



JAMES MCCOLM

**Acting Deputy Director for Enforcement and Compliance
World Customs Organization**

Jim has been the Acting Deputy Director of Compliance & Enforcement at the World Customs Organization (WCO) since September 2023, with responsibility for 8 enforcement and compliance work areas, covering Anti-Money Laundering, Drugs, Revenue, IPR, Environment, and Security Programme as well as responsibility for Enforcement related IT, targeting and risk management system and expertise. Prior to this he was a Senior Technical Officer at the WCO for 7.5 years and the Programme Manager of the WCO's Security Programme, being responsible for the delivery of the WCO's Strategic Trade Control Enforcement Programme along with Programme Global Shield (Counter-IED precursors and components), the Small Arms and Light Weapons Project, and Radiological Nuclear (RN) Detection Awareness Training, as well as a number of regional focused security projects in SE Asia, Africa, the Middle East and the Caribbean. Jim has over 30 years of Customs Experience. Previous to his time at the WCO, he worked for HM Customs & Excise (HMCE) and Border Force in the UK.



SAHOKO SHIGA

**Counsellor, International Cooperation Division,
Customs and Tariff Bureau,
Ministry of Finance, Japan**

She is responsible for international cooperation in the customs field, including planning and formulating Japan Customs' technical cooperation policies, and responding to various committees of the WCO as well as engaging in activities within regional cooperation frameworks such as APEC to promote the trade facilitation and Customs Reform and Modernization.



SAIFUDDIN AHMED

**MBBS, PhD, Professor,
Department of Population, Family and Reproductive Health,
Bloomberg School of Public Health,
Johns Hopkins University**

Dr. Ahmed is a physician, demographer and epidemiologist. He is the principal investigator of the BESAFE – Behavioral and Educational Strategies for Avoiding Falsified Medicine Exposure – project. He has served as a technical advisor to the World Health Organization. His research focuses on improving women's health and developing public health interventions for combating substandard and falsified medical products globally. He published more than 180 papers in high impact journals like the Lancet, Lancet Global Health, and BMJ Global Health, which have more than 15,000 citations.



ASTRID HEITER

**Technical Attaché,
Compliance and Facilitation Directorate
World Customs Organization**

Astrid Heiter joined the World Customs Organization (WCO), Drugs and Precursors Programme, as a Technical Attaché in January 2021.

Before being seconded to the WCO Secretariat, Ms. Heiter worked for German Customs at Frankfurt International Airport in various roles and later on at the Headquarters of the German Central Customs Authority, International Affairs.

Ms. Heiter holds a Bachelor's Degree in Cognitive and Forensic Linguistics from the Goethe University in Frankfurt and a Master's Degree in European Public Management from Berlin School of Economics and Law.



PAUL BARFOOT

**Superintendent, Trade Risk & Enforcement,
Customs Enforcement Branch,
Australian Border Force (ABF)**

Paul Barfoot leads a diverse team of trade enforcement specialists with a focus on fighting trade crime and enforcing customs laws for the Customs Enforcement Branch of the Australian Border Force. His focus is on transnational serious and organised crime, illicit trade, trade-based money laundering (TBML), illicit financial flows, and serious and systemic revenue evasion linked to high-risk commodities. Paul and his team also develop strategic reform options to strengthen customs powers and undertake trade enforcement capacity building with regional and international partners. Over the last 24 years Paul has worked across multiple customs disciplines, including aviation travellers, maritime operations, cargo examination and supply chain regulation.

Paul has subject matter expertise in TBML, trade enforcement, illicit trade and supply chain integrity. Previous roles include the ABF's National Risk Lead for supply chain and cargo control, including regulatory compliance for licensed depots and warehouses, cargo terminal operators, licensed customs brokers and shipping lines.



EVITA VAN DAM

**IP Policy & Legal Affairs Assistant Manager,
European Federation of Pharmaceutical Industries and
Associations (EFPIA)**

Evita van Dam serves as the Manager of Legal Affairs at the European Federation of Pharmaceutical Industries and Associations (EFPIA), the leading voice of the biopharmaceutical industry in Europe. In her role, Evita coordinates the Anti-Counterfeiting and Securities Network, a coalition of representatives from 24 pharmaceutical companies. The Network works to enhance the detection and seizure of counterfeit medicines within the EU, while also driving awareness and advocacy efforts to combat the pressing issue of pharmaceutical counterfeiting.



ALESSANDRO NICOLIS

**Head of External Relations, Trust & Safety for the European Union,
AMAZON**

Alessandro Nicolis serves as the Head of External Relations, Trust & Safety for the European Union at Amazon. In this role, he leads a team dedicated to strengthening Amazon's Customer Trust program through collaborative efforts with brands, industry associations, regulators, and law enforcement agencies.

Since joining Amazon in 2018, Mr. Nicolis has partnered with numerous brands to combat counterfeit products, successfully implementing and scaling improvements that benefit the broader brand community. His work has been instrumental in enhancing trust and safety measures across Amazon's European operations.

Mr. Nicolis holds a law degree from the University of Parma in Italy. His early career was marked by professional experiences in the United States and extensive travel throughout Southeast Asia, providing him with a global perspective on business and legal matters. Currently, Mr. Nicolis resides in Luxembourg, home to Amazon's European headquarters, where he continues to drive initiatives that safeguard customer trust and brand integrity in the digital world.



CHRISTOPHE PEREIRA

**Customs and Supply Chain Manager,
Department of International and European Relations,
La Poste Group**

Christophe Pereira has been working for the last 15 years in international supply chain processes including international transport and customs. For the last 5 years, he has particularly been involved in international projects related to EU customs regulation and he has been appointed as the team leader for the Import Control Systems 2 project within PostEurop. He is also committed in many Universal Postal Union supply chain working groups related to customs, transport and safety/security. All those different responsibilities allow him to get a full vision of the international postal business model.



MAURICE EMIOLA ADEFALOU

**Technical Officer
IPR, Health and Safety Programme Manager
Compliance and Enforcement Sub-Directorate
World Customs Organization**

Maurice Emiola Adefalou is the Compliance Technical Officer in charge of the IPR, Health and Safety Programme in the World Customs Organization (WCO). He is the main coordinator of the delivery of the IPR Health and Safety Programme activities, operational activities, capacity building, accreditation workshops and the WCO IPR CENcomm tool. Maurice oversees two important statutory meetings of the WCO: the Enforcement Committee (EC) and the Counterfeiting and Piracy Group (CAP). He is the WCO's point of contact with several important international organizations such as the OECD, EUIPO, WIPO, etc. In December 2018, he was nominated as the Chairperson of the WCO, CAP Group meeting.

Maurice held various relevant positions for the Benin Customs Administration prior to joining the WCO: Director of Legislation and International Relations in charge of WCO issues; Head of the Cotonou Port Customs surveillance team; Head of Mobil unit in charge of the fight against fraud; Chairperson of the selectivity committee (risk management) and Chairperson of the Scanner management committee. He was the Head of Communication and Spokesman for the Beninese Customs.



RUMI HASHIMOTO

**Technical Attaché
IPR, Health and Safety Programme
Compliance and Enforcement Sub-Directorate
World Customs Organization**

Rumi Hashimoto is a WCO technical attaché in IPR Health and Safety Programme of Compliance Sub-directorate. She started her career in the Customs fields in 2011. In the field of IPR, she engaged in the examination of Customs application related to IPR and Customs technical cooperation in IPR National Center of Japan Customs. In addition to her Customs career, she has background working for Japan Patent Office engaging in anti-counterfeiting activities. From summer 2023, she joined the WCO Secretariat in Belgium, where she provides capacity building activities and develops some instruments for WCO member customs administrations.



MOEZ LARIBI

**Professional Associate
IPR, Health and Safety Programme
Compliance and Enforcement Sub-Directorate
World Customs Organization**

Moez Laribi is a Professional Associate at the World Customs Organization, where he contributes to the IPR, Health and Safety Programme under the Compliance and Enforcement Sub-Directorate. He joined the WCO in September 2024 as part of the WCO/Japan Career Development Programme. His role focuses on supporting the WCO's global efforts to combat counterfeit goods, safeguard public health, and promote international customs cooperation.

With over 14 years of experience in the Tunisian Customs Administration, he has held key positions, including Head of Operations in the Central Operations Room, Head of the Communication Unit, and Programme Officer for International Cooperation.

In addition to his extensive experience in customs, Moez has served as an Assistant Professor of Computer Science at the University of Tunis and as a Project Officer at the International Telecommunication Union, combining academic insight with practical expertise.
