EXPECTED AUDIENCE

- Senior Customs executives responsible for Customs reform, modernization and policy issues, and human resource development;
- Universities and research institutions with an interest in Customs or trade-related research and education;
- Business executives and service providers;
- Representatives of international and regional organizations.

CONTACTS

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CONFERENCE REGISTRATION


REGISTRATION FEES*

<table>
<thead>
<tr>
<th></th>
<th>Up to 15 August 2012</th>
<th>After 15 August 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customs, Universities</td>
<td>1600 DH (~€165)</td>
<td>1850 DH (~€190)</td>
</tr>
<tr>
<td>Business</td>
<td>2250 DH (~€225)</td>
<td>2500 DH (~€250)</td>
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* Price in euro for information purposes only.

METHOD OF PAYMENT

Registration fees must be paid via bank transfer to the «AMAN» association, Banque Populaire, CHARAF Marrakech Agency:
Account N°: 145 450 21116 2818251 000 8 63
Swift Code: BCP OMAMC

For more information, visit the 7th PICARD Conference website:
www.ucam.ac.ma/picard2012
www.wcoomd.org/event_picard2012.htm

THE WORLD CUSTOMS ORGANIZATION
AND
THE CADI AYYAD UNIVERSITY
THE ECOLE NATIONALE DES SCIENCES APPLIQUÉES
THE ECOLE NATIONALE DE COMMERCE ET DE GESTION DE MARRAKECH

WELCOME

THE 7TH ANNUAL CONFERENCE

Marrakech - Morocco
25-27 September 2012
Hotel ATLAS MEDINA

www.ucam.ac.ma/picard2012
www.wcoomd.org/event_picard2012.htm
The WCO PICARD (Partnership in Customs Academic Research and Development) Programme was launched in 2006. Its aim is to provide a platform for promoting the professional standing of Customs and a channel for cooperation between Customs, academic partners and other stakeholders undertaking Customs-related research. It endeavours to prepare leaders for the future of Customs, and coordinates the development of a set of Professional Standards as a foundation for Customs professional education. For a coherent Customs professional body sharing specific and graduated knowledge, competencies and skills, and fully connected to today’s economic and social challenges.

A key aim of the annual PICARD Conferences is to promote high-level exchanges on Customs capacity building and the professionalism of Customs. Participants will have an opportunity to interact with government, commercial and academic counterparts. The PICARD Conference 2012 aims at “Promoting Research-based Knowledge to Support Customs Decision-making”. It will focus on the following 3 topics:

1. Emerging and evolving risks
2. The Impact of Regional Economic Integration and Preferential Trade Arrangements on Customs Services

This 7th Conference will consist of:

- Plenary Conference;
- Interactive sessions focusing on each of the study topics, combining introductory communications, round tables facilitated by academics and Customs experts, and oral presentations of selected research papers;
- Brainstorming workshops on future challenges for Customs Professionalism and for the PICARD 2020 strategy;
- Plenty of opportunities for networking (intersessional breaks, cocktail party, dinner);
- In the margins of the Conference, there will be sightseeing tours of Marrakech and the surrounding area.

The Conference will be held in English and French. There will be interpretation in these two languages.