



FUSING DATA TO TRANSFORM BUSINESS PROCESSES

2010 WCO IT Conference & Exhibition
28-30 April 2010 • Burlington Hotel • Dublin • Ireland

Hosted By



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Who will attend?

Customs authorities, the IT sector, the broader business community, governmental and trade organisations, lending institutions, representatives from border regulatory agencies, and others involved in the international trade arena.

For further information about the Conference: Visit the WCO events website:

<http://events.wcoomd.org>

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2010 WCO IT Conference & Exhibition Burlington Hotel, Dublin: 28 to 30 April 2010

Fusing Data to Transform Business Processes

17.00 – 19.00

Registration Desk Open

19.00 - 20.30

Welcome cocktail**Sponsored by : Intracom IT Services & IBM**

Day 1: Wednesday 28 April 2010

08.30 – 18.30

Registration Desk Open**Official Opening**

10.00 – 11.00

Opening Ceremony of the 2010 WCO IT Conference & Exhibition

- **Welcoming Video**

**VIP Exhibition
Tour**

11.00 – 11.45

- *Mr. **Conor Lenihan T.D.**, Minister for Science, Technology & Innovation*
- *Ms. **Josephine Feehily**, Chairman, Office of the Revenue Commissioners*
- *Mr. **Sergio Mujica**, Deputy Secretary-General, WCO*

11.00 – 11.30

Refreshment and contact break**Keynote
Speeches**

11.45 – 13.00

- *Mr. **John Herlihy**, Vice President Global Ad Operations and head of Google in Ireland*
- *Mr. **Dave Rich**, Managing Director, Accenture Analytics - Global Managing Director, Customer Relationship Management*

13.00 -14.30

Buffet lunch



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Conference Chair	Mr. Allen Bruford , Deputy Director, Compliance & Facilitation, WCO
14.30-15.00 The World Bank Vision	<ul style="list-style-type: none"> • Mr. Tom Doyle of the World Bank presents the newly released "Border Management Modernization" practical guide focusing on interoperability, identity management and the virtual border
Panel 1: Business Transformation 15:00-16:30	<i>The cornerstone of this year's event is an analysis of how core business in customs can be transformed by the use of information from various sources in new and exciting ways</i>
Moderator	Prof. Yaohua Tan , ITAIDE
	<ul style="list-style-type: none"> • Mr. Liam Ryan, CIO, Office of the Revenue Commissioners • Mr. Stephen McGibbon, Regional Technology, Microsoft • Mr. Thomas Marten, SITA
16:30-17:00	Refreshment and contact break
Panel 2: Border Surveillance and Data Integration 17:00-18:30	<i>Data Integration from a disparate range of sources is key to many modern approaches to border surveillance.</i>
Moderator:	Mr. Christophe Renard , COTECNA
	<ul style="list-style-type: none"> • Mr. Tony Roulston, Australian Maritime Identification System • Mr. Igbal Babayev, Azerbaijan Customs, Key Management Principles of e-Customs Project • Mr. Miroslaw Zielinski, Director TAXUD
20.00-22.30	GALA DINNER Mansion House – Round Room <i>Hosted by</i> Ms Josephine Feehily Chairman, Office of the Revenue Commissioners Irish Tax & Customs



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**Conference
Chair**

Mr. **Allen Bruford**, Deputy Director, Compliance & Facilitation, WCO

**Panel 3: Fair
and Accurate
Revenue**
09:30-11:30

The economic crisis saw renewed emphasis upon the fundamental and primal role of revenue collection for Customs administrations. As the world emerges from that crisis, how can IT and improved data management help with this vital task?

Moderator:

Mr. **Jean-François Betbeder** BULL

- Mr. **Norbert Kouwenhaven**, IBM
- Mr. **Dietmar Jost**, Booz & Co.
- Mr. **Julien Pauwel**, Deloitte
- Mr. **Sam Akwasi Yankyera**, Ghana Customs

11.30-12.00

Refreshment & Contact Break
Sponsored by Blue Infinity

**National
Administrations**
12:00-13:30

Four leading Customs administrations will discuss “admissibility and risk assessment.”

Moderator:

Mr. **Nick Small**, Crown Agents

- Ms. **Stella Jarvis**, HM Revenue & Customs, UK
- Mr. **Jian Liu**, Mission of China to the EU
&
Mr. **Cao Quan**, China Customs
- Mr. **Charles Armstrong**, US Customs Border Protection
- Mr. **Byungjo Sohn**, Korea Customs Service

13.30-15.00

Buffet Lunch

Sponsored by
ICS- Inspection & Control Services



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Company break-outs

Companies participating in the 2010 WCO IT Conference & Exhibition will provide detailed insight into their solutions for Customs administrations.

Time	Room	Break-out <i>Possibility of interpretation into English/French</i> Room A Moderator: Professor David Widdowson, Canberra University	Break-out <i>No interpretation English only</i> Room B Moderator: Professor Michael Wolfgang, University of Munster	Break-out <i>No interpretation English only</i> Room C Moderator: Mr. Bryce Blegen, Trusted Trade Alliance
15.00-15.15	Accenture		ICS	WCO (Data Model V3)
15.15-15.30				
15.30-15.45	Bull	Intracom IT Services & IBM		
15.45-16.00	Oracle			
16.00-16.15	Detica		Blue Infinity	
16.15-16.30			Hologram Industries	
16.30-16.45	Refreshment and contact break			
16.45- 17.00	Webb Fontaine		Uni-Pass	Australian Customs (AMIS)
17.00-17.15			ERP	
17.15-17.30	SITA		Accenture	
17.30-17.45				
19.30-22.00	Traditional Irish Evening <i>hosted by</i> Accenture			



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**Panel 4:
Customs and
Trade Working
in Partnership**

09:30-11:30

The WCO theme for 2010 is trade partnership and there has always been a strong relationship between Government and the private sector to manage trade. This panel appropriately sees a mixture of Customs and private sector speakers address various aspects of this complex partnership.

Moderator:

Mr. **John Bescec**, Microsoft

- Mr. **Colm Leonard**, IBEC
- Mr. **Roman Bronowski**, EurTradeNet
&
- Ms. **Maite Miret**
- Mr. **Aref A. Fetyani**, Jordanian Customs
- Ms. **Alina Halloran**, OpSec Security

11.30-12.00

Refreshment & Contact Break

**Panel 5: Data
Interoperability
and Standards**

12:00-13:30

A key to the better use of information by all parties involved in international trade is interoperability based upon the wide acceptance and use of international standards.

Moderator

Mr. **Albert Menashe**, Intracom IT Services Denmark

- Mr. **Christopher Regenhardt**, Schenker Ireland Ltd.
- Mr. **John Borrás**, OASIS
- Mr. **Jose Rubiato**, UNCTAD ASYCUDA

**Closing
Speeches**

13.30-14.00

- Mr. **Sergio Mujica**, Deputy Secretary-General, WCO
- Ms **Josephine Feehily**, Chairman, Office of the Revenue Commissioners