

Canadian Association of  
Importers and Exporters

Association canadienne des  
importateurs et exportateurs

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17th Annual Conference & Trade Show  
**Emerging Issues in Customs**

*Ensuring Compliance  
in Your Supply Chain*

**Keynote speakers:**

**Global Economic Outlook**

*Paul Ferley, Assistant Chief Economist, Royal Bank of Canada*

**Supporting Canada's Importers and Exporters: Canada's  
Asia Pacific Gateway and Corridor Initiative**

*John Higginbotham, Principal Advisor, Asia Pacific Gateway and  
Corridor Initiative, Transport Canada*

**The New Food and Consumer Product Safety Legislation**

*The Honourable Tony Clement, Minister of Health & the Minister  
for the Federal Economic Development Initiative for Northern  
Ontario*

**Designing Canada Border Services Agency's Commercial  
Vision**

*Greg Goatbe, Vice-President, Admissibility, Canada Border  
Services Agency (CBSA)*

April 21-23, 2008

Hilton Toronto Airport Hotel, 5875 Airport Road, Toronto Airport

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# 17th Annual Conference & Trade Show Emerging Issues in Customs

Monday, April 21, 2008

8:00 am	<b>Registration—Trade Show Begins—Continental Breakfast</b>	Continental breakfast sponsored by Barnes, Richardson & Colburn
8:30 am	<b>Welcome &amp; Opening Remarks</b>	Mary Anderson, President, I.E.Canada
8:40 am	<b>Opening Keynote Address: Global Economic Outlook</b>	Paul Ferley, Assistant Chief Economist, Royal Bank of Canada
9:30 am	<b>Refreshment Break &amp; Trade Show</b>	
10:00 am	<b>The Future of Global Supply Chain Security Initiatives</b> Find out what is going on globally and what is the future direction of supply chain security programs: <ul style="list-style-type: none"> <li>World Customs Organization (WCO) work on SAFE</li> <li>Update on the Authorized Economic Operator (AEO) guidelines</li> <li>Mutual recognition of national programs</li> <li>Progress made in Europe, China and India</li> </ul>	Moderator: Mary Anderson, President, I.E.Canada Michel Vallée, VP, Customs & Trade Compliance, UPS Supply Chain Solutions & Chairman, Canadian Society of Customs Brokers Kristina Bryson, Executive Program Manager, Import Compliance, IBM Canada Ltd. Diana Lieber, U.S. Customs & Border Protection, Department of Homeland Security Tracy Annett, Manager of Int'l Policy, CBSA
11:10 am	<b>Session A: The Asia Pacific Gateway — Building a Sustainable Supply Chain</b>	Chris Badger, Chief Operating Officer, Vancouver Fraser Port Authority
or 11:10 am	<b>Session B: Leveraging Your Finances in Global Trade to Minimize Risks</b> <ul style="list-style-type: none"> <li>Financing opportunities created by the globalization of supply chains and the convergence of physical, financial and information value chains</li> <li>The basics of supply chain finance</li> <li>Today's reality and emerging solutions</li> <li>What is driving supply chain finance adoption in Canada</li> <li>SME reality — lessons learned in recent studies with I.E.Canada members</li> </ul>	Gilles Morin, Vice-President, IT Business Services, Export Development Canada Cristian Mandachescu, VP, Strategy and Business Management, Scotiabank
Noon	<b>Keynote Luncheon Speaker: Supporting Canada's Importers and Exporters: Canada's Asia Pacific Gateway and Corridor Initiative</b> Canadian business is facing 21st Century competitive challenges worldwide with the growth of complex global supply chains, especially those linking North America and Asia. Canada's governments and private sector are responding to the challenge by putting in place transportation infrastructure, technology and policies to strengthen Canada's role in international commerce. The Asia-Pacific Gateway and Corridor Initiative is the Government of Canada's "flagship" initiative in terms of strategic transport infrastructure investments and policy renewal in support of Canada's international competitiveness. New Gateway strategies are under rapid development in Central and Atlantic Canada. An open, efficient and secure Canada-US border is a fundamental requirement for the success of these strategies.	John Higginbotham, Principal Advisor, Asia Pacific Gateway and Corridor Initiative Transport Canada
2:00 pm	<b>AAEI Panel—Emerging Issues in Customs Compliance: U.S. Developments</b> On January 2, 2008, Customs and Border Protection (CBP) issued a Notice of Proposed Rulemaking requiring importers and carriers to electronically submit additional information on cargo before it is brought into the U.S. by vessel. Importers will be required to provide 10 additional data elements to CBP. In addition to impacting imports into Canada through the U.S., it has implications for freight remaining on board (FROB). It is expected that this new requirement will come into effect during the second half of 2008. This panel will address the proposed new Security Filing in the U.S., known as the 10+2, and how it will impact Canadian importers. Discussion will also address the future of the C-TPAT program and the impact it will have on importers and exporters.	Hallock (Hall) Northcott, President, American Association of Exporters and Importers Norm Schenk, VP, Customs and Trade Compliance, UPS
3:15 pm	<b>Refreshment Break &amp; Trade Show</b>	
3:45 pm	<b>Visibility in the Supply Chain — Creating a Competitive Advantage</b> Whether sourcing materials from a foreign country or looking overseas to create new markets, business today is accelerating the global trade trend. Market pressures are being created from increased competition from foreign countries, shorter innovation cycles, and demand for better and faster service from customers all over the world. To respond to these market pressures, most organizations have created complex business processes that rely on a large number of foreign trading and service partners. The consequences of such complexity is a loss in process visibility, increasing operational cost, and a disconnect between expected performance versus delivered value. Learn how you can make trade processes transparent and how to benchmark your trade relationships against expected performance.	Moderator: Susan Hall, Logistics Manager, E. I. du Pont Canada Company Louis-Paul Tardif, Director, Economic Analyst & Research, Transport Canada Sandra A. Scott, VP, Business Development, Trade Merit Corporation John O'Reilly, Director, Customs & Traffic, Toshiba of Canada Limited
5:00 pm	<b>End of Day One—Mini Golf &amp; Networking Celebration</b> A great way to network and end the day. There will be a draw for prizes!	Sponsored by National Bank of Canada

# 17th Annual Conference & Trade Show Emerging Issues in Customs

Tuesday, April 22, 2008

8:00 am	<b>Registration—Trade Show Opens—Continental Breakfast</b>	
8:30 am	<b>Welcome &amp; Opening Remarks</b>	Mary Anderson, President, I.E.Canada
8:45 am	<b>Keynote Speaker: The New Food and Consumer Product Safety Legislation</b> On April 8, the new Food and Consumer Product Safety Legislation was tabled by the Minister of Health. Find out the latest information on the Canadian government's position to ensure safe food and consumer products are entering into Canada.	The Honourable Tony Clement, Minister of Health & Minister for the Federal Economic Development Initiative for Northern Ontario
9:30 am	<b>Refreshment Break &amp; Trade Show</b>	Refreshment Break Sponsored by Jensen Customs Brokers Canada Inc.
10:00 am	<b>Session C (Part I): How to Minimize Risks in Importing Products from Emerging Markets</b> <ul style="list-style-type: none"> <li>• Response to Canada's new legislation governing food and product safety</li> <li>• U.S. and international legislation considerations</li> <li>• New international agreements dealing with counterfeit products, especially counterfeit intellectual property</li> <li>• Developments regarding NAFTA Ministers' efforts to better identify and manage unsafe food and products before entering North America</li> <li>• Best product recall practices and strategies</li> </ul>	Daniel L. Kiselbach, Partner, Miller Thomson LLP Joseph Brick, National Practice Leader, Trade & Customs, KPMG LLP
	<b>Session C (Part II): Practical Approaches to Doing Business with China</b> <ul style="list-style-type: none"> <li>• China: One country - Many systems</li> <li>• Basic cultural realities</li> <li>• Tools to increase your chance of a successful business relationship</li> <li>• Importance of developing "efficient" relationships</li> <li>• Negotiation facts and tools</li> <li>• Ongoing due diligence</li> </ul>	Luc Fournier, Manager, International Trade, National Bank of Canada
or 10:00 am	<b>Session D: CBSA Update Part I—ACI/eManifest and Mandatory EDI</b> The eManifest External Stakeholder Partnership Network (eSPN) met in Ottawa in February 2008 to receive an update on the progress of eManifest – the third phase of the Advance Commercial Information initiative. Under eManifest highway carriers will have to transmit crew, conveyance and cargo data electronically to CBSA pre-arrival, and importers/brokers will have to transmit admissibility data. The End State/Design Working Group continues to consult with CBSA on draft data sets, the proposed deployment plan and critical issues such as First Point of Arrival. By attending this session, you will hear from CBSA officials and industry representatives about the latest developments and how eManifest will impact business processes for carriers and importers, and you will receive the latest update on implementation of CBSA's EDI strategy, a critical step in preparation for eManifest. Find out also what lessons can be learned from the U.S. experience.	Moderator/Speaker: Tracey Speares, Manager of International Imports, Regulatory Compliance & Logistics, Winners Merchants International Caron Wilson, Director, Advance Commercial Information and eManifest Project, CBSA Todd Boucher, Director, Commercial Border Policy, CBSA Lorne McIntosh, VP, Canadian Sufferance Warehouse Association & Manager, Customs Compliance, Quik X Group Jevon T. Jamieson, Manager, Customs Compliance, ABF Freight Systems, Inc.
Noon	<b>Keynote Luncheon Address: Designing Canada Border Services Agency's Commercial Vision</b>	Greg Goatbe, VP, Admissibility Branch, Canada Border Services Agency
2:00 pm	<b>CBSA Update Part II — Partners in Protection (PIP) and C-TPAT Convergence and Mutual Recognition</b> The new modernized PIP program will come into effect in June 2008. Existing PIP members will not be grandfathered and will have until December 2008 to re-apply by completing a security profile. Participation in the new program, which is modeled after the Customs-Trade Partnership Against Terrorism (C-TPAT) program in the U.S., will require implementation of more stringent minimum security requirements and signing of a memorandum of understanding with CBSA. All applicants will have to undergo a site visit prior to approval. In this session, learn about the requirements and benefits of the new program. This session will also address mutual recognition of PIP and C-TPAT. What does "mutual recognition" mean? Will it be achieved by June 2008 and will there be meaningful benefits?	Moderator: Carol Osmond, Senior Policy Advisor, I.E.Canada Claude St-Denis, Director, Program Development, Policy and Program Directorate, Enforcement Branch, CBSA Diana Lieber, Program Officer, C-TPAT, U.S. Customs & Border Protection, Department of Homeland Security Emil Fiorantis, Director, Strategic Planning, TCSO Global Solutions
3:20 pm	<b>Refreshment Break &amp; Trade Show</b>	

## 17th Annual Conference & Trade Show Emerging Issues in Customs

Tuesday, April 22, 2008 (continued)

3:50 pm **The Future of Air Cargo Security in Canada**

This session will be of key interest to all shippers since measures implemented for air cargo are an indication of the future of cargo security for all modes of transportation. In 2007, Transport Canada introduced a national Air Cargo Security Program to improve aviation security and satisfy the concerns and requirements of our international partners, including the United States. Under the program, freight forwarders who wish to become Regulated Agents enter into a Memorandum of Understanding with Transport Canada agreeing to implement new air cargo security measures and to require their third party service providers, such as warehouse operators and trucking companies, to do the same. Eventually this program will become mandatory, and will impact all partners in the supply chain, including shippers. In 2008, Transport Canada will initiate a pilot program for exporters and manufacturers that rely on air cargo. In this session, learn how freight forwarders and carriers are implementing and adjusting to the new program, and the implications for the shipping community.

*Moderator: Rob Craig, Security Manager, Canada, FedEx Express Canada Ltd.  
Stephen Conrad, Special Advisor, Project Director, Air Cargo, Transport Canada to confirm Transport Canada representative  
Ruth Snowden, Executive Director, Canadian International Freight Forwarders Association  
Ron Lennox, VP Trade & Security, Canadian Trucking Alliance  
Stan Mackiewicz, Representative, Government and Industry Affairs, National Air Transportation Association (USA)*

5:00 pm **Reception—Don'ts, Do's and Taboos — Fun Networking Tips For Around the World! Join us and enjoy some great food, beverages and entertainment.**

*Carla Kearns, Managing Director, The Mandarin School in Toronto*

Wednesday, April 23, 2008

8:45 am Welcome & Opening Remarks

*Mary Anderson, President, I.E.Canada*

9:00 am **Global Best Practices in Compliance**

- What is the definition of compliance?
- What does it take to be world class?
- What are the major compliance issues facing your organization?
- How does your organization monitor compliance?
- What are the essential compliance tools used within your organization?
- What are the key compliance challenges for importers/exporters?
- What is the cost of compliance to your organization?
- How do you minimize costs related to compliance while maintaining a competitive edge?

*Moderator/Speaker: Darrel H. Pearson, Senior Partner, Gottlieb & Pearson  
Leigh A. Schmid, Senior VP, Global Trade Compliance, Limited Brands Inc.  
John O'Reilly, Director, Customs & Traffic, Toshiba of Canada Limited  
Beth Travis, Customs and Trade Senior Specialist, Cami Automotive Inc.  
Rick Bigness, Manager, Canada Customs & European Customs Operations, Chrysler Canada Inc.*

10:15 am Refreshment Break

10:30 am **Session E: How to Get Ready and Plan for the New PIP**

Existing PIP members will have from June 30 until December 31, 2008 to reapply for the modernized PIP program. Whether you are already a PIP member, or applying for the first time, this session is a must for practical advice on how to prepare and plan for the new program:

- Overview of the new minimum security requirements and MOU
- Assembling and preparing your team
- What you need to do to complete the Security Profile
- How to prepare for the on-site review
- Developing and implementing your security plan

*Moderator/Speaker: John Pajek, Senior Manager, Trade and Customs, KPMG LLP  
Greg Gerritsen, Manager, Trans Border Compliance, Plains Midstream Canada  
Ms. Terry Nusyna, President, TN Security Group*

or 10:30 am **Session F: Simplifying Your Dealings with Customs**

As part of a federal government commitment to reduce paper burden by 20% by the end of 2008, CBSA has established a Business Simplification Initiative in consultation with the trade community. As part of this exercise, CBSA has identified more than 8,000 requirements that it imposes on Canadian businesses. In a related initiative, CBSA is engaged in a broker licensing and account security review in consultation with importers and brokers. In this session, you will learn about the status and latest proposals from both of these initiatives including:

- Requirements identified for elimination/simplification under the Business Simplification Initiative
- Changes to the Release Prior to Payment Program (GST and Direct Security Options)
- Future of account security and payment
- Broker Licensing Advisory Committee and role of importers

*Moderator: Glen Perry, Customs Compliance & Regulatory Trade Advisor, Canadian Tire Corporation, Limited  
Peter Boutilier, Operational Policy, Business Simplification Initiative, CBSA  
Joy Aldous, Director, Licensing, Export and Accounting Policy, CBSA  
Corinne Pohlmann, VP, National Affairs, Canadian Federation of Independent Business*

17th Annual Conference & Trade Show  
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Wednesday, April 23, 2008 (continued)

	11:30 am	<b>Session G: AMPS Review Update</b> The CBSA has conducted a fundamental review of its Administrative Monetary Penalty System (AMPS). Recommendations for change were shared at the last I.E.Canada conference and implementation is well underway. During this session, you will hear about the CBSA's progress and what to expect in the future. You will also have an opportunity to learn more about the AMPS appeals process and the ins and outs of taking the Federal Court route, if your appeal to the CBSA is unsuccessful. Bring your questions and enjoy an interesting and informative session.	<i>Nancy Carroll, Manager, Special Policy Unit, Compliance Management Division, CBSA</i> <i>Greg Kanargelidis, Partner, International Trade &amp; Commodity Tax, Blake, Cassels &amp; Graydon LLP</i>
or	11:30 am	<b>Session H: How Service Suppliers can Assist Importers with the Electronic Environment</b> With initiatives like mandatory EDI, ACI eManifest and the proposed OGD Single Window, CBSA is moving towards a fully electronic environment. Yet some customs brokers estimate that 90% of the time, they receive information in paper form from their clients. As these initiatives move forward, importers will be faced with having to provide more data elements to CBSA and well before the conveyance arrives at the border. They will have to work more closely than ever before with their service providers to ensure that the right information gets to the right place at the right time. It will be critical for importers to be able to receive and transmit data electronically to avoid costly delays in the supply chain. By attending this session, you will learn how your service providers can assist you in this increasingly electronic environment.	<i>Moderator/Speaker for Carrier Perspective: Lorne McIntosh, Vice-President, Canadian Sufferance Warehouse Association &amp; Manager, Customs Compliance, Quik X Group</i> <i>Larry Hahn, Director, Regulatory Affairs, Livingston International Inc.</i> <i>James May, Manager, Business Development, CrimsonLogic (North America) Inc.</i>
	12:30 pm	Networking Lunch	
	1:30 pm	<b>Session I: Export Controls—A Canadian and a U.S. Perspective</b> <ul style="list-style-type: none"> <li>• Today's export control regimes and how they may affect your commercial activities</li> <li>• The basics needed to assess the state of your export control compliance</li> <li>• Effective solutions to bring a company into compliance</li> </ul>	<i>Robert Kreklewetz, Partner, Millar Kreklewetz LLP</i> <i>Lindsay B. Meyer, Partner, Venable LLP (Washington, DC)</i>
or	1:30 pm	<b>Session J: How to Accurately Classify Your Imported Product</b> This inter-active session will provide a primer on tariff classification, including practical examples, and will cover: <ul style="list-style-type: none"> <li>• Applying General Interpretative Rules (GIR) and Legal Notes</li> <li>• Classification in your compliance strategy, including the importance of National Customs Rulings and understanding "reason-to-believe"</li> <li>• Corrections under 32.2 of the Customs Act</li> <li>• Recent CITT decision/appeals involving tariff classification</li> </ul>	<i>Paul J. Coulombe, Consultant, Russell A. Farrow Limited</i>
	3:00 pm	Refreshment Break	
	3:15 pm	<b>Session K: Applying Complex Export Regulations in an Invigorated Enforcement Environment and More Demanding Business World—A Case Study Approach</b> This session is a practically oriented overview of US export compliance issues to include hands-on examples dealing with the export of controlled goods from Canada to the U.S. considering implications in both countries. In this session you will learn about hot topics and the 12 step process to compliance. You will also have the opportunity to question CBSA and two seasoned experts in this "very dynamic and regulatory driven" area.	<i>Moderator/Speaker: Joy L. Nott, Vice-President, JPMorgan Global Trade Management Consulting</i> <i>John P. Priecko, Vice President, Global Trade Compliance, JPMorgan</i> <i>George Webb, Manager, Strategic Export Control Section, CBSA</i>
or	3:15 pm	<b>Session L: How to Accurately Complete a NAFTA Certificate of Origin</b> This inter-active session will provide a comprehensive overview of how to apply the NAFTA rules of origin and to complete the origin certificate, including: <ul style="list-style-type: none"> <li>• Your responsibilities as an exporter</li> <li>• What to look out for as an importer</li> <li>• Customs administration and enforcement of the rules of origin</li> <li>• Certificate of origin "red flags"</li> </ul>	<i>Paul J. Coulombe, Consultant, Russell A. Farrow Limited</i>
	4:30 pm	<b>End of Conference</b>	

**Mark these dates down in your calendar:**

**I.E.Canada's 77th Annual Conference, Trade Show & Gala  
October 27—29, 2008**

**Delta Meadowvale Conference Service, 6750 Mississauga Rd, Toronto Airport**

# 17th Annual Conference & Trade Show Emerging Issues in Customs

## Registration Form

Telephone: 416-595-5333 ext. 37 *To register by phone, please have credit card ready.*

Fax: 416-595-8226

Mail: I.E.Canada, 160 Eglinton Avenue East, Suite 300, Toronto, ON M4P 3B5, Attention: Conference Department

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\* Non-members who pay the regular fee will receive a five-month free trial membership with I.E.Canada starting May 1, 2008.

Registration Fees <i>plus GST</i>	Three-Day	Two-Day	One-Day	Lunch Only	Corporate Table	Reception
<b>I.E.Canada Member</b>	\$1095	\$795	\$495	\$ 75	\$750	\$75
<b>Non Member</b>	* \$1,395	*\$1,095	*\$795	\$100	\$850	\$85

Registration fees for Conference (includes business sessions, refreshment breaks, any luncheons and documentation)

**Concurrent Sessions:** Please circle the concurrent sessions you plan to attend: A or B, C or D, E or F, G or H, I or J, K or L.

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### Accommodations:

The Hilton Toronto Airport Hotel is located at 5875 Airport Road near Toronto's international airport. Conference participants receive a discounted hotel rate of \$140 single/double until April 6th. After April 6th, rates will be based on availability. Delegates can call the Hilton Hotel at 905-677-9900 and book under "I.E.Canada."

### Cancellation / Substitution Policy:

**Cancellations must be received in writing either by fax to 416-595-8226 or by e-mail to conference@iecanada.com. For cancellations on, or before April 7th, 2008, there will be a \$100 charge for administration. After April 7th, cancellations will not be accepted; however, substitutions are always welcomed.**