



**WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES**

Established in 1952 as the Customs Co-operation Council
Créée en 1952 sous le nom de Conseil de coopération douanière

The Secretary General

10.HL-0238/R.P.

Brussels, 22 July 2010.

Dear Madam,
Dear Sir,

I am writing to invite your Administration/Organization to participate in the 2010 PICARD Conference, which will be jointly organized by the World Customs Organization (WCO) and the International Network of Customs Universities (INCU) and co-hosted by the Centre for Customs and Excise Studies of the University of Canberra and the Abu Dhabi University Knowledge Group.

Due to unforeseen circumstances, the Conference had to be postponed and will now be held **from 23 to 25 November 2010** at the Crowne Plaza Hotel Yas Island, Abu Dhabi.

The WCO is an independent international organization with 176 Members representing 98 % of world trade. Its primary objective is to develop international standards for Customs and to enhance Customs modernization for the benefit of international global trade, the development of emerging economies and poverty reduction.

Well-functioning Customs services are a vital asset for any country's trade and economy. To cope with the challenges of globalization and to successfully implement a modern agenda on trade facilitation and trade security, there is an essential need for strategic management ability to meet the broadened economic challenges facing Customs services in the 21st Century.

The WCO has recognized this need for professional Customs management standards and to raise the academic profile of the Customs profession through the development and promotion of educational programmes, academic and applied research and intellectual input to strategic decision-making.

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The WCO PICARD Programme (Partnership in Customs Academic Research and Development) was therefore launched in 2006 to provide a framework for co-operation between Customs and the academic world. In parallel, through PICARD, academic institutions have created the International Network of Customs Universities (INCU) and, working together, the WCO and INCU have progressed a range of initiatives in the areas of educational programmes, professional standards and academic research and development.

This year's PICARD Conference, in Abu Dhabi, will build on the success of the previous Conferences (Brussels 2006 and 2007, Shanghai 2008 and Costa Rica 2009) and will provide participants with an opportunity to interact with their government, and with commercial and academic counterparts from around the world.

The Conference is intended for :

- Senior Customs executives responsible for
 - Customs reform and modernization strategies;
 - Strategic management and planning; or
 - Trade policy issues;
- Representatives of universities and research institutions with an interest in Customs-related research and education;
- Trade executives and service providers;
- Representatives from Donor and other International Organizations.

A key aim of the Conference is to provide a truly global representation of the issues and, consequently, it is intended to include presentations that represent diverse geographic views.

The 2010 PICARD Conference will focus on the following specific issues :

Custom-Business partnerships

- examining the objectives and expectations of such partnerships, and ways to improve public and private sector performance through partnerships;

Performance measurement

- with a view to identifying appropriate methods to measure and benchmark Customs performance;

Customs and Revenue collection derived from Customs duties, VAT, and other taxes on traded goods

- with a focus on ways of mitigating revenue risks caused by misclassification and misdescription, under-valuation, over-valuation, origin fraud, informal trade, and corruption;

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The impact of climate change on international trade and Customs management in the post-Copenhagen era

- the consequences of climate change policies on trade facilitation, revenue collection, and supply chain security, with a focus on issues such as border tax adjustments (BTAs), carbon leakage, VAT fraud on carbon credits, trade barriers to Clean Development Mechanisms (especially clean technologies).

The conference will be held in English, with interpretation in French, Arabic and Spanish.

For further information please visit the WCO or PICARD 2010

Web sites :

<http://www.wcoomd.org/event.htm>.

<http://www.picard-abudhabi.com>

Registration will remain open until 29 October 2010. More detailed information is given on the on-line registration form :

<http://www.picard-abudhabi.com/register>

Should you have any questions regarding the Conference, please ask your staff to contact my Director of Capacity Building, Mr. Lars Karlsson (lars.karlsson@wcoomd.org), or the PICARD Programme Manager, Mrs. Riitta Passi (Riitta.passi@wcoomd.org, Tel: +32 2 209 9641, Mobile: +32 498 56 63 84).

I do hope that you will be able to be represented at the PICARD Conference.

Yours faithfully,



Kunio Mikuriya.