



WORLD CUSTOMS ORGANIZATION

in conjunction with



**TRUSTED TRADE
ALLIANCE**

World Customs Forum 2010

**BUILDING MOMENTUM
FOR EFFECTIVE
PARTNERSHIP**

Globally Networked Customs
and the Private Sector

BUILDING MOMENTUM FOR EFFECTIVE PARTNERSHIP

Globally Networked Customs and the Private Sector

6-7 October 2010

**Renaissance Polat Hotel
Istanbul, Turkey**

*Jointly organized by
the World Customs Organization (WCO) and the Trusted Trade Alliance
in conjunction with Turkish Customs*



Background

Key thought leaders from around the world, including policymakers from Customs administrations and multilateral organizations, leading representatives of major trade and industry advocacy groups, recognized experts in global trade, supply chain security and trade law, as well as stakeholders from the logistics industry and other governmental agencies will meet at the World Customs Forum 2010 to focus on the critical role of Customs and the private sector in facilitating international trade through partnership.

The World Customs Forum, which is being held for the fourth time and for the first time ever in Istanbul, the 2010 European Capital of Culture, represents a unique partnership between the public and private sector. As the only WCO-sponsored conference in 2010 focused on fostering global public/private dialogue, it is a singular opportunity for participants from Customs and the private sector to exchange views in an open forum on public/private best practices, on the challenges facing the international trading environment, and on the latest policy-related trends.

Objectives

- ⇒ Learn about best practices in border management from leading Customs administrations, the WCO and the private sector;
- ⇒ Hear from leading experts on key strategic initiatives including Globally Networked Customs, Coordinated Border Management, and Intelligence Driven Risk Management.
- ⇒ Understand the implications of new customs policies and initiatives for the private sector, and provide input to decision makers on the priorities of traders.
- ⇒ Network with an outstanding array of international leaders in Customs, Trade and Transport logistics in a wonderful location

How will this event play a strategic role?

The WCO has designated 2010 as the Year of the Customs-Business Partnership and this year's World Customs Forum will explore specific aspects of this partnership from a Customs and a private sector perspective with the aim of strengthening it further to enhance the performance of all key global trade stakeholders.

Turkey is strategically located at the cross-roads of Asia and Europe, and this nexus of large-scale movements of goods and people makes the role of Customs critical. Without collaboration between Customs and the trade, efficient management of borders is far more difficult. The World Customs Forum 2010 will, therefore, explore innovative ways to make border management more efficient through cooperation.

What you will gain by attending this conference?

- Hear what the WCO and its Members across the globe are doing to implement their Customs in the 21st Century vision, in particular the Customs-to-Customs data sharing and coordination contemplated under the Globally Networked Customs initiative, and the direct impact these initiatives could have on traders.
- Engage in a dialogue on the role of WCO instruments such as the Data Model and other standards that can facilitate the next generation of eCustoms.
- Expand your understanding of the continuing international roll-out of programmes under the WCO SAFE Framework of Standards and its integral AEO concept, and how direct trade involvement is crucial to ensuring effective outcomes.
- Explore new areas of opportunity for the trade facilitation agenda, such as self-assessment, collaborative data sharing, and cross-agency cooperation, particularly international trade and Single Window developments.
- Benchmark best practices with top private sector players who are already implementing global strategies to meet the new global regulatory trends.

About the World Customs Organization

With a membership consisting of virtually all Customs administrations globally, the WCO is renowned for developing effective trade instruments and standards designed to positively impact today's trading environment. With 176 Members around the world, the WCO can rightly call itself the voice of the international Customs community and the centre of global Customs expertise.

About the Trusted Trade Alliance

The Trusted Trade Alliance is comprised of an integrated team of professionals located in more than 15 offices on six continents across the globe. Providing consulting in the fields of import and export compliance optimization, supply-chain security and risk mitigation, and cross-border trade, TTA also focuses on trade advocacy services for the private sector, educational and training programs for both the private and public sector, and technology assessments for companies looking to implement trade software solutions.

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Online registration and more information

www.wcoomd.org/event.htm

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