

# ***WCO HRM Regional conference:*** **Building Customs resilience through** **Human Capital**

**From 01 to 02 June 2021**

## Agenda and content of the webinars

TIME	TOPIC	SPEAKERS
<b>Day 1: Tuesday 1 June 2021</b>		
<b>From 08:00 to 11:00 CST (GMT-7)</b>		
<b>Moderator: Dr. Si Mohamed EL HAIL, People Development Programme Manager, CBD – WCO</b>		
08:00-08:10	<b>Opening remarks</b>	- <b>Dr. Kunio Mikuriya</b> Secretary General, WCO
08:10-09:00	<b>Session 1: Panel discussion</b> This session will serve as an introduction and provide overall information related to the importance of human capital in building Customs organizational resilience.	- <b>Mr. Ricardo Treviño Chapa</b> Deputy Secretary General, WCO
		- <b>Mr. Werner Ovalle Ramírez</b> DG Guatemala Customs Administration and Vice President of the WCO Americas and Caribbean Region
		- <b>Prof. David Widdowson</b> President International Network of Customs University (INCU)
		- <b>Mr Silvan Hungerbuehler</b> Programme Manager of the Swiss State Secretariat for Economic Affairs' (SECO) Division for Trade Promotion
<b>Moderator: Ms. Nadia Guillen, Regional Development Manager for the WCO Americas and Caribbean Region, CBD – WCO</b>		
09:00-09:10	<b>Session 2: Building people-centered based leadership culture</b> The foundation of any organizational resilience strategy is mainly the organizational culture. It entails people-centered leadership commitment to build a more adaptive and resilient organization. It is dependent upon the existence of shared organizational core values, positive attitudes, and behavior toward the organization vision. Therefore, the organizational culture provides a sense of identity to its people and reinforces the core values and ultimately serves as a control mechanism for shaping staff behaviors. This session will review the cultural attributes in more resilient organizations what leaders can do to foster a culture that supports its vision and mission in times of crisis.	- <b>Mrs. Llerena Aybar Marilu Haydee</b> Deputy National Superintendent of Customs Administration, SUNAT Peru
09:10-09:20		- <b>Ms. Rita Hubbard</b> Deputy Director, Workforce Resiliency and Engagement Division Department of Homeland Security Customs and Border Protection
09:20-09:30		- <b>Mr. Luis Andrés Rivadeneira</b> Director of Human Growth - Ecuador
09:30-10:00	<b>Questions and answers session</b>	

**Moderator: Ms. Christina BELL, U.S. Customs and Border Protection (CBP) Attaché within the U.S. Mission to the European Union and the U.S. Embassy to the Kingdom of Belgium.**

10:00-10:10	<p><b>Session 3: Building Agility and Flexibility through innovative work design</b> The pandemic has brought work design to the forefront of Customs' concerns and has, therefore, provided an opportunity for Customs leaders to realize the importance of redesigning working modalities, adapting the workplace and supporting the workforce in preparing for the new nature of work. This session will focus on state-of-the-art strategies and measures to reimagine the structure, work design and work modalities.</p>	- <b>Mr. Raju Boddu, MSC., MBA., CISA, CFE</b> Comptroller of Customs Government of Antigua & Barbuda
10:10-10:20		- <b>Ms. Natacha Prudent</b> Director General, Management Cadre Programs and Services Canada Border Services Agency
10:20-10:30		- <b>Mr. Olivier Rodney</b> CEO & Founder - 5 Steps Headhunting
10:30-10:55	<b>Questions and answers session</b>	
10:55-11:00	<b>Recap and closing of day 1</b>	

**Day 2: Wednesday 2 June 2021  
From 08:00 to 11:00 CST (GMT-7)**

**Moderator : Ms. Julie Brock, Chief of Operations– Newfoundland & Labrador, Nova Scotia District, Canada Border Services Agency / WCO Customs Modernization Advisor Human Resource Management**

08:00-08:10	<p><b>Session 4: Building capabilities through people upskilling and reskilling</b> In times of crisis, many Customs administrations have to completely redesign their training and learning operating model, including delivery, in order to enhance staff learning experience and incorporate these elements remotely. HR professionals should equip trainers with tools and competencies to deliver virtual training. They should be able to easily track the impact of learning and training in a synchronous and asynchronous learning environment. In this session participants will learn how forward-thinking organizations have accelerated their competencies-building initiatives to ensure its staff learn continuously and how HR is central to helping people across an organization adapt to new roles and responsibilities. This session will focus on strategies to upskilling and reskilling staff while keeping them safe during times of crisis</p>	- <b>Ms. Tamara Archer,</b> Senior Director, Human Resource Management and Development. Customs Administration of Jamaica
08:10-08:20		- <b>Ms. Gabriela Barriga Lesmes</b> Director of Corporate Affairs Colombian Tax and Customs Administration
08:20-08:30		- <b>Mrs. Camille Rouxel</b> Regional Sales Director Innermetrix Latinoamérica

08:30-09:00		<b>Questions and answers session</b>	
<b>Moderator: Ms. Villarruel Diaz Cynthia Magaly, Adviser Deputy National Superintendent of Customs Administration of Perú / WCO Customs Modernization Advisor Human Resource Management</b>			
09:00-09:10	<b>Session 5: Building resilience through HR digital transformation</b> The current pandemic provided an excellent opportunity to accelerate the process of HR digitization. However, it should be emphasized that technology has been, and will continue to be a key enabler for Customs administrations to enhance their services or to simplify existing Customs procedures and job design. The success of the digitalization transition depends heavily on a holistic approach to review the entire value chain, jobs and competencies, and processes to understand the impact of technology on each of these components in an effort to empower staff with new skillsets and to enable them to transition effectively into the newly digitized environment. This session will provide participants with practical strategies to successfully drive the HR digital transformation.	<b>- Mr. Alfonso Rojas</b> President GRSP Americas and Caribbean Region	
09:10-09:20		<b>- Ms. Maria Luisa Suarez</b> Head of General Administration Uruguay Customs Administration	
09:20-09:30		<b>- Mr. Francesco Carobolante</b> Principal at IoTissimo@ LLC	
09:30-10:00		<b>Questions and answers session</b>	
<b>Moderator: Dr. Si Mohamed EL HAIL, People Development Programme Manager, CBD – WCO.</b>			
10:00-10:10	<b>Session 6: Enhancing Employee Value Proposition</b> The pandemics brought the employees to rethink their expectations towards their employers. As such, they will request further proximity from their line managers and HR services and they will also prioritize well-being and flexibility at work. As a result, organizations will have to upgrade their employee value proposition to keep staff engaged and attract talent. HRMD professionals should shift from Human Resource Management to Human Experience Management. This section will provide participants with best practices and strategies to improve Employee Value Proposition.	<b>- Mrs. Tayra Barsallo</b> Director General of National Customs Authority, Panama	
10:10-10:20		<b>- Mr. Juan de Dios Vazquez Álvarez, Ph.D.</b> Central Administrator for Customs Attention and International Affairs Office. Mexico Customs	
10:20-10:30		<b>Mr. Ronaldo Feltrin</b> Undersecretariat of Corporate Management Federal Revenue of Brazil	
10:30-10:40		<b>- Pr. Santiago Vazquez</b> Director of Emerging Leadership Center at University Technologic of Monterrey	
10:40-11:10		<b>Questions and answers session</b>	
<b>Recap and Closing of the event</b>			