

Bi-Directional Education (United States)

1. Description of initiatives

CBP has forged an unprecedented relationship with industry experts and major trade associations through Bi-Directional Education.

The Bi-Directional Education concept was developed in order to maintain industry expertise to be able to adapt to the ever-changing global trading and economic environment.

From the beginning, CBP has been in constant communication with the appropriate industry stakeholders on all of the initiatives where we have been engaged. We utilize Bi-Directional Education to be able to learn from industry experts about new and growing trade trends. CBP has also gained a better understanding of how the business model works in order to be able to help the trade community meet its bottom line.

CBP also utilizes Bi-Directional Education as an opportunity to explain and clarify government regulations and Customs processes. By doing this, the private sector is able to better grasp how the work CBP does ensures both security and economic competitiveness of our national and global trade.

CBP hosts trade day meetings with the relevant industry partners. We invite different trade associations to bring their members for discussions with CBP Leadership to discuss issues or concerns that they may have with an appropriate area where both CBP and industry partners can educate each other on best practices.

CBP continues to hold educational webinars, and weekly subcommittee and working group calls with our COAC to talk about issues and receive recommendations at the quarterly public COAC meetings. In addition to our interaction with the COAC, CBP conducts outreach at both the national and local levels to ensure that we receive feedback from all areas of our private sector partnership.

Further to this, CBP periodically sends out surveys to the private sector so that they can continuously give us feedback on the establishment and implementation of new initiatives, enhancements to existing initiatives and systems, and alert us of any potential problems.

CBP also constantly receives feedback from the industry by contacting their National Account Managers within the Centers of Excellence and Expertise.

2. Impact of initiatives

Through implementing Bi-Directional Education, we have learned from our participating industry partners what the current patterns of global supply are, and how can we best adapt CBP operations to continue to bolster our economic competitiveness while maintaining security and trade enforcement.

We have also been able to address the increasing challenge of losing key industry knowledge and expertise through attrition, thus preserving and expanding upon the expertise through our collaborative work.

3. Relevant government agencies involved in your national or international initiatives/practices

U.S. Customs and Border Protection (CBP), Consumer Product Safety Commission, U.S. Department of Agriculture, Food and Drug Administration, Animal and Plant Health Inspection Service

4. Relevant private agencies and industry groups involved in your national or international initiatives/practices

All industries involved in importing and exporting (auto, pharmaceuticals, chemicals, base metals and machinery, agriculture, apparel and textiles, electronics, consumer products and mass merchandising) as well as major trade associations. CBP is also required to meet quarterly with the Advisory Committee on Commercial Operations (COAC) which advises the Department of Homeland Security on the commercial operations of CBP and related DHS functions.

5. How often do you interact with Private Sector/Industry Groups?

We engage with some stakeholders on a daily basis, with others monthly or bi monthly through email communication, webinars, conference calls, and in person meetings.

6. How do you keep track of input from the Private Sector/Industry Groups?

1. Surveys to measure the efficacy of initiatives and implementation of policies and regulation
2. Roundtables with industry and CBP leadership
3. Trade Days
4. Webinars
5. Through the COAC
6. Levels of participation within the Centers of Excellence and Expertise (Centers)