



WORLD CUSTOMS ORGANIZATION

# 2011 WORLD CUSTOMS AND TRADE FORUM

酒店 长隆 广州 中国 2011年11月24日 - 25日  
Hotel Chimelong Guangzhou China 24-25 November 2011

## Knowledge, a Catalyst for Customs Excellence

*Sharing Knowledge: Inspiration for Trade Development and Economic Prosperity*

# 知识



Hosted by  
**General Administration of  
China Customs**



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## YOU THINK OF CUSTOMS?

## WE HAVE SOLUTIONS!

The complexities of global trade can be overwhelming. And yet keeping abreast of the latest customs regulations and customs initiatives is vital to ensuring the smooth flow of goods across international borders. One business that knows more than most about this crucial area of the export and import processes is MIC Customs Solutions.

MIC has its roots in Europe. It was founded in 1989 and established itself as an early and continuing market-leader in multi-country import/export customs clearance with direct electronic communication to the national customs administrations' systems (self clearance).

MIC has also created industry-leading global compliance management tools for multi-country classification (MIC CCS) and for multi-treaty preferential origin calculation (FTA Management) including the management of supplier declarations (MIC OCS);

MIC customs software saves companies time, energy and money through the automation of customs import/export processing across the customs supply chain. Over the past 20 years, MIC's software has been implemented at many global Fortune 500 firms across all industries, enabling efficient, compliant customs processes in over 40 countries on five continents, with operationally tested and proven solutions.



## WHAT DISTINGUISHES US?

- Country-specific solutions
- Cost savings and transparency across the customs supply chain
- Compliance through close contact with regional authorities and business specialists
- Customs software, services and project management from a single source
- International experience in project execution, implementation and integration of products into existing company processes complying with the Capability Maturity Model Integration(r) standard
- 20 years of customer satisfaction and a commitment to meeting clients' needs, for today and tomorrow
- One system, one database, one user interface, one maintenance and support center means
  - A single system for global and/or regional customs authority integration
  - Maintenance and support of global changes to national legal requirements
  - Certified Project Management Professionals® (PMP)

## MIC Customs Solutions

Hafenstr.24  
4020 Linz, Austria  
tel.: +43(0)732778496-0  
fax.: +43(0)732778496-600  
www.mic-cust.com

### QUICK facts

Leading customs software supplier to automotive industry with 22,3% global market share

Used by more than 700 customers, in more than 40 countries, on five continents

existing customers

**General Motors, Daimler, Ford Motor Europe, PSA Peugeot Citroën Group, Hyundai Motor Europe, Scania, BMW, Delphi, Magna Steyr, Yazaki, Daimler Trucks NA, Bosch, Mahle**



- State-of-the-art technologies (Java-based user interface)

## MIC PRODUCT SUITE

- Multi-Country Import and Export Customs Clearance with Direct Electronic Communication to the National Customs Administrations' Systems
- Single Authorization for Simplified Procedures (SASP)
- Bonded Warehouse, Inward Processing Relief (Duty Drawback & Suspension), Outward Processing Relief, Processing under Customs Control, Free Trade Zone
- Automatic Conversion of Export Data into Import Data - Global Trade Data Chain (GTDC)
- Intrastat Reporting (for all 27 EU Member Countries), New Computerized Transit System (NCTS), Excise Movement Control System (EMCS), Import Control System (ICS / ENS)
- Rules based Classification Automation (Global Product Classification)
- Automated Origin Calculation and Supplier Solicitation (50+ FTAs fully supported)
- Sanction List Screening

All MIC products are available as in-house installation or as hosted solution (Software as a Service).

**FOR MORE INFORMATION SEE**  
www.mic-cust.com

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### New IPR tool bolsters Customs-Business partnership

WCO's new tool to combat counterfeiting and piracy, known as Interface Public-Members (IPM), was launched by the WCO after signing the Cotonou Declaration (a Chirac Foundation initiative to ensure access to safe medicine in Africa) in June 2010 as a symbolic gesture of the Customs community's commitment to stopping the trade in fake medicines as part of a united front.

IPM consists of an online database enabling Rights Holders to provide Customs field officers with real-time data on their products as well as information making it possible to distinguish between "genuine" and "fake" goods. Customs field officers can access this information and training tool, free of charge, anywhere in the world via simple and secure user interfaces in their own language.

To date, 65 Customs administrations representing every continent have expressed an interest in using IPM. Approximately 32 countries currently have access to the tool.

As for Rights Holders, the tool is accessible to international companies and single-country businesses alike.

The WCO expects up to 100 rights holders to have signed up to the IPM by the end of 2011 based on feedback obtained and agreements signed.

#### Contact

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Tel. : +32 2 209 94 11

#### More information

Website: <http://ipmpromo.wcoomdpublications.org>



## Welcome Address



**Dear Participants,**

It gives me great pleasure to welcome you to the 2011 WCO Customs and Trade Forum being held in the beautiful and historic city of Guangzhou, long a centre of culture and fine cuisine. On that last point, Cantonese food is world famous for its quality and variety leading to the old Chinese proverb that says one should “live in Hangzhou, dine in Guangzhou, and die in Liuzhou,” as I am reliably informed that these cities have, respectively, the best views, the best food, and the best wood for coffins.

I am sure that all of us shall have the chance to appreciate the great food for which this city is so famous, as well as enjoy the lovely Pearl River Delta that has provided the basis for Guangzhou’s long history as a major trading port going back many years into China’s ancient past.

The WCO Customs and Trade Forum has traditionally provided an exceptional platform for Customs and our key partners in trade, transport logistics and elsewhere in Government, to meet in convivial surroundings and discuss matters of joint interest. The theme has been built around the concept of knowledge management which is a critical aspect of the WCO’s “Customs in the 21st Century” strategy and was the theme for this year’s International Customs Day.

During the conference you will discover new approaches to sharing information and other approaches to better use the knowledge we collectively possess. Top class speakers will provide insight into current and expected challenges in the business world and, as is always the case, the conference will provide an opportunity to meet potential partners and associates with a shared interest in trade facilitation, improving supply chain management, maximizing cooperation amongst border stakeholders and enhancing border security.

In parallel with the conference, the exhibition will offer quality networking and marketing opportunities for participants and vendors alike. Here you will acquire first hand information from suppliers and users on trends, technologies and solutions whilst viewing the latest business solutions that are available specifically for the international Customs and trade market.

A programme and floor plan with further information about the conference and the exhibition is included with this brochure for your convenience.

I hope that you enjoy the event.

My very best wishes,

**Kunio Mikuriya**  
Secretary General  
World Customs Organization

## Welcome Address from Minister YU Guangzhou, General Administration of China Customs



On behalf of China Customs, I welcome all of you to the 2011 World Customs and Trade Forum to be held in the beautiful city of Guangzhou. China Customs takes the pride to host such a significant event which brings together high-level representatives from world Customs community, international organizations, trade circles, academic sphere and other related fields to discuss subjects of key importance.

Since China's accession to the World Customs Organization (WCO) in 1983, China Customs has been fully engaged in the WCO affairs. Until the end of this year, China Customs will have been hosting A/P Regional Intelligence Liaison Office (RILO) for 2 consecutive terms and Shanghai Customs College, serving as one of WCO A/P Training Centers (RTCs), has trained over 400 Customs officers for the region. China Customs was also among the first of WCO members to sign the letter of intent to implement the WCO SAFE Framework. China Customs will work as ever to establish closer cooperation with other Customs administrations and cooperative partnership with the trade in an effort to build a harmonious and efficient clearance environment for the development of Customs reform and world economic recovery.

Currently, the world economy is gradually recovering from global economic recession, however there are still uncertainties and instabilities. To speed up the recovery, world Customs administrations need to enhance cooperation and Customs and trade need to strengthen partnership to ensure sustainable and healthy economic growth. Against the background, the 2011 World Customs and Trade Forum set as its theme "Knowledge, A Catalyst for Customs Excellence; Sharing Knowledge: Inspiration for Trade Development and Economic Prosperity". Participants of the Forum will share views on the vision for the Customs in the 21st Century and such important topics as knowledge application, knowledge management, knowledge sharing and Customs-trade partnership. I believe through our discussion, we will find new ways to make full use of knowledge as a catalyst for Customs excellence and trade glory, and with our concerted effort, the world economy will glow its new vitality and embrace its new spring in the near future.

**YU Guangzhou**  
Minister of the General  
Administration of China Customs

## Speakers



**Kunio Mikuriya**  
Secretary General,  
World Customs Organization



**YU Guangzhou**  
Director of the Leading Board  
and Minister of the General  
Administration of  
China Customs



**SUN Yibiao**  
Vice Minister of the General  
Administration of  
China Customs



**ZHAO Yufang**  
Vice Governor of Guangdong  
province



**CHEN Hong**  
Trade Representative - China



**Derek Woodward**  
CAPEC - UPS

## Keynote Speakers



**ZHU Gaozhang**  
World Customs Organization



**JIANG Zhaokang**  
GTC Commerce, Inc. / Trusted  
Trade Alliance, LLC



**James Kuleiye**  
Customs, East African  
Community Secretariat



**XU Wenrong**  
GACC



**Patricia Griffiths**  
ICC/WCF



**GU Feng**  
SAIC Motor Corporation

## Panelists



**Susanne Aigner**  
World Customs Organization  
**Conference Chair**



**Yong Kian Fong**  
Singapore Customs



**Jérôme Fournel**  
French Customs



**Dato' Sri Mohamed Khalid  
bin Haji Yusuf**  
Royal Malaysian Customs  
Department



**Jim Canham**  
Accenture



**Ilsok Chung**  
Korea Customs Service (KCS)



**Donna Dong**  
Microsoft



**Reinhard Fischer**  
Deutsche Post, DHL



**Alexander Goulandris**  
Electronic Shipping Solutions



**Mark Hill**  
DCTA



**Hussam Juma Mohammed**  
United Arab Emirates



**Shincih Ishii**  
Nomura Research Institute



**Maka Khvedelidze**  
Georgia Revenue Service



**Steve Morris**  
FIATA



**Slawomir Pichor**  
EUBAM



**QU Denny**  
CAPEC – TNT



**Omar Rached**  
CCS, Brazil



**Marcos Regis Silva**  
CITES



**Bettina Vogl Lang**  
Ministry of Finance, Austria



**Mats Wicktor**  
UN/CEFACT



**Ni Yun**  
GACC

## Moderators



**Bryce Blegen**  
Trusted Trade Alliance



**CHANG Kian-Chuan**  
CAPEC – FDX



**Tom Doyle**  
Accenture



**Dietmar Jost**  
Global Express Association



**JU Susan**  
PricewaterhouseCoopers



**Gareth Lewis**  
WCO



## WCO news



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# Customs Training for the Private Sector



## PARTNERSHIP

The World Customs Organization has the knowledge, Demos group brings it to you!

Demos Group fulfils the training needs of the private sector to encourage economic growth and ease international trade. Working closely together with the WCO, we bring together the foremost experts in customs and trade matters to meet the demands of a complex international and cross border trading system.

## Demos Group

### A leader in the learning and development sector

Demos Group is a global player in professional training. Demos' core business provides commercial, public, and not-for-profit organisations and individuals continuing professional development through formal classroom-based, and/or distance learning training programmes enhanced by learning technologies. In addition, the Group offers a full range of services associated with the knowledge economy, such as management and human capital consulting, skills management, and the dissemination of educational material.

### A successful business model that can be implemented internationally

Demos operates in 16 countries and in all major French cities. Its demonstrated ability to combine strong organic growth with effective acquisitions enables its continued international and local market growth. The diversity of Demos' services, its demanding quality standards, its continued focus on innovative research and its flexible business model make it a market leader in professional training.

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In 2010, Demos Group has achieved revenue of €102.2 million (+ 6.3%) and operating profit of €5.7 million (+ 28.3%). Net profit from consolidated companies, i.e. before linear amortization of goodwill (French GAAP), amounted to €3.2 million. After recognition of goodwill amortization (€2.2 million), annual net profit - Group share - was 79% higher year on year at €1.0 million.

Demos Group proposes all types of training, and our advisors, specialising in business lines or activity sectors, will help you achieve your learning objective.

### Demos Group offers you:

- 2,200 open training courses (across all subjects)
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- Blended solutions options, combining classroom lessons and distance training to provide you with the most comprehensive training possible.
- 39 years of experience
- 35 sites across the world, in 16 countries and on each of the 5 continents
- 200,000 people trained each year (across all training approaches)
- A network of 5,000 expert trainers
- 700 employees across the globe
- Subject matter experts in customs
- Answers to your questions

## CONTACT US

Present all over the world through its partners and networks, and fully established in 16 countries, the Demos group boasts real international expertise and a global network to support you in your training activities wherever you may be.

For inquiries regarding the WCO modules, contact us at [info@wcoomdtraining.org](mailto:info@wcoomdtraining.org)

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# Agenda

## Wednesday, 23 November 2011

08.30 – 18.30 Registration

18.00 Welcome Cocktail  
Hosted by: GACC



## Day 1: Thursday, 24 November 2011

08.30 – 12.00 Registration

09.00 **Opening Ceremony: 2011 The WCO Year of Knowledge**

**Mr. YU Guangzhou**, Director of the Leading Board and Minister of the General Administration of China Customs (GACC)

**Ms. ZHAO Yufang**, Vice Governor of Guangdong province

**Mr. Kunio Mikuriya**, Secretary General, World Customs Organization

**Mr. CHEN Hong**, Trade Representative - China

**Mr. Derek Woodward**, Chair, Conference of Asia Pacific Express Carriers (CAPEC)

*VIP Exhibition Tour*

*Photo session*

Refreshment and networking break  
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### Session 1

#### **“Customs in the 21<sup>st</sup> Century”**

10.00 *Keynote: Mr. Derek Woodward*, Chair, Conference of Asia Pacific Express Carriers (CAPEC)

10.30 **Round Table: A Professional Knowledge-based Service Culture**

*Facilitator: Mr. Tom Doyle*, Accenture

- **Mr. Yong Kian Fong**, Singapore Customs
- **Mr. Jérôme Fournel**, French Customs
- **Dato’ Sri Mohamed Khalid bin Haji Yusuf**, Royal Malaysian Customs Department

12.00 Lunch and networking break  
Sponsored by: CAPEC



### Session 2

#### **“Customs in the 21<sup>st</sup> Century” continued**

13.30 *Keynote: Mr. ZHU Gaozhang*, Director Compliance and Facilitation, WCO

- 14.00 *Panel Discussion: Intelligence Driven Risk Management; Crucial to Industry and Customs!*  
 Moderator: **Mr. Dietmar Jost**, Global Express Association (GEA)
- **Ms. Bettina Vogl-Lang**, Deputy Director General, Ministry of Finance, Austria
  - **Ms. NI Yun**, GACC
  - **Dato' Sri Mohamed Khalid bin Haji Yusuf**, Royal Malaysian Customs Department
  - **Mr. Marcos Regis Silva**, CITES

- 15.30 Refreshment and networking break  
 Sponsored by: Accenture



**Session 3**

**Operational Knowledge: The Vital Role of Trade**

- 16.00 *Keynote: Mr. JIANG Zhaokang*, President, GTC Commerce, Inc. / Managing Director for Asia, Trusted Trade Alliance, LLC

- 16.30 *Panel Discussion: End to End Supply Chains: Public-Private Partnership in Operation*  
 Moderator: **Mr. Bryce Blegen**, Trusted Trade Alliance
- **Ms. Maka Khvedelidze**, Georgia Revenue Service
  - **Mr. Omar Rached**, Managing Director, CCS, Brazil
  - **Mr. Steve Morris**, FIATA
  - **Mr. QU Denny**, CAPEC

- 18.00 End of day one

- 18.30 Gala Dinner  
 Hosted by: **People's Government of Guangdong province**

- 20.30 Customs Culture Performance by: **China Customs**

**Day 2: Friday, 25 November 2011**

- 08.30 – 12.00 Registration

**Session 4**

**Knowledge Creation: The Importance of Dialogue and Experience**

- 09.00 *Keynote: Mr. James Kuleiye*, Deputy Director Customs, East African Community Secretariat

- 09.30 *Panel Discussion: Does Informal Communication Beat Formality? : Electronic Communication; Removing the Human Interface*

Moderator: **Mr. CHANG Kian-Chuan**, CAPEC

- **Mr. Reinhard Fischer**, Deutsche Post, DHL
- **Mr. Jim Canham**, Accenture
- **Mr. Hussam Juma Mohammed**, United Arab Emirates

- 10.30 Refreshment and networking break  
 Sponsored by: MIC





**Session 5**

***The Role of Information and Data in Knowledge Management***

11.00 Keynote: Mr. XU Wenrong, GACC

11.30 Panel Discussion: **Standards: Settling on the Way Forward?**

Moderator: Ms. JU Susan, PricewaterhouseCoopers, Worldtrade Management Services (Shanghai) Co., Limited, Beijing Branch

- Mr. Mats Wicktor, Vice-Chair UN/CEFACT
- Ms. Donna Dong, Trade Director for the APEC region, Microsoft
- Mr. Ilsok Chung, Korea Customs Service

12.30 Lunch and networking time  
Sponsored by: SAIC Motor Corporation



**Session 6**

***Customs-Trade Partnership: Is open debate the best means to foster knowledge exchange?***

14.00 Keynote: Ms. Patricia Griffiths, International Chambers of Commerce/World Chambers Federation ICC/WCF

14.30 Panel Discussion: **Technology, a Substitute for Experience?**

Moderator: Mr. Gareth Lewis, WCO

- Mr. Alexander Goulandris, CEO, Electronic Shipping Solutions
- Mr. Slawomir Pichor, EU Border Assistance Mission (EUBAM)
- Mr. Mark Hill, Digital Coding and Tracking Association (DCTA)
- Mr. Shincihi Ishii, Nomura Research Institute

15.30 Refreshment and networking break  
Sponsored by: Prognoz



**Session 7**

***Knowledge, the Key Investment for all Our Futures***

16.00 Keynote: Mr. GU Feng, SAIC Motor Corporation

16.30 Wrap-up and Close of Conference

Ms. Susanne Aigner, Deputy Director, World Customs Organization

Mr. SUN Yibiao, Vice Minister of General Administration of China Customs

Mr. Kunio Mikuriya, Secretary General, World Customs Organization

Mr. ZHU Gaozhang, Director Compliance and Facilitation, WCO

18.00 Dinner, sponsored by: **World Customs & Trade Forum Sponsors**

19.30 International Circus, sponsored by: **GACC**

**Saturday, 26 November 2011**

08.00 – 12.00 Social Event: City Tour Hosted by: GACC



## Sponsors and Exhibitors

### Conference of Asia Pacific Express Carriers (CAPEC) Corporate Sponsor



The Conference of Asia Pacific Express Carriers (CAPEC) has been representing the interests of the express delivery services industry in the Asia Pacific since 1996.

Supply chain connectivity is a critical aspect of an economy's competitive advantage in a global economy based on networks – the conduits for the flow of goods, services, capital, information and ideas around the world. Businesses increasingly demand fast and reliable links to international markets and supply chains. Reducing time-to-market is critical in today's just-in-time world. Express delivery services provide these essential links in the global value chains, with new routes to fast growing markets.

CAPEC engages governments, regulatory authorities and other stakeholders based on genuine dialogue, relevance and authenticity leading to credibility and trust, to positively shape the public policy debate and outcome. Our core objectives are:

- (1) to develop a conducive business and regulatory environment for the express delivery services industry; and
- (2) to facilitate trade expansion and economic growth in the region.

Our achievements:

- Partnered the APEC 2009 Chair in developing and launching the APEC Supply Chain Connectivity Initiative, and the 2010 and 2011 Chairs in implementing the initiatives.
- Led the policy dialogue with the ASEAN Economic Ministers in August 2010, with 14 policy recommendations for the ASEAN Connectivity Master Plan.
- Engaged governments to improve legislation and regulations on market access, customs facilitation and supply chain security.

We strongly believe that an effective public-private partnership forms the important bridge between government policies and business needs. [www.capec.org](http://www.capec.org)



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SAIC Motor Corporation Limited ("SAIC Motor" for short), whose predecessor was Shanghai Automotive Company Ltd., went public in November 1997 and was listed on Shanghai Stock Exchange with the stock code 600104. Restructured in 2006, it is now the largest listed vehicle-making corporation on the Chinese A-share stock market. By December 31, 2010, the Corporation had a total capital stock of 9.24 billion shares, consolidated total assets of RMB 228.84 billion, and a total headcount of over 70,000 employees. Currently its controlling shareholder is Shanghai Automotive Industry Corporation (Group).

The main businesses of SAIC Motor include R&D, production and sales of vehicles (including passenger and commercial vehicles) and components (including power train, chassis, electronic and electric parts) that are closely related with the vehicle development, as well as the auto financial business that is closely related with the automotive business.

Major companies under SAIC Motor are vehicle makers like SAIC Motor Manufacturing Co., Ltd., SAIC Motor Commercial Vehicle Company, Ltd., Shanghai Volkswagen Automotive Co. Ltd., Shanghai General Motors Co., Ltd., Shanghai Sunwin Bus Corporation, SAIC-GM Wuling Automobile Co., Ltd., Nanjing IVECO, SAIC-IVECO Hongyan Commercial Vehicle Co., Ltd., etc. and parts manufacturers that are closely related with vehicle development, such as Shanghai Automobile Gear Works, United Automotive Electronic System Co., Ltd., and Shanghai Diesel Engine Co., Ltd., as well as auto finance companies like Shanghai Automotive Group Finance Co., Ltd.

In 2010, SAIC Motor sold over 3.583 million vehicles, thus becoming the first of the vehicle-making groups in China with the annual sales volume exceeding 3 million units, and ranking 8<sup>th</sup> in the automotive industry in the world in terms of sales volume.

### AMWAY (CHINA) CO., LTD.



Amway (China) Co., Limited (ACCL) is a large-scale, US-invested manufacturing and distribution company. With the vision of "helping people live better lives", ACCL provides high-quality products under the categories of Nutrilite food supplements, Artistry skincare and cosmetics, personal care, household cleaning products, home tech. For many years, ACCL has been in the list of top 100 foreign enterprises and largest tax-payers in China.



## Accenture

Accenture works with Customs and Border Management Agencies around the world to help them define and achieve their vision. We bring a combination of innovative thinking and proven implementation capabilities to drive high performance throughout your Agency.

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## Chigo Group

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As a leading enterprise in Chinese AC industry, CHIGO's designed annual output is 10 million sets, which includes complete series of AC products. We are one of the biggest AC enterprises which have the most complete refrigeration industrial chain. All-in-one production strategy can meet with the diversity of global market demand and render CHIGO to keep fast development speed over many years.



## European Union Border Assistance Mission (EUBAM)

The European Union Border Assistance Mission to Moldova and Ukraine was launched in 2005 following a request made jointly by the presidents of Moldova and Ukraine. The Mission is seeking to make a sustainable contribution to the delivery of good quality border and customs services to the citizens and companies of both countries, based on EU standards.

The Mission's 226 staff members are based at its headquarters in Odessa and six field offices, three in Ukraine and three in Moldova. Together with the border-guard services, the State Customs Service of Ukraine and Customs Service of the Republic of Moldova constitute EUBAM's main partners.

With a renewed mandate until 2015, EUBAM continues to make an impact in the following areas: Enhanced professionalism of officers, support for organisational development, combating cross-border crime, combating customs fraud, simplifying border crossing, assessing and analysing risks, confidence-building measures, IBM and border demarcation, fight against corruption.

## Fasten Group IMP.& EXP.Co.,Ltd.



Fasten Group Co., with Jiangyin Steel Wire Rope Factory as its earlier name, is developed from a producer's cooperative of fiber rope established in 1964. Fasten Group Co., with metal products as its core business, is a diversified enterprise involving in the activities of optical-communication, new material and modern service industry. It is the state large-scale enterprise, state key high & new-tech company. In July 2008, it is authorized one of the State first 91 innovative enterprises by the Ministry of Science and Technology of the People's Republic of China, State-owned Assets Supervision and Administration Commission of the State Council and All China Federation of Trade Unions.



## Fujian Shipbuilding Trading Co., Ltd.

Fujian Shipbuilding Trading Co., Ltd. (FSTC) is a foreign trade company invested by Fujian Shipbuilding Industry Group Corporation (FSIGC), its business scope includes foreign trade, domestic trade and technical consultant etc. FSTC has a professional team who is specialized in both marine technology and foreign trade business, and has been handling the export and import business of ships, marine equipment and technology etc. for many years. On behalf of FSIGC and shipyards, FSTC has successfully exported nearly 200 units of container vessels, bulk carriers, oil tankers, tug boats, accommodation barges, supply vessels, fishing boats, pleasure-boats etc. with GL, LR, DNV, ABS, CCS and NK class to countries in Europe, Asia, Africa and Oceania since its establishment in 1993. FSTC is able to provide high quality and high efficiency services for the customers and is a reliable and sincere partner for foreign and domestic customer.



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- **Manage collaboration** of different user groups, like Customs Administrations, Governmental Agencies, traders and agencies in the development process of your project ?
- **Cope with different exchange formats** for the same data and minimize redundancy while keeping high data quality, for example if you have settled on the WCO data model ?
- **Minimize costs** for development, customization and maintenance of eStandards and user guides ?
- **Keep control and governance of your documents and data ?**
- **Rationalize your maintenance routines** when you move to a new version of a base eStandard or update existing user guidelines to satisfy new requirements ?



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**Konka Group Co. Ltd**

Konka Group Co., Ltd. is a manufacturer of electronics and telecommunication products based in Shenzhen, Guangdong, China. It was founded in 1980 as Shenzhen Konka Electronic Group Co., Ltd. and changed its name to Konka Group Co., Ltd. in 1995.

The Company is principally engaged in the manufacture and sale of color televisions (TVs), digital mobile phones and the related components. During the year ended December 31, 2007, the Company obtained approximately 79% and 13% of its total revenue from the sale of color TVs and mobile phones, respectively. The Company distributes its products in China's domestic market and to overseas markets.

As of December 31, 2008, the Company had four major subsidiaries, mainly involved in the production and sale of mobile communication equipment, mobile phone products, color TVs and refrigerators.



**Microsoft**



At Microsoft, we're motivated and inspired every day by how our customers use our software to find creative solutions to business problems, develop breakthrough ideas, and stay connected to what's most important to them.

We are committed long term to the mission of helping our customers realize their full potential. Just as we constantly update and improve our products, we want to continually evolve our company to be in the best position to accelerate more flexible and scalable technologies such as Cloud Computing as they emerge and to better serve our customers. With our technology partners, we are developing innovative solutions that facilitate trade and align to the public and private sector needs of a much changed global environment. In particular, with advances in Cloud Computing we work hand-in-hand with customers and partners in the public and private sectors, including international organizations and government agencies, to help them leverage the future of IT hosting. Visit: <http://www.microsoft.com/mscorp/articles/business.asp>

**MiC Customs Solutions**



MiC Customs Solutions is a worldwide leading provider of global customs solutions and is dedicated to the development, implementation and support of global customs software solutions. MiC specializes in integrated solutions while leveraging regional and national legal requirements. MiC software helps large and small companies grow, comply and compete globally. Currently, MiC customs software is used by more than 700 customers, in 40+ countries, on five continents.

**China Petroleum**



China Petroleum Materials Corporation engages in materials supply and equipment manufacture activities for the oil and gas industry. It offers drilling equipment, such as drilling rigs, mud pumps, and drilling accessories; production equipment, including wellheads, pumping units, and pumps; oil and gas transmission pipes, motors, trucks, personal care conditioners, and OCTG; and

power units comprising gas and diesel generators, as well as gas, diesel, and marine diesel engines. The company also provides steel wire rope and relative products, such as petroleum wires and ropes, steel strands, steel wires, and slings; and oil and gas exploration equipment and instruments, including well logging and perforation systems, and seismic and drilling products. China Petroleum Materials Corporation was formerly known as China Petroleum Materials and Equipment (Group) Corporation and changed its name in 2008. The company was founded in 1992 and is based in Beijing, China with an additional office in Manama, Bahrain. China Petroleum Materials Corporation operates as a subsidiary of China National Petroleum Corporation.

### PROGNOZ

### PROGNOZ

Prognoz is Russian for forecast. We chose the name because we're dedicated to helping organizations prepare for the future. Since 1991 we've done this through our world-class Business Intelligence (BI) applications that feature leading edge analytics, multidimensional data cubes and robust econometric forecasting tools. In the clipped pace of the Information Age, our tools help users distill raw data quickly and accurately from a multitude of sources, resulting in sound decisions and money saved.

The PROGNOZ 5 Platform is the latest addition to our list of award-winning technology solutions. Its modular, fully integratable design glides cleanly into established IT infrastructure and workflows. And we always work one-on-one with customers to create applications tailored to their needs.

PROGNOZ solutions stand at the frontier of innovation. Let us unlock the power of data for your organization.

### Sichuan Changhong Electric Co. Ltd



Looking to the Future - Established in 1958, Changhong has witnessed significant prosperity and is now one of the largest Chinese consumer electronics providers specializing in R&D, manufacturing and marketing of consumer electronics products. Changhong became a publicly traded company with shares listed on the Shanghai Stock Exchange in 1994. In 2005, Changhong's annual turnover hit \$2.2 billion US dollars, with its overall brand valued at \$4 billion US Dollars. Today, Changhong has branches and joint ventures with over 30,000 employees worldwide.

A Leader is born - Changhong commits itself to product innovation in the electronics industry. Changhong has a state-level technology center and a first-rate scientific research workstation for post-doctors who work together to develop cutting edge technologies. Changhong has established many joint laboratories with, Toshiba, Sanyo, GE, Microsoft, TI, Samsung, LG, and Philips etc. Changhong also has established R&D centers in Shanghai and Shenzhen in China, American Silicon Valley, and Japan. Changhong's goal is to actively participate in the development of a global digital industry.

With advantages of four R&D and manufacturing bases located in Mianyang, Zhongshan, Nantong, and Changchun in China, Changhong has become an Industry Leader and the biggest supplier of consumer electronics in Asia.

### Skyworth Group Co., Ltd



Established in 1988, Skyworth Group is a leading global TV manufacturer and large-sized high-tech public company listed in Hong Kong Exchange Stock and engaged in researching, manufacturing and Sales & Distribution consumer electronics, internet communication products and security & protection products. With 22 years of development, Skyworth has grown from a small remote controller manufacturer to the top 10 TV brand in the world and No.1 TV brand in China with more than 20,000 employees and sales revenue of \$3.68 billion and brand value of \$2.63 billion in 2009.

Lead by Hong Kong Skyworth Digital Holdings Co., Ltd, Skyworth Group's headquarters are located in Shenzhen City. With research centers spread around the world, the Skyworth sales network covers most countries in the world. Skyworth group has six scientific institutions across the globe including Shenzhen Skyworth Institute, American Silicon Valley Laboratory and Hong Kong Research Center. Skyworth also has production in Mexico and Russia. Over time, Skyworth has gradually formed an international business model: forward-looking development in the USA, application development and production in China, and sales around the world.

### TCL Corporation



Established in 1981, TCL Corporation is a global leader and technology innovator in consumer electronics, mobile communications and home appliances. TCL employs more than 50,000 people in over 80 operations, including 18 R&D centers, 20 manufacturing bases, and more than 40 sales offices around the world.

With 2009 global sales of USD 6.49 billion (including 14.28 million TV sets and 16.12 million mobile handsets), and serving more than 100 million consumers worldwide, TCL Corporation is comprised of four business divisions -- Multimedia, Communications, Home Appliances and Techne Electronics. It also has two affiliated business areas: Real Estate & Investment and Logistics & Services. TCL is one of the world's leading producers of flat panel TVs, DVD players, air conditioners, and GSM, CDMA mobile phones. In 2004, TCL merged with some of the world's most admired and recognized brands and businesses, including the Thomson television business and Alcatel mobile phones.



**Trusted Trade Alliance**

The Trusted Trade Alliance ([www.trusted-trade.net](http://www.trusted-trade.net)) is comprised of a team of professionals located in more than 15 offices on 6 continents across the globe. Providing consulting in the fields of import and export compliance, export and defense trade controls, supply-chain security, 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 operational process and technology assessments for multinational companies. Our team includes noted trade compliance professionals with extensive practical experience in managing successful customs and trade compliance organizations within major multinationals, former senior government officials, the founders of the leading graduate-level customs degree programs globally, and recognized experts who lead training programs for front-line customs officials on six continents. We are uniquely suited to give you support and guidance in the implementation or expansion of your international compliance management operations across multiple countries or globally. From Sao Paulo to Shanghai, from Washington, D.C. to Canberra, the Trusted Trade Alliance is there, and can assist you with your trade needs.

**International Economic & Trading Corporation, Wugang Group**



**Exhibition Floor Plan**

Forum Entrance ▲



Exhibition Entrance ▲

- |                    |   |                     |
|--------------------|---|---------------------|
| <b>1</b> Accenture | <b>7</b> CAPEC                                | <b>13</b> Microsoft |
| <b>2</b> Prognoz   | <b>8</b> CAPEC                                | <b>14</b> Microsoft |
| <b>3</b> Skyworth  | <b>9</b> GACC                                 | <b>15</b> EUBAM     |
| <b>4</b> Zhaoqing  | <b>10</b> GACC                                | <b>16</b> WCO       |
| <b>5</b> TCL       | <b>11</b> Sichuan Changhong Electric Co., Ltd | <b>17</b> Zhen Zhi  |
| <b>6</b> MIC       | <b>12</b> Chigo Group                         | <b>18</b> GCA       |



## Useful Information

### Social & Networking Events

All participants are invited to participate in the following Social and Networking events arranged by China Customs and CAPEC:

| Date        | Time          | Event  |
|-------------|---------------|--|
| November 23 | 18.00 – 20.30 | China Customs - Welcome Cocktail                         |
| November 24 | 12.00 – 13.30 | CAPEC - Lunch  |
| November 24 | 18.30 – 22.00 | China Customs Gala Dinner & Customs Cultural Performance |
| November 25 | 19.30 – 21.00 | China Customs Chimelong International Circus             |
| November 26 | 08.00 – 12.00 | China Customs - City Tour                                |

All participants are encouraged to wear their delegate badges throughout the meeting and social and networking activities.

### Medical Service

Basic medical services will be provided in Room 6121 for registered participants upon request. Please note that the clinic will not be equipped to treat serious or chronic medical conditions.

### Telephone Service

The country code for China is 86, and the city code for Guangzhou is 20.

### Electricity Supply

Electricity is supplied at 220 V, 50 Hz. .

### Currency, Exchange, Credit Cards

The official currency of China is the RMB/CNY. Exchange facilities are available at the airport, in the hotel and in banks. American Express, Visa and MasterCard are accepted in hotels, restaurants and city stores.

The approximate exchange rate is as follows for your reference:

|                     |                      |
|---------------------|----------------------|
| USD 1 for RMB 6.35  | HKD 1 for RMB 0.82   |
| EUR 1 for RMB 8.64  | JPY 100 for RMB 8.33 |
| GBP 1 for RMB 10.13 |                      |

### Shopping and Bank hours

The usual shopping hours during the week are from 10 a.m. to 10 p.m. Banks are open Monday to Friday from 9 a.m. to 5 p.m.

## Guangzhou Attractions

### Canton Tower

Canton Tower, formerly Guangzhou TV and Sightseeing Tower, is an observation tower in the Haizhu District of Guangzhou, Guangdong, China. The top of the tower was finalized in 2009 and opened to the public on 29 September 2010 for the 2010 Asian Games. The tower briefly held the title of tallest completed tower in the world, replacing the CN Tower in Canada, which had the title for 34 years, but was surpassed by Tokyo Sky Tree in 2011. It is still the tallest structure in China, followed by the Shanghai World Financial Center. The Canton Tower is the seventh tallest structure and the third tallest freestanding structure in the world. It is named after "Canton", the traditional European name of the city.

### Chen Clan Academy

Chen Clan Academy is an academic temple in Guangzhou (Canton). It was constructed with contributions made by the members of the Chen family/ clan (known as Chan in Cantonese) living in 72 counties of Guangdong province, for their juniors' accommodation and preparation for the imperial examinations in 1894 in Qing Dynasty (1644-1911). Later it was changed to the Chen Clan's Industry College. Now it houses the Guangdong Folk Art Museum. Located at Zhongshan 7th Road, the Chen Clan Academy is a symmetric complex that consists of 19 buildings with nine halls and six courtyards. Facing south, the complex forms around a north-south axis. A large collection of southern China art pieces, for example, wood carvings and pottery, can be found in the structure. The Chen Clan Academy complex is the largest and best preserved example of traditional Chinese architecture and decoration style, and has influenced cultural and architectural developments worldwide. It was added in the list of "Cultural Relics of National Importance under the Protection of the State" in 1988.

### Baomo Garden

Baomo Garden is located at Zini village, Panyu, Guangzhou. It was first built in the late Qing Dynasty (1644-1911), ruined in 1975, and reconstructed in 1995. Now it covers an area of more than 66,600 square meters, and is a masterpiece of South China gardens and architecture. The garden, laid out properly, is crisscrossed with streams and more than 30 stone bridges. Fine made artistic works, including pottery sculptures, clay figurines, stone carvings, brick carvings, wood carvings, etc. decorate the whole garden. In the exhibition halls you can appreciate a large quantity of antiques, calligraphy and paintings by celebrated masters.

### Museum of the Western Han Dynasty Mausoleum of the Nanyue King

Museum of the Western Han Dynasty Mausoleum of the Nanyue King is the witness of Guangzhou history of over 2000 years. The mausoleum of the Nanyue King locates in Xianggang Mountain, which is the branch range of Yuexiu Mountain. This museum built on Xianggang Mountain opened to public on 8 February 1988. The Museum of the Western Han Dynasty Mausoleum of the Nanyue King is centered with tumulus and integrates the landform (steep slope and hummock) skillfully. Covering an area of 14000 square meters, this museum of the mausoleum is divided into great three parts: the Comprehensive Building, the Main Exhibition Building and the Mausoleum of the Nanyue King. The Museum of the Western Han Dynasty Mausoleum of the Nanyue King shows originality in all formation, decoration and materials adopting. Red sandstone is the feature of walls of exhibition halls and stone chamber of the mausoleum.

### Chimelong International Circus

Chimelong international circus, the world's biggest circus, opened in 2000. Since the circus started performing, it has already staged three different successful shows. The first show was called "Tian Qi", the second show "The Moon", and the current show is called "Forest Code". The current show is composed of many international award winning acts; that of the world's biggest realistic stage, the world's most luxurious circus, the circus with the biggest amount of performers and animals, and many more. The Forest Code is about different interesting and mysterious stories which occur in the deep forest. The theme of the show is about humans and all other creatures on the earth, and about how to create a harmonious environment for the humans and all creatures.

### Chimelong Xiangjiang Safari Park

Covering an area of 130 hectares, located in the biggest city in south China Guangzhou, Chimelong Xiangjiang Safari Park is the biggest animal theme park in Asia. There are 20,000 animals in total, from 460 individual species, including Chinese pandas, koalas from Australia, and polar bears from Norway. There are also 130 white tigers; a product of the park's breeding program. Chimelong Xiangjiang Safari Park combines fauna breed and protection, science research, tour and science education together, aiming at "protecting wildlife, protecting natural resources". Since it opened to the public in 1997, the park has already received over 10,000,000 tourists. It has been recognized by the international world as a world class animal park.

A large, bright yellow chevron graphic pointing to the right, positioned behind the main headline.

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## improving Supply Chain Connectivity with Express Delivery Services

Supply chain connectivity is a critical aspect of an economy's competitive advantage in a global economy based on networks – the conduits for the flow of goods, services, capital, information and ideas around the world. Businesses increasingly demand fast and reliable links to international markets and supply chains. Reducing time-to-market is critical in today's just-in-time world. Express delivery services provide these essential links in the global value chains, with new routes to fast growing markets.

CAPEC engages governments, regulatory authorities and other stakeholders based on genuine dialogue, relevance and authenticity leading to credibility and trust, to positively shape the public policy debate and outcome. Our core objectives are: to develop a conducive business and regulatory environment for the express delivery services industry; and to facilitate trade expansion and economic growth in the region.

We encourage WCO members to adopt modern and best practice customs clearance procedures in line with international conventions, including the Revised Kyoto Convention and Immediate Release Guidelines.

We strongly believe that an effective public-private partnership forms the important bridge between government policies and business needs.

founding members:

