

## EXPECTED AUDIENCE

- Senior Customs executives responsible for Customs reform, modernization and policy issues, and human resource development;
- Universities and research institutions with an interest in Customs or trade-related research and education;
- Business executives and service providers;
- Representatives of international and regional organizations.

## CONTACTS

### WORLD CUSTOMS ORGANIZATION

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## THE WORLD CUSTOMS ORGANIZATION

AND

### THE CADI AYYAD UNIVERSITY

THE ECOLE NATIONALE DES SCIENCES APPLIQUÉES  
THE ECOLE NATIONALE DE COMMERCE ET DE GESTION  
DE MARRAKECH

WELCOME

## THE 7<sup>TH</sup> ANNUAL CONFERENCE



# PICARD 2012

Promoting Research-based  
Knowledge to Support Customs  
Decision-making

Marrakech - Morocco  
25-27 September 2012  
Hotel ATLAS MEDINA

[www.ucam.ac.ma/picard2012](http://www.ucam.ac.ma/picard2012)  
[www.wcoomd.org/event\\_picard2012.htm](http://www.wcoomd.org/event_picard2012.htm)

### CADI AYYAD UNIVERSITY «UCA»

Conference Secretariat

### ECOLE NATIONALE DE COMMERCE ET DE GESTION, ENCG-MARRAKECH

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## CONFERENCE REGISTRATION

Get registered on [www.ucam.ac.ma/picard2012](http://www.ucam.ac.ma/picard2012) before  
15<sup>th</sup> August 2012 for preferential rate.

### REGISTRATION FEES\*

Up to  
15 August 2012

After  
15 August 2012

Customs,  
Universities

1600 DH  
(~€145)

1850 DH  
(~€165)

Business

2250 DH  
(~€200)

2500 DH  
(~€225)

\* Price in euro for information purposes only.

## METHOD OF PAYMENT

Registration fees must be paid via bank transfer to the «AMAN»  
association, Banque Populaire, CHARAF Marrakech Agency :  
Account N° : 145 450 21116 2818251 000 8 63  
Swift Code : BCP OMAMC

For more information, visit the 7<sup>th</sup> PICARD  
Conference website:

[www.ucam.ac.ma/picard2012](http://www.ucam.ac.ma/picard2012)  
[www.wcoomd.org/event\\_picard2012.htm](http://www.wcoomd.org/event_picard2012.htm)



# WCO PICARD PROGRAMME

The WCO PICARD (Partnership in Customs Academic Research and Development) Programme was launched in 2006.

Its aim is to provide a platform for promoting the professional standing of Customs and a channel for co-operation between Customs, academic partners and other stakeholders undertaking Customs-related research.

It endeavours to prepare leaders for the future of Customs, and coordinates the development of a set of Professional Standards as a foundation for Customs professional education.

**For a coherent Customs professional body sharing specific and graduated knowledge, competencies and skills, and fully connected to today's economic and social challenges.**



# MAIN TOPICS

A key aim of the annual PICARD Conferences is to promote high-level exchanges on Customs capacity building and the professionalism of Customs. Participants will have an opportunity to interact with government, commercial and academic counterparts.

The PICARD Conference 2012 aims at "Promoting Research-based Knowledge to Support Customs Decision-making". It will focus on the following 3 topics :

1. Emerging and evolving risks
2. The Impact of Regional Economic Integration and Preferential Trade Arrangements on Customs Services
3. Customs Strategic Human Resource Management.

## PROGRAMME FOR THE 2012 CONFERENCE

This 7<sup>th</sup> Conference will consist of :

- Plenary Conference;
- Interactive sessions focusing on each of the study topics, combining introductory communications, round tables facilitated by academics and Customs experts, and oral presentations of selected research papers;
- Brainstorming workshops on future challenges for Customs Professionalism and for the PICARD 2020 strategy;
- Plenty of opportunities for networking (intersessional breaks, cocktail party, dinner);
- In the margins of the Conference, there will be sightseeing tours of Marrakech and the surrounding area.

# LANGUAGES

The Conference will be held in English and French. There will be interpretation in these two languages.



## PICARD 2012 PARTNERS



World Customs Organization



UCA - Cadi Ayyad University



INCUS – International Network of Customs Universities



Administration des Douanes et Impôts Indirects

ADII - General Directorate of Customs and Indirect Taxes of Morocco



ENCG-Marrakech – National School of Trade and Management



ENSA-Marrakech- National School of Applied Sciences



AMAN – Moroccan Association of Digital Reliance