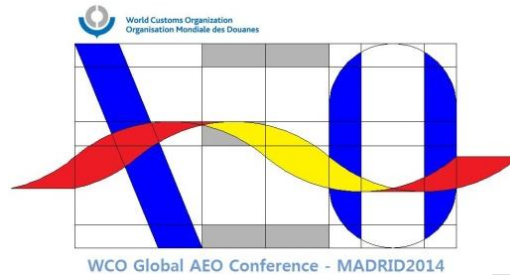




# AEO - Aligning Programmes and Inspiring Innovation toward a Competitive Future



## 2<sup>nd</sup> WCO GLOBAL AEO CONFERENCE Madrid, Spain 28 – 30 April 2014

A three-day conference focusing on enhancing cooperation and partnership between your customs and private sector, and the other key stakeholders fostering global public/private dialogue

Who will attend?

Government and Multilateral Policymakers, Senior International Logistics, Trade Compliance and apply-Chain Managers, Corporate and Trade Organization Executives, Supply-Chain IT Providers, Legal Advisors, Academics and Economists

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WACAM Project – Projet MADAO  
West African Customs Administrations Modernization Project  
Projet de Modernisation des Administrations Douanières de l'Afrique de l'Ouest

## Day 1: 28th, April 2014 (Monday)

08.00                    **Registration**

**09.00 – 11.00            Opening Ceremony:**

**09.00                    Welcome Address :**

**Ms. Pilar Jurado Borrego**, *Director General, Customs and Excise Department , Spain*

**09.30                    Opening Address :**

**Mr. Miguel Ferre Navarrete**, *Secretary of State for Finance, Spain*

**Mr. Kunio Mikuriya**, *WCO Secretary General*

**Mr. Ilsok Chung**, *Deputy General, Korea Customs Service*

**09.45                    Roundtable : WTO Agreement on Trade Facilitation: Implications for Customs Administrations and AEO**

**Mr. Kunio Mikuriya**, *WCO Secretary General*

**Mr. R. Gil Kerlikowske**, *Commissioner, US Customs and Border Protection*

**Mr. Heinz Zourek**, *DG, EU TAXUD*

**Mr. Antoni Estevadeordal**, *Manager, Integration and Trade Sector, IDB*

**Mr. Jaime García-Legaz Ponce**, *Secretary of State Commerce, Ministry of Economy and Competitiveness, Spain*

11.00 – 11.30            **Refreshment and networking break**

**Conference Chair: Ms. Susanne Aigner**, *Deputy Director, Compliance & Facilitation, WCO*

**Session 1                Panel Discussion: Customs to Business Partnerships and AEO, Today**

**11.30 – 12.30**

- **Ms. Susanne Aigner**, *Deputy Director, WCO (Moderator)*
- **Mr. Shao Weijian**, *Deputy Director, China Customs*
- **Mr. Chulhun Lee**, *Korea Customs Service*
- **Mr. Enrique Canon**, *Director General, Uruguay and WCO Regional Vice Chair Americas and Caribbean*
- **Mr. Dicksons Collins Kateshumbwa**, *Assist. Commissioner Uganda Customs Service*
- **Mr. Baroma Bamana**, *Regional Director, Togo*

12.30 – 14.00            **Networking break**

Session 2	
<b>Panel Discussion: Academia and Private Sector Perspective on AEO</b>	
14.00 – 15.30	<ul style="list-style-type: none"><li>• <b>Prof. David Widdowson</b>, <i>President, International Network of Customs Universities, Charles Sturt University Australia</i>(Moderator)</li><li>• <b>Dr. Juha Hintsa</b>, <i>PhD, Cross-border Research Association, CBRA-BMT</i></li><li>• <b>Ms. Christine Macqueen</b>, <i>Director Corporate Affairs, SICPA</i></li><li>• <b>Mr. James Lockett</b>, <i>Vice President, Huawei Technologies Co., Ltd.</i></li><li>• <b>Mr. Reinhard Fischer</b>, <i>Vice President, Deutsche Post DHL</i></li></ul>
15.30 – 16.00	<b>Refreshment and networking break</b>
Session 3	
<b>Panel Discussion: Collaboration recipe for success</b>	
16.00– 17.30	<ul style="list-style-type: none"><li>• <b>Ms. Tonka Konstandinova</b>, <i>DG TAXUD (Moderator)</i></li><li>• <b>Coronel William Valero</b>, <i>Colombia Anti Narcotics Police</i></li><li>• <b>Mrs Evangeline Cheong</b>, <i>Deputy Director (International Relations), Singapore Ministry of Transport</i></li><li>• <b>Mr. Daniel Hubert</b>, <i>Digital Coding and Tracking Association</i></li><li>• <b>Mr. Alberto Bartolozzi</b>, <i>Savino del Bene</i></li></ul>
17.30	<b>End of day one</b>



**Day 2: 29<sup>th</sup> April 2014 (Tuesday)**

Time	Track A	Track B	Track C	Track D	Track E	Track F OUTSIDE DEMOS
<b>09:00-09:50</b> <b>Session 1</b>	Seal integrity	Projects to assist developing countries to adopt AEO	How AEO impacts Risk Management programmes	The Added Value of Commerce <b>(SPANISH)</b>	How does AEO make a company and even a nation more competitive?	K-9 Demonstration <b>(ENGLISH)</b>
	<b>Mr. Ray Monzon, US CBP</b>	<b>Mr. Aurelio Garcia, Inter American Development Bank and Latin America</b>	<b>Mr. Matt Roseingrave, Customs Attache, New Zealand Customs</b>	<b>Mr. Javier Peña, Office of Commerce and Investments, Ministry of Commerce Spain</b>	<b>Mr. Robert Byrne, Executive Program Manager, IBM</b> <b>Mr. Mark Gruentjes TAPA</b>	<i>Guardia Civil, Spain</i> <b>Venue: Parking</b>
<b>10:00-10:50</b> <b>Session 2</b>	Opportunities for SME traders to demystify AEO Safety and Security	Building the AEO Business Case: Spotlight on Return on Investment	Importance of Single Window <b>(ENGLISH)</b>	Understanding Global Supply Chain Threats	Importance of Stakeholder Engagement	7 Points inspection <b>(ENGLISH)</b>
	<b>Mr. Mark Dillon, Senior Policy Advisor Supply Chain Security, UK</b> <b>Ms. Andrea Head, AEO Policy Lead, UK</b> <b>Mr. Paul Keeling, CEO Senate Training (UK Customs AEO Training Provider)</b>	<b>Mr. Bryce Blegen, CEO, Trusted Trade Alliance LLC</b> <b>Prof. Santiago Ibáñez, Marsilla, Valencia Univ.</b> <b>Mr. Rogelio Cruz Vernet, Partner at Basham, Ringe y Correa</b> <b>Mr. Omar Rached, Senior Advisor, Brazil TTA</b>	<b>Ms. Nerea Rodríguez Entremozaga, Customs and Excise Department, Spain,</b> <b>Mr. Jaime Luezas, Ports of the State, Spain</b> <b>Mr José Luis Cabrera, TARIC S.A.</b>	<b>Mr. Dan Purtell, Senior Vice President of BSI Supply Chain Solutions</b> <b>Mr. Marco L. Sorgetti, FIATA</b>	<b>Mr. Richard Chopra, WCO</b> <b>Mr. Philip Woods, Crown Agents</b>	<b>Mr. Ray Monzón, US CBP</b> <b>Mr. Francisco Alcázar, Spanish Customs and Excise Department</b> <b>Venue: Parking</b>
<b>10:50 – 11:10</b>	<b>Networking break</b>					
<b>11:10-12:00</b> <b>Session 3</b>	Visualizing the Dutch Customs Enforcement/Risk Strategy in the 21 <sup>st</sup> Century	Evolution and milestones in the management of commercial documents: benefits for economic operators. <b>(SPANISH)</b>	SAFE and Customs-to-Business partnership	Transfer Pricing and Internal Taxing-SMEs taking step into international Commerce <b>(SPANISH)</b>	Marketing/Promoting Results (Success attracts business; small results vs large results)	K-9 Demonstration <b>(SPANISH)</b>



	<b>Mr. Marcel Negggers</b> , <i>Netherlands Customs Service</i>	<b>Ms. Socorro Muñoz</b> , <i>Office of Commerce and Investments, Spain</i>	<b>Ms. Asha Menon</b> , <i>WCO</i> <b>Mr. Robert Byrne</b> , <i>Executive Program Manager, IBM</i>	<b>Sr. Ramon Lopez de Haro</b> , <i>Deloitte</i> <b>Sra. Carmen Caro Juame</b> , <i>Deloitte</i> <b>Sra. Isabel Lopez-Bustamante</b> , <i>Deloitte</i>	<b>Mr. Yann Godart</b> , <i>Senior officer in charge of AEO programme, France Customs</i> <b>Mr. Robert Launay</b> , <i>CEO of the ALIS company and Mr Olivier Layec, Director general TLF overseas</i>	<i>Guardia Civil, Spain</i>  <b>Venue: Parking</b>
<b>12:10-13:00</b> <b>Session 4</b>	Raising Awareness of the importance of Customs-to-Business partnership <b>(SPANISH)</b>	How can an SME step into international trade: Customs and Operations as a Key Factor? <b>(SPANISH)</b>	Understanding Global Supply Chain Threats	MRA and the process of harmonization	Innovation Drives Growth – Proposal for a Fast and and Secure Clearance Model	Scanner Demonstration <b>(SPANISH)</b>
	<b>Mr. Salvador Arrellano</b> , <i>COEALAC</i> <b>Mr. Javier Campillo</b> , <i>Customs and Excise Department, Spain</i>	<b>Mr. Marc Bastin</b> <i>Grupo Taric</i>	<b>Mr. Dan Purtell</b> , <i>Senior Vice President of BSI Supply Chain Solutions</i>	<b>Ms. Lauren Kaufer</b> , <i>Director C-TPAT</i> <b>Mr. Steve Krupinsky</b> , <i>Branch Chief, US CBP</i>	<b>Facilitator: Mr. Dietmar Jost</b> , <i>Customs and Security Advisor, Global Express Association (GEA)</i> <b>Mr. Norman T. Schenk</b> , <i>Vice President, Global Customs Policy &amp; Public Affairs, UPS</i> <b>Mr. Steven Pope</b> , <i>Head of Customs and Regulatory Affairs Europe, DHL Express</i>	<i>INDRA and Spanish Customs and Excise Department</i>  <b>Venue: Room 107</b>
<b>13:00 – 14:00</b>	<b>Networking break</b>					
<b>14:00-14:50</b> <b>Session 5</b>	Secure Track and Trace for AEOs	Valuation Course	Customs-Business Partnership	What can you detect through an NII? Customs & Industry perspectives	AEO Studies	7 Points inspection <b>(SPANISH)</b>
	<b>Mr. Luc Piguet</b> , <i>Senior Regional Manager Government Solutions SICPA</i>	<b>Mr. Roy Santana</b> , <i>WTO</i>	<b>Ms. Asha Menon</b> , <i>WCO</i> <b>Ms. Eleanor Thornton</b> , <i>WCO</i>	<b>Mr. Michael Doherty</b> , <i>Assistant Principal, Irish Customs</i> <b>Mr. Antonio Ortiz Olmo</b> , <i>Spanish Customs</i> <b>Mr. Michel Gaouyer</b> <i>AS&amp;E Inc.</i>	<b>Ms. Tonka Kostadinova</b> , <i>EU-DG TAXUD</i> <b>Mr. Aurelio Garcia</b> , <i>Inter American Development Bank</i>	<b>Mr. Ray Monzón</b> , <i>US CBP</i> <b>Mr. Francisco Alcázar</b> , <i>Spanish Customs and Excise Department</i>  <b>Venue: Parking</b>



<b>15:00-15:50</b> <b>Session 6</b>	Opportunities for SME traders to demystify AEO Safety and Security	Single Window <b>(SPANISH)</b>	How AEO impacts Risk Management programmes	Risk and Reward - The Challenges and Opportunities of Integrating Big Data into AEO Program Management	WTO Agreement on Trade Facilitation and what is an Authorised Operator?	Scanner Demonstration <b>(ENGLISH)</b>
	<b>Mr. Mark Dillon</b> , <i>Senior Policy Advisor Supply Chain Security, UK</i> <b>Ms. Andrea Head</b> , <i>AEO Policy Lead, UK</i> <b>Mr. Paul Keeling</b> , <i>CEO Senate Training (UK Customs AEO Training Provider)</i>	<b>Mr. Vicente Izquierdo</b> , <i>Customs and Excise Department, Spain</i> <b>Mr. Jaime Luezas</b> , <i>Ports of the State, Spain</i> <b>Mr José Luis Cabrera</b> , <i>TARIC S.A</i>	<b>Mr. Matt Roseingrave</b> , <i>Customs Attache, New Zealand Customs</i>	<b>Mr. Michael Caskin</b> <b>Mr. Chris Corrie</b> <i>Dun &amp; Bradstreet</i>	<b>Ms. Susanne Aigner</b> <i>WCO</i>	<i>INDRA and Spanish Customs and Excise Department</i>  <b>Venue: Room 107</b>
<b>15:50 – 16:20</b>	<b>Networking break</b>					
<b>16:20-17:10</b> <b>Session 7</b>	Origin	Facilitation & RKC- Authorized persons	Coordinated Border Management	Visualizing the Dutch Customs Enforcement/Risk Strategy in the 21 <sup>st</sup> Century	<i>How can an SME step into international trade: Standardisation and Technical Certification as a Key Factor</i>	
	<b>Mr. Darlan Marti</b> , <i>WTO</i>	<b>Mr. Georges Cantone</b> , <i>WCO</i> <b>Mr. Mohamed Ally</b> , <i>Executive, Customs Operations (Preferred Trader), South Africa, SACU Preferred Trader Program</i>	<b>Ms. Asha Menon</b> , <i>WCO</i> <b>Mr. Godfried Smit</b> , <i>EVO</i>	<b>Mr. Marcel Neggens</b> , <i>Netherlands Customs Service</i>	<b>Mr. Jaime Fontanals</b> , <i>AENOR</i>	





**Day 3: 30th, April 2014 (Wednesday)**

**Session 4 Round table: How to increase SME participation in AEO Programmes?**

**09.00 – 09.10** Presentation of award by Mr. Sergio Mujica, Deputy Secretary General of WCO

- 09.10 – 10.10**
- Ms. M<sup>a</sup>Luisa González Andreu, Deputy Director Customs Procedures, Spanish Customs and Excise Administration (Moderator)
  - Ms. Gail Dennis White, AEO Coordinator, Jamaica Customs
  - Ms. Maria Iris Cespedes, Head of International Relations, Costa Rica
  - Mr. Akhil Kumar Khatri, Additional Commissioner, CBEC, India
  - Mr. Abd. Gani Othman, Royal Malaysian Customs
  - Ms. Nicole Marshall-Walker, Jamaica Broilers Group Limited

**Session 5 Round Table: Aligning and Harmonizing AEO Programs at Regional Level**

- 10.10-11.10**
- Ms. Sandra Corcuera, Trade Specialist, IDB (Moderator)
  - Ms. Tonka Kostadinova, EU TAXUD
  - Ms. Blanca Barandiaran, AEO Coordinator, Peru Customs Service
  - Mr. Dicksons Collins Kateshumbwa, Assist. Commissioner Uganda Customs Service
  - Mr. Ahmed JAID, Head of Division, Facilitation and Investments Promotion Division, Morocco

**11.10 – 11.30** *Networking break*

**Session 6 Round Table: Are multilateral MRAs of AEO Programme the future?**

- 11.30 – 12.30**
- Mr. Sergio Mujica, Deputy Secretary General WCO (Moderator)
  - Ms. Lauren Kaufer, Director C-TPAT, US
  - Mr. Lilian Bertin, EU TAXUD
  - Mr. SSanggu Yim, AEO Director, Korean Customs Service
  - Mr. Mohamed Ally, Executive, Customs Operations (Preferred Trader), South Africa
  - Mr. Mitsuhiro Mochizuki, Director AEO Program, Japan
  - Ms. Cecilia Isabel Clavijo Mostajo, Head of NEEC, Mexico Customs Service



## Closing

**12.40 – 13.00**     **Mr. Santiago Menéndez Menéndez**, *Director General Tax Agency, Spain*  
**Mr. Sergio Mujica**, *Deputy Secretary General*

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