



***U.S. Customs and Border Protection
2012 East Coast Trade Symposium
Theme: Expanding 21st Century Global Partnerships
Location: Renaissance DC Downtown Hotel, 999 9th Street, NW, Washington, DC 20001
October 29-30, 2012***

Day 1: October 29, 2012

10:00 a.m. - 1:00 p.m. Registration (Pre-Function Area-Ballroom Level)

10:00 a.m. - 5:30 p.m. Exhibits (Pre-Function Area-Ballroom Level)

1:00-1:05 p.m. General Session (Renaissance Ballroom)

Title/Description: Welcome/Introduction

1:05-1:45 p.m. General Session (Renaissance Ballroom)

Title/Description: Opening Remarks & Keynote

1:45-2:00 p.m. Health Break

2:00-3:30 p.m. Breakout Sessions (Ballroom Level and Meeting Room Level)

3:30-3:45 p.m. Health Break

3:45-5:15 p.m. Breakout Sessions (Ballroom Level and Meeting Room Level)

5:15-5:30 p.m. Health Break

5:30-5:45 p.m. General Session (Renaissance Ballroom)

Title/Description: Closing of 1st Day

Day 2: October 30, 2012

7:45-9:00 a.m. Registration (Pre-Function Area-Ballroom Level)

7:45-9:45 a.m. Coffee/Tea (Pre-Function Area-Ballroom Level)

7:45 a.m.-5:30 p.m. Exhibits (Pre-Function Area-Ballroom Level)

8:45-9:00 a.m. General Session (Renaissance Ballroom)

Title/Description: Welcome/Introduction of Day 2

9:00-10:00 a.m. General Session (Renaissance Ballroom)

Title: Global Supply Chain Security: Transforming Partnerships in the International Arena

Description: CBP's International partnerships have been progressing toward enhancing and strengthening global supply chain security while expediting legitimate trade flows. Global supply chain security can be achieved through collaborative government-to-trade and government-to-government initiatives, such as the National Strategy for Global Supply Chain Security and the National Export Initiative. A critical element of our ability to collaborate with our partners is the use of advance trade data, providing greater trust and confidence in the security of the supply chain. Authorized Economic Operator (AEO) programs have become the global standard for supply chain security. Based on the World Customs Organization (WCO) Safe Framework of Standards, AEO programs provide nations with a mechanism to identify trusted shippers and facilitate the flow of their cargo. As AEO programs mature, countries enter into Mutual Recognition Arrangements (MRA) with each other on a bilateral basis to act as a force multiplier. Under MRA, each country's AEO program recognizes the other's members as their own and provides reciprocal benefits. This session will focus on the critical importance advance data sharing and MRA have toward achieving a secure global supply chain.

10:00-10:15 a.m. Health Break

10:15-11:15 a.m. General Session (Renaissance Ballroom)

Title: Beyond the Border – What We Have Accomplished and What Can Be Expected for the Coming Year

Description: The United States-Canada Beyond the Border Action Plan was announced by the President of the United States and the Prime Minister of Canada in February 2011. *Beyond the Border* articulates a shared approach to security in which both countries work together to address threats within, at, and away from our borders, while expediting lawful trade and travel. The focus of this session will provide an update on the many initiatives led by Customs and Border Protection and Canada Border Services Agency and the many benefits that will be realized by the international trade and travel community.

11:15-11:30 a.m. Health Break

11:30 a.m.-1:00 p.m. Luncheon (Grand Ballroom) – Keynote Speaker

1:00-1:15 p.m. Health Break

1:15-2:15 p.m. General Session (Renaissance Ballroom)

Title: Centers for Excellence and Expertise (CEE)

Description: CBP's signature trade initiative, the Centers of Excellence and Expertise (Centers) directs work involving trusted traders to specialized, industry-specific centers supported by a multi-disciplinary team of experts. CBP recently set up Industry Working Groups (IWG) to assist and advise CBP Center Directors on key industry features, including risks, measures and trade lanes. This session will also discuss how the Centers are interacting with the IWGs on the latest industry practices and emerging threats, or what CBP calls "trade intelligence." CBP is collaborating with industry representatives to gain information and insight into new trends related to intellectual property rights violations, antidumping/countervailing duty evasion, and other trade enforcement issues. CBP is taking the information provided, and using it to develop strategies to ensure robust enforcement of trade laws and regulations while continually looking to facilitate and expedite legitimate trade.

2:15-2:30 p.m. Health Break

2:30-3:30 p.m. General Session (Renaissance Ballroom)

Title: Resetting the Trade Agenda

Description: Co-creation through the use of partnerships represents a framework for enhancing trade facilitation and economic vitality. In working closely with our various partners, CBP has designed new programs that better meet the needs of the government and the private sector. The concept of co-creation is based on the belief that CBP will only be able to develop viable and lasting solutions to enhanced trade facilitation and more effective enforcement of our trade laws in concert with those most impacted. Through direct engagement with the private sector, CBP has reduced regulatory barriers to commercial activity, modernized how the agency conducts business, and simplified commercial processes for importers. This session will focus on how three initiatives – Role of the Broker, Simplified Entry, and Air Cargo Advance Screening – incorporate these key concepts.

3:30-3:45 p.m. Health Break

3:45-4:45 p.m. General Session (Renaissance Ballroom)

Title: CBP Senior Leadership Town Hall

Description: This question and answer session will provide the unique opportunity for an open discussion with Acting Commissioner David Aguilar and other CBP Leaders on current trade initiatives and priorities.

4:45-5:30 p.m. General Session (Renaissance Ballroom)

Title/Description: Closing Remarks

Day 1: List of Breakout Sessions:

Breakout Session Title: United States-Canada Beyond the Border Action Plan: Single Window and Advanced Data Requirements Initiatives – Goals and Achievements

Description: Of the 32 initiatives in the December 2011 United States-Canada Beyond the Borders Action Plan, CBP and CBSA have the lead on two that directly deal with the flow and content of international trade data for imports. This session will describe the goals and achievements of the Single Window and the Harmonization of Advance Data Requirements and provide insight into what impact these initiatives will have on the importing public.

Breakout Session Title: Role of the Broker Initiative, Changes to Part 111

Description: The Role of the Broker initiative aims to better reflect modern and efficient trade practices and to encourage brokers to be force multipliers for CBP's trade facilitation efforts. Of particular interest to CBP is the feedback from the trade on three critical topics: continuing education for brokers, establishing bona fides and broker permitting.

Breakout Session Title: Automated Commercial Environment (ACE) Moving Forward

Description: Learn about the latest developments with ACE, including Cargo Release, Entry Summary and Exports. ACE Business Office and the trade community will review the first phase of Cargo Release/Simplified Entry progress and benefits, plus plans for expansion and future Cargo Release development. The session will also address where ACE is regarding enhancements and plans for exports.

Breakout Session Title: Harmonizing Facilitation – Update on the Border Interagency Executive Council (BIEC) and Efforts to achieve a One U.S. Government at the Border

Description: CBP's One U.S. Government at the Border initiative provides a dynamic approach to collaboration among federal agencies, the trade community and foreign governments. CBP works with the public and private sector to better define and assess risk through increased automation and information sharing, and encourage greater use of partnerships and best practices to protect the public. The initiative aims to reduce redundant information collection, target high-risk trade, and foster corporate self-governance and compliance improvement programs within the trade community. In this session, you will hear about the progress of the Border Interagency Executive Council (BIEC) and how the Commercial Operations Advisory Committee (COAC) One U.S. Government at the Border subcommittee is working on harmonizing facilitation efforts for an efficient border.

Breakout Session Title: Trade Intelligence - "Expanding Two-Way Intelligence"

Description: CBP's Trade Intelligence initiative provides a means for two-way communication between industry and CBP on actionable trade intelligence. Industry representatives provide CBP up-to-the-minute information on industry trends, issues that may impact CBP processing and enforcement, and specific allegations of fraud or malfeasance. This break-out session will focus on lessons learned from CBP's piloting of the Trade Intelligence concept within CBP's Centers of Excellence and Expertise and in other areas. The panel will discuss insights on how CBP can address enforcement issues related to intellectual property rights, anti-dumping and countervailing duty and trade preference areas. Finally, the panel will focus on how CBP can expand the Trade Intelligence concept by working with private industry and ICE/Homeland Security Investigations.

Breakout Session Title: Centers of Excellence and Expertise: An Operational Perspective

Description: The Centers of Excellence and Expertise bring all of CBP's trade expertise to bear on a single industry in a strategic virtual location. They are staffed with numerous trade positions using account management principles to authoritatively facilitate trade. Centers represent CBP's expanded focus on "Trade in the 21st Century," transforming customs procedures to align with modern business. This break-out session will focus on what every member of the private sector needs to know about how the Centers operate. The session will provide a review of current Center policies and procedures, and highlight areas of focus for future Center operations.