

APRIL 16 & 17, 2008

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American Conference Institute's 4<sup>th</sup> Annual

# Global Customs Compliance



Gain unparalleled insights from this international faculty of global customs practitioners:

Abbott  
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KLA-Tencor  
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Raytheon  
Siemens AG (Germany)  
Sony Electronics  
Tyco International  
Younger Niche (China)

Get the latest information on:

**Europe:** Pros and cons of enrolling in the new AEO program, insights on 2009 GSP, and recent customs enforcement cases

**China:** New export VAT refund rates, how to optimize customs bonded operations and challenge valuation rulings

**India:** Overcoming hurdles of efficient logistics

**Russia & CIS:** Ensuring IP protection and security of trans-border shipments, and how to select local brokers and third party providers

**Brazil:** How to benefit from special import regimes, SISCOMEX and RADAR, and expedite customs clearance

**Mexico:** Withstanding the auditing powers of Hacienda

And benefit from the latest insights on how to:

- Collect and secure data globally to meet "10+2" requirements
- Harmonize C-TPAT and foreign cargo security regulations into an effective global security program
- Automate a worldwide customs process
- Manage multiple FTAs
- Implement effective global customs compliance and broker management programs
- Prepare for new import safety requirements

Plus! Interactive Workshops

- A** Fundamentals of Brazilian Customs    **B** Understanding Customs Rules in India

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# Do Not Miss the Customs Event That Everyone is Talking About

Companies operating in the global supply chain are grappling with an increasing number of regulatory hurdles. With the propagation of cargo security regulations, the myriad of regulatory agencies, and stricter enforcement of customs rules and documentation requirements, meeting trade goals requires achieving harmonized customs compliance. As a customs and trade executive, you must remain current on foreign customs laws and what they mean for your company's worldwide compliance and sourcing efforts. Failure to be informed can result in border delays, stiff penalties and missed production and delivery deadlines.

Now in its 4<sup>th</sup> successful year, ACI's "Advanced Forum on Global Customs Compliance" is the event that international trade compliance professionals rely on for comprehensive, insightful and practical guidance on global customs compliance issues.

Benefit from the practical perspective of seasoned corporate global compliance executives from companies such as **Pfizer, General Electric, Raytheon, Tyco International, Cisco Systems, Hewlett-Packard, Microsoft, Sony Electronics and Delphi**. Hear the latest on key import and customs developments in Asia, Latin America and Europe, and learn how industry leaders are responding to this constantly changing global legal landscape. Topics on this year's agenda include:

- Achieving harmonized compliance with trade and security goals
- How to protect business confidentiality globally when submitting additional "10 + 2" data requirements
- Key customs developments in Asia, Latin America and Europe
- Dealing with customs valuation issues in China
- Implementing a successful global customs compliance program

As your company continues to globalize its operations, you are facing complex global customs compliance challenges around the globe. Don't miss the only event in the industry with an extensive global focus. This must-attend event always fills up quickly, so register now by calling 1-888-224-2480; by faxing your registration form to 1-877-927-1563; or by registering online at [www.AmericanConference.com/globalcustoms](http://www.AmericanConference.com/globalcustoms).

## A Must-Attend Event For

- VPs, Directors and Managers of:
  - Customs Operations and Trade Compliance
  - Global Customs
  - Customs Administration
  - International Trade
  - Import/Export Compliance
  - Global Trade Policy
  - Worldwide Import/Export
- In-house Counsel, International Trade
- Customs Compliance Counsel
- Attorneys, Customs and International Trade
- Managers, Brokerage Services from International Freight Forwarders and Customs Brokers

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8:00 Registration and Coffee ☒

8:30 Opening Remarks from Conference Co-Chairs

*Carol Fuchs*  
International Trade Counsel  
Tyco International Inc.  
(Washington, DC)

*Robert J. Pisani*  
Partner  
Pisani & Roll PLLC  
(Washington, DC)

8:45 EU's New Authorized Economic Operator (AEO) Status: How the Trusted Shipper Supply Chain Program Will Impact your European Operations

*Anthony Barone*  
Director Global Logistics Policy  
Pfizer Global Manufacturing  
(Peapack, New Jersey)

*Mark Corby*  
Customs & Trade Compliance Manager  
BAE Systems (Operations) Ltd  
(Kent, UK)

*Jurgen Ehrke*  
Vice President Customs & Customs Security Programs  
Siemens AG  
(Erlangen, Germany)

*Susanne Aigner*  
Head of Supply Chain Security Sector  
European Commission,  
Directorate General for Taxation and Customs

*Clive Stanbrook OBE, QC*  
Partner  
McDermott Will & Emery LLP  
(Brussels, Belgium)

- Should your company enroll in the AEO program?
- How AEO status will facilitate trade
- What lessons can be learned from the testing process?
- To what extent is AEO status providing a better alternative to the current environment?
- What are the main requirements for AEO enrollment?
- Update on AEO C-TPAT reciprocity
- Comparing & contrasting C-TPAT certification and AEO status
- Types of AEO status and benefits they offer
  - AEO Customs Simplifications Certificate
  - AEO Security and Safety Certificate
  - AEO Customs Simplifications/Security and Safety Certificate
- What to expect from the regulators: verification process

10:00 Integrating Global Requirements into an Effective Worldwide Cargo Security Program

*Renee E. Stein*  
Director, Global Trade Policy  
Microsoft Corporation  
(Washington, DC)

*Kevin J. Willis*  
Senior Director, Export/Import Operations  
Raytheon Company  
(Waltham, MA)

- Deciding whether to enroll in foreign security programs: What PIP, Canada-US FAST scheme, and Frontline imply for a global business organization and what to consider
- Harmonizing procedures of C-TPAT and foreign supply-chain security programs
- How security ties-in with your internal customs processes
- Drawbacks of increased scrutiny on the global supply chain
- Assessing the security of your foreign vendors' facilities
- What are the reasonable expectations for a secure facility abroad?
- Training foreign personnel and implementing codes of conduct overseas

11:00 Morning Refreshments

11:15 Meeting "10 + 2" Requirements: Collecting & Securing Data Globally

*Barry O'Brien*  
Director of Global Trade and Customs  
Hasbro, Inc.  
(East Providence, R.I.)

*David Newman*  
Director, Law Department  
Sony Electronics, Inc.  
(Park Ridge, NJ)

*Suzanne J. Hoeger*  
Director, Customs & Trade Compliance  
Abbott  
(Abbott Park, IL)

- Filing additional data elements: Who is responsible and what is expected from the importer, forwarder, and exporter?
- Avoiding shipment delays & no load messages
- Ensuring accuracy of data elements to avoid penalties for non-compliance
- How to minimize the impact of "10 + 2" on global supply chains
- How to protect "10 + 2" business confidentiality across borders

12:15 Networking Luncheon for Speakers and Delegates

1:15 Preparing for Higher Import Safety Standards Around the Globe

*Anthony Barone*  
Director Global Logistics Policy  
Pfizer Global Manufacturing  
(Peapack, NJ)

- How the import safety legislation will impact everyday customs operations

- Assigning responsibility, accountability, and authority for the import safety response
- Meeting requirements of good importer practices
- Implementing a harmonized import safety compliance program to prepare for diverging requirements of numerous regulatory agencies
- Minimizing costs and administrative burdens of complying with new safety standards
- Preparing for additional data requirements and documentation

## 1:45 How to Expedite Customs Clearance in Brazil

*Pierre Mallette*

Director of Logistics  
Globe Electric Company Inc.  
(Montreal, Canada)

- Modalities of import: “by order” and on behalf of third parties
- How to prevent fraudulent interposition of third parties
- Tangible benefits of registering with the SISCOMEX and the RADAR system
- Best practices for exportation to Brazil through a Brazilian Trading Company
- Assessing and minimizing importation costs into Brazil
- Import documentation requirements: avoiding common mistakes made by foreign companies in Brazil
- Preventing shipping penalties by increasing communication with the importer
- Understanding import tax exemptions
- MERCOSUR’s Common External Tariff requirements for documentation
- How to avoid fines for non-compliance with import requisites
- Overcoming main challenges when importing used equipment
- Maximizing Special Import Regimes - Drawback, Temporary Admission, Bonded Warehouse, RECOF, Blue Line

## 2:30 Getting Goods In And Out of India: Import/Export Strategies for US Companies

*S.N. Srikanth*

Senior Partner  
Hauer Associates  
(Chennai, India)

*Diane Divin (invited)*

Manager, Global Import/Export Administration & Logistics  
Mary Kay Inc.  
(Addison, TX)

*Ajay Kuntamukkala*

Partner  
Hogan & Hartson LLP  
(Washington, DC)

- Current state of transportation and port infrastructure in India
- Coping with hurdles to efficient logistics
  - border check post delays
  - entry taxes
  - multiple documentation requirements
  - understanding different legal requirements

- Update on development programs
  - National Maritime Development Program
  - National Rail Vikas Yojana project
  - National Highways Development Project
  - Sethusamudra Ship Canal Project
  - Special Economic Zones
- How to rectify customs disputes in India
- Working effectively with your Indian third party providers
- Exports/re-exports from India to other destinations

## 3:30 Afternoon Refreshments

## 3:45 Implementing and Monitoring an Effective Global Customs Compliance Program

*John Segal*

Customs Compliance Manager  
Northrop Grumman  
(El Segundo, CA)

*Michael Schwartzberg*

Senior Manager International Trade & Global Customs  
KLA-Tencor  
(San Jose, CA)

- Harmonizing U.S. and foreign compliance programs
- Communicating your compliance requirements to domestic and overseas organizations
- Educating overseas staff and implementing training programs to improve trade compliance operations management
- Understanding internal and external communication protocols and global attorney-client privilege issues
- Fostering communication between overseas staff, local customs officials, and regional organizations
- Regulatory considerations and corporate responsibilities on trade compliance
- Ensuring cultural & professional competencies of compliance officers in new markets

## 4:45 Overcoming Compliance Challenges in Russia & the CIS

*Alexander Bychkov*

Partner  
Baker & McKenzie – CIS, Limited

- Ensuring security of trans-border shipments & expediting customs clearance
- IP protection at customs in Russia: requirements and procedures
- Creating a customs strategy to accommodate local markets in CIS region
- Overcoming customs valuations issues in Russia including use of secret comparables, requests for producer price lists, and inconsistencies with transfer pricing rules
- Selecting local brokers & third party providers: strategies for ensuring competence and mitigating risks

## 5:30 Conference Adjourns

8:00 Coffee ☞

8:30 **Co-Chair's Opening Remarks**

8:35 **Successfully Managing Multiple FTAs**

*Don Huber*

Global Customs Manager  
General Electric Company  
(Ft. Myers, FL)

*Louisa B. Elder*

Manager, GPO Customs & Trade Compliance  
Abbott  
(Abbott Park, IL)

- Streamlining the FTA process: assigning responsibility, authority and accountability
- How to maximize benefits of preferential clauses
- Meeting the challenges of FTA documentation control
- Obtaining origin certificates from foreign suppliers
- How to prove FTA origin: the impact of sourcing and qualification
- Implementing & monitoring internal controls
- Responding to a free trade validation

9:15 **Global Broker Management: Key Considerations to Ensure Worldwide Broker Compliance**

*Heather C. Burroughs*

Manager, Global Customs Operations  
Hewlett-Packard Company  
(Nashville, TN)

*Erin L. Crockett*

Director, Global Trade Compliance  
Dresser Inc.  
(Addison, TX)

*Amy Magnus*

District Manager  
A.N. Deringer  
(Champlain, NY)

- Implementing a cross-border customs broker management program
- Ensuring uniformity when communicating compliance requirements to brokers across the globe
- Assessing the qualifications & resources of customs brokers at home and abroad
- Pros and cons of working with local brokers
- Broker oversight: a global approach to developing appropriate limitations on authorized broker actions
- Responding to broker's oversight: who should file the disclosure?
- Establishing effective internal controls that identify "red flags" and incident action plans

10:30 Morning Refreshments

10:45 **Key Customs Developments in China**

*Joan Pan*

Director Global Trade Compliance  
Merck & Co Inc  
(Whitehouse Station, NJ)

*James Liu*

Senior Partner  
Jincheng & Tongda Law Firm  
(Beijing, China)

- Contract manufacturing: update on recent prohibitions and restrictions on the types of goods that may be imported or manufactured in China
- Recent developments in China's regulatory and enforcement environment
- Latest changes to export VAT refund rates and how they impact manufacturing tax structures
- Taking advantage of China's new FTAs
- New developments in C-TPAT validations in China

11:30 **Optimizing Customs Bonded Operations in China**

*Michael Jiang*

China & N. Asia Regional Director  
PRC Customs & Global Trade Compliance  
(Shanghai, China)

*Gloria Yan*

General Manager  
Younger Niche (China) Ltd.  
(Beijing, China)

- Key differences between "free trade zones", "export processing zones", "logistics zones", "bonded logistics parks", & "free ports"
- Selecting the right program: identifying pros and cons
- Update on new trade zones
- Overcoming procedure inconsistencies in various zones
- How foreign companies may benefit from loosened controls for FTZ
- Overcoming challenges of keeping record of flow of goods
- How to reduce cycle time in bonded warehouses

12:30 Special Luncheon Address

**Fostering Government Cooperation: The Global Response to the Import Safety Initiative**

*Michael T. Schmitz (invited)*

Director of Compliance and Facilitation  
World Customs Organization

1:45 **Overcoming Customs Valuation Challenges in China**

*Steven Kott*

Manager, Global Trade Group  
Advanced Micro Devices  
(Sunnyvale, CA)

- Understanding key provisions in PRC Customs valuation rules
- Comparing US and China's valuation methodologies

- Implementing Chinese customs valuation rules and practices
- What to do when Chinese Customs reject a declared value
  - Circumstances for “reasonable customs doubt”
  - What types of decisions can be challenged?
- What can be learned from recent valuation rulings
- Valuation rulings, and what to do when Chinese Customs reject a declared value

## 2:15 Maximizing Duty Saving Opportunities in Mexico

*Edmundo Elias-Fernandez*

Partner

Baker & McKenzie  
(Guadalajara, Mexico)

*Carla Ackley Cravalho*

Global Customs & Trade Affairs Manager  
Cisco Systems, Inc.  
(San Jose, CA)

- Update on customs valuations issues and emerging trends
- Non-tariff requirements and avoiding enforcement – the Pseudoephedrine case
- Navigating tariff classifications to ensure compliance
- Assessing the importance of the importer’s registration
- FTAs and audits under NAFTA
- Effectively managing an audit: withstanding the auditing powers of Hacienda
- Preparing for the increase in origin verification procedures
- Pros and cons of operating as a maquiladora controladora and combination with other facilitation programs

## 3:15 Afternoon Refreshments

## 3:30 Customs Developments & Enforcement in the European Union

*Laurent Ruessmann*

Partner

Sidley Austin Brown & Wood LLP  
(Brussels, Belgium)

*Mathias Petzold*

Customs Counsel, Europe, Middle East, Africa  
Delphi Corporation  
(Troy, MI)

- Assessing classification differences between EU countries
  - Overcoming classification issues for combined technology
  - Pros and cons of a classification strategy aimed at uniformity
  - Validating your classification opinion and assigning accurate tariff classifications
- What can be learned from recent EU case law developments
  - Classification: Olikom, Medion, Ruma, Juers Pharma
  - Valuation: Compaq Computer
  - Remission/non-recovery: Commission v Denmark
  - WTO rulings: Ikea, FTS International
- Update on revisions of the EU rules of preferential origin

- New GSP: Insights on 2009 rules
- EU Reach Legislation
  - Apportionment of responsibilities between importer and exporter
  - Optimizing legislation & bargaining position within supply chain
  - Identifying pitfalls & opportunities
- Developments in EU trade defense measures

## 4:30 Automating a Worldwide Customs Process

*Carol Fuchs*

International Trade Counsel  
Tyco International Inc.  
(Washington, DC)

*Lori Goldberg*

Director – Trade Compliance  
Avery Dennison Office Products North America  
(Brea, CA)

- Why automate globally?
- Selecting functions to be automated
- Challenges of globalization and de-centralization
- Obtaining management support and funding across business units and regions
- Selecting a software vendor: evaluation criteria
- Identifying a vendor to address global requirements
- Implementing the global solution

## 5:30 Chair’s Closing Remarks and Conference Ends



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A

9:00 a.m. – 12:30 p.m.  
(Registration Opens at 8:00 a.m.)

### Fundamentals of Brazilian Customs: A Practical Guide for Compliance Executives

*Jayme Archinto*

Senior Manager,  
Customs and International Trade Department  
PriceWaterhouseCoopers  
(Sao Paulo, Brazil)

*Alexander H. Schaefer*

Counsel  
Crowell & Moring LLP  
(Washington, DC)

Brazilian customs regulations are complex and US companies wanting to do business in Brazil need to learn how to navigate the local regulatory environment. Attendees in this interactive and practical workshop will learn key Brazilian customs procedures, how to interpret official and unofficial customs laws, rules and policies, and understand Brazilian protocol and negotiation style. Whether your company is weighing the pros and cons of entering this emerging market, or has substantial experience in the region, you will leave this workshop with key strategies on how to maintain compliant operations while reducing customs duties and minimizing risk. Using case studies and examples, Jayme Archinto and Alexander Schaefer will supply attendees with an excellent foundation to working effectively in Brazil, including:

- Brazil's Customs: organization and responsibilities
  - Organizational structure
  - Responsibility of offices
  - Consistency of decisions
  - Efficiency of activities
- Brazilian Import Process
  - Documentation requirements
  - Timing
  - Standard procedures
  - Use of brokers
- Regulatory considerations
  - Valuation
  - Classification
  - Origin
  - Dispute settlement mechanisms
- Enforcement and Compliance

B

1:00 – 4:00 p.m.  
(Registration Opens at 12:00 p.m.)

### Understanding Customs Rules in India

*Rohan Shah*

Managing Partner, Economic Law Practice  
(Mumbai, India)

Whether your company is sourcing from, trading into or offshoring business practices, this interactive master class will provide you with practical strategies on how to overcome the regulatory hurdles of doing business in India. Participants will gain an understanding of how the Indian Customs practice actually works versus how it is interpreted to work. In this seminar, you will learn how to efficiently and effectively launch operations in India in compliance with India's customs legal environment. Topics to be covered include:

- General Introduction to India's customs procedures
- India's customs legal framework
- Indian import process under customs regulation
- Customs valuation in India
- Classification regime
- Rules of origin
- Advanced ruling system
- Dispute settlement mechanism
- Technology progress
- Enforcement and compliance



American Conference Institute's 4<sup>th</sup> Annual

# Global Customs Compliance



EXCLUSIVE INTERACTIVE WORKSHOPS

- A Fundamentals of Brazilian Customs
- B Understanding Customs Rules in India

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