer in the WCO Tariff- and Trade Affairs Directorate. He was a delegate to the HS Committee and the HS Review Sub-Committee and chaired the HS Committee Working Party in 2016-2017. He has recently joined the EU-WCO Programme for the Harmonized System in Africa at the WCO Secretariat as Lead HS Expert to support the implementation of the HS by African countries.

### **Mr. Leo Callaghan**



Leo started at Revenue Canada Customs and Excise in 1991 and worked in the classification section of Tariff Programs (Chapter 84) until 1998. He then started working at the World Customs Organization (WCO) as a Technical Officer in the Tariff and Trade Affairs Directorate, Nomenclature Sub-directorate. He worked at the WCO for 8 years, dealing in the high technology Chapters of the Nomenclature (Chapters 84, 85 and 80). Upon his return to Canada, he worked for three years in the International Affairs section of the Canada Border Services Agency (CBSA). He then transferred back to the Tariff and Trade Affairs Directorate in 2009 and became the Canadian Delegate to the Harmonized System Review Sub-Committee. A few years later, he became the Canadian Delegate to the Harmonized System Committee. Currently, Leo has returned to the WCO as a Technical Officer working in Chapters 84-90 of the Nomenclature.