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I.E.Canada Goes to Washington



Cherry Blossoms and the Washington Monument

The following article was written by Mary Anderson, president of I.E.Canada.

Mary Anderson, president of I.E.Canada, led a delegation of I.E.Canada board directors and members to Washington, D.C. from March 23 to 25. The visit was intended to raise the association's visibility; build lasting relationships with our U.S. partners and key deci-

sion-makers; promote the harmonization of systems, the standardization of processes, and coordinated investment in customs and border infrastructure to bolster North American competitiveness; and reassure representatives of the U.S. Congress, Senate, and government that we share their concerns about economic security.

We also wanted to bring business and government leaders together to enhance existing partnerships; celebrate successes; discover new opportunities; and explore new partnerships. By all accounts, our trip was a resounding success!

Our meetings focused on sharing information; indeed, we learned as much as we educated in these major areas:

Importance of Canada-U.S. Trade
Canada and the U.S. are each other's closest and most reliable trading partners. Canada is the most important trading partner for 35 out of 50 U.S. states. During challenging economic times, the U.S. and Canada can strengthen their global

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Leading Edge Transfer Pricing Strategies

If you're a finance professional, you won't want to miss our "Transfer Pricing" conference on June 3 and 4, 2009. The event will be held at the Westin Bristol Place Toronto Airport located at 950

Dixon Road, five minutes from Pearson International Airport, or 20 minutes from downtown Toronto.

We are in the process of developing

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Day Confirmed



Stockwell Day, minister of international trade and minister for the Asia-Pacific Gateway

On Wednesday April 22, 2009, the Honourable Stockwell Day, minister of international trade and minister for the Asia-Pacific Gateway, will speak about the federal government's international trade priorities; recent free-trade agreements and negotiations with various countries and regions, including the European Union; Canada's strategy in trade discussions with the U.S.; and, the Canadian government's global commerce strategy in response to the current

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I.E.Canada's Food Forum Welcomes Students



(left to right) Daeniell Miller, a Humber student, Dr. Keith Mussar, chair of I.E.Canada's Food Committee, and Shilpy Sharma, a Humber student

For the first time, college and university students attended I.E.Canada's annual Food Forum, which was held on February 18 and 19, 2009. Students from Humber College and the University of Guelph, along with school administrators, participated in the discussions on emerging food safety policy on the first day and took part in the product recall workshop and training exercise on the second day.

Nancy Umphrey, internship advisor at Humber College, also showcased the regulatory affairs student internship program at one of the forum's displays. Nancy encouraged industry and government to consider student interns as a capable, cost-effective employment option, particularly during difficult economic times.

Daeniell Miller and Shilpy Sharma were the lucky students from the regulatory affairs program at Humber College who attended the two-day forum. The opportunity was arranged by Dr. Kent Jennings, a professor at Humber, in collaboration with Dr. Keith Mussar, chair of

I.E.Canada's Food Committee, and Mary Anderson, president of I.E.Canada. "Many students wanted to attend the forum but there were only two spots available," said Jennings. Hence, he resorted to the fairest way possible to choose the students: he picked their names from a hat.

Here is what Shilpy Sharma had to say about her experience at the Food Forum.

It was an incredible experience to be a part of I.E.Canada's Food Forum. The conference gave representatives from industry and government the chance to share their ideas, viewpoints, doubts, and hopes related to food safety in the midst of growing concern about food safety issues. Both days were full of educated discussions on very current and real issues.

On the first day of the forum, speakers from Health Canada, the Canadian Food Inspection Agency, and the U.S. Food and Drug Administration offered insights into some of the current issues and outlined

emerging food regulations and policies. It was certainly the best opportunity to understand the government's perspective on new regulations and industry's concerns.

The second day involved industry experts sharing their outlook on two of the very crucial challenges facing the food industry: recall management and allergens. The recall workshop led by Dr. Keith Mussar provided participants with hands-on skills to effectively execute a food recall, and allowed them to interact with other delegates and learn about their experiences with food recalls.

The accessibility of the conference speakers was commendable and allowed for a lot of questions. The environment at the forum was very friendly, which made it a perfect place for networking. Not only did the forum turn out to be an immense learning experience but it also provided me with a great opportunity to meet people in the field. The forum unquestionably provided me with practical tools to handle food recalls and better manage regulatory and compliance activities. I thank I.E.Canada and Humber College for allowing me to participate in the conference.

Here's what Daeniell Miller had to say about the forum.

My experience at the Food Forum was invaluable. I was exposed to many different aspects of the food industry and learned about a range of issues associated with food safety and recalls. The forum also featured a variety of industry leaders who were extremely knowledgeable, and gave us an overview of current topics and how they were being handled by the food industry. Overall my experience at the Food Forum was insightful and was a great learning opportunity.

Shipping and Trade Horizons



Leo Ryan

Shipping and Trade Horizons, a Tradeweek column, is produced by Leo Ryan. The column addresses Canadian industry issues and trade developments of interest to our members.

Montreal's Pelletier Affair

Some people saw it coming. Others did not. But the Ides of March lived up to legend by launching a bombshell. The sudden "departure" of Patrice Pelletier, after barely 18 months at the helm of the Montreal Port Authority (MPA), was arguably an unprecedented happening in the annals of the closely-knit Canadian port community.

So the Port of Montreal is now looking for a new chief executive. It's a highly strategic post. Montreal, after all, has through the years emerged as a leading gateway for the North Atlantic container trade, almost on a par with mighty New York/New Jersey.

What appeared to be an outright dismissal came amidst reports of an increasingly conflictual relationship between Pelletier, members of the port board and port users. One should recall, too, that two senior port executives had also left soon after Pelletier assumed the helm in October 2007 of the port that for

two decades had expanded significantly under the stewardship of Dominic Taddeo.

In a laconic press release, Marc Bruneau, chairman of the MPA board stated that "the reason for his departure had to do with different perspectives from those of the board as to the implementation of the corporate vision."

Sylvie Vachon, vice-president of administration and human resources, was named as acting CEO while a selection committee has been established by the board to seek a new president.

Last spring, Mr. Pelletier announced a \$2.5 billion expansion plan to triple container-handling capacity by 2020. Funding of this plan, he asserted at the time, would come from a combination of the port's own cash reserves, the private sector, and the federal government.

The first two phases focus on streamlining and expanding the existing container terminal infrastructure. The second and third phases are to involve the building of a new terminal at a land bank at Contrecoeur, 40 kilometres east on the St. Lawrence River.

The evidence suggests that the port's cargo performance has not been an issue, although traffic in the past few months has declined as a result of the global recession. Last year, Montreal posted a 7.2 per cent rise to nearly 1.5m TEUs - the biggest growth among East Coast box ports in North America. Total traffic also rose to a record 26.6 million tonnes.

Neither is the Vision 2020 plan itself the likely cause for the falling-out. The ambitious plan was approved by the board. It was, rather, how the plan was being executed, as the chairman intimated.

First of all, things in the maritime industry have changed dramatically for the worse compared with, say, a year ago when the Port of Montreal's container terminals were operating at full capacity and steady, moderate economic growth was a global trend.

On closer analysis, following exchanges I have had with a number of industry sources, a clearer picture emerges.

As one source put it, "it was certainly right to embrace change to remain competitive on the East Coast – but this required a diplomatic approach, especially in the dealings with stakeholders."

And another source put it in these terms: "Fundamentally, it was a character issue. A critical part of the mission of a port manager is to make sure the users and staff are happy."

Another source concurred, intimating that Pelletier "did not blend in with port culture."

Taking over the Port of Montreal represented quite a challenge for an engineer with international business expertise in the aerospace and engineering sectors but no direct port experience. The post also involves a host of responsibilities. The latter range from dealing with terminal operators, railways and truckers, managing real estate, and showing the political skills required to build good relationships with the three levels of government.

Looking back, Taddeo, a chartered accountant by training, worked himself up the corporate ladder of the port before running it for more than two decades. And his predecessor, the gregarious and greatly respected Nick Beshwaty (recently deceased) also worked at the port in various capacities before acting as

Washington, cont'd from pg. 1

competitiveness by working closely together.

In light of the potential for the Canada-U.S. trade relationship, I.E.Canada expressed the following:

- a) Reassurance to Americans that Canadians are happy to trade with Americans and value their business. We identified the need to seek ways to reduce the impact of new compliance initiatives on border and clearance processes;
- b) Willingness to build long-term relationships with key groups such as the National Association of Manufacturers (NAM); American Trucking Association (ATA); American Association of Exporters and Importers (AAEI); and the U.S. Chamber of Commerce. There are opportunities for I.E.Canada to share its priorities with these groups and to seek ways to align on initiatives; and
- c) Reassurance to representatives of Congress and the Senate that the often under-recognized relationships between their respective states and Canada are positive ones.

Shared Perspectives and Values

Canada is equally concerned as the United States about job losses. We appreciated the opportunity to meet with members of Congress and the Senate who sit on committees that address the following issues: homeland security; global counterterrorism; transportation; and infrastructure.

Our meetings with key members of the House and Senate confirmed the following:

- a) An awareness of the importance of integrated trade between Canada and the United States as well as the role integrated manufacturing processes play in preserving jobs;
- b) A heightened interest in the Canada-U.S. trade relationship. Members of Congress have witnessed a surge in the number of Canadians contacting their offices for meetings;
- c) A strong willingness to “work with us” to develop improvements;

- d) Interest in learning more about our “border crossing concerns;” and
- e) An awareness of the importance of food safety and the options for regulatory harmonization with Canada.

Border Collaboration

We believe it is important to collaborate with U.S. border authorities in developing and implementing safety, law enforcement, and customs techniques and methods, including the latest in advanced technology. We agree that borders must be efficient and economical.

- a) Despite the heightened situation at the southern U.S. border, U.S. Customs and Border Protection (CBP) personnel and key trade experts in Washington said that the northern border is generally more stable and that it's possible to focus on innovation;
- b) Border wait-time technology is available to support harmonization protocols surrounding the border. Sandler & Travis Trade Advisory Services gave us a demonstration of technology designed to streamline border wait times; the innovative yet practical technology could help to enhance port management and modernize border processes;
- c) The United States is reviewing “best importer practices.” Hence, it is an appropriate time to exchange ideas with the U.S. and Canadian governments along with the U.S. business community about how the procedures that support trade could be improved; and
- d) U.S. work on product identification codes in the context of the International Trade Data System or ITDS is an initiative to watch.

Infrastructure Planning

We advocate Canada-U.S. cooperation on infrastructure (ports and facilities for transportation by rail and truck) to maximize the volume of shipments and minimize delays.

I.E.Canada's Washington visit coin-

cided with a high-level summit on the Canada-U.S. border hosted by the Brookings Institution.

- a) We listened to briefings by John Baird, Canada's minister of transport, infrastructure and communities. Mr. Baird said that as 25 per cent of our cross-border trade with the United States is funneled through the Detroit/Windsor corridor, Canada's number one infrastructure project is a new Detroit/Windsor international crossing. The Canadian government will fund 50 per cent of the costs to construct the highway to the new bridge on the Canadian side and is negotiating to acquire land for the plaza;
- b) Roberta Jacobson, deputy assistant

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conference, cont'd from pg. 1

our agenda, which will be featured soon in *I.E.Today* and upcoming issues of *Tradeweek*.

For those companies wishing to build brand visibility, trade show and sponsorship opportunities will also be available. If you have any questions about the conference, please contact Fée Kiessling at fkiessling@iecanada.com or at 416-223-7072.

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Shilpy and Daeniell will be able to benefit from more field experience and industry exposure during a three-month internship that is required for completion of the regulatory affairs postgraduate certificate; students from the program fulfill roles which will prepare them for a career in regulatory affairs within the industry.

Shilpy and Daeniell entered the program in September after completing undergraduate degrees in Health Sciences. The regulatory affairs postgraduate program at Humber College is a three-semester course that offers training in regulatory affairs

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secretary for Canada, Mexico and NAFTA at the State Department, said that US\$720 million in funds from the stimulus package is focused on border facility improvements that will put these projects years in advance of their regular budget allocations. Ms. Jacobson also recommended that the northern border legislators work together to develop a stronger border. She noted that there is a "diversity of opinion on the northern border" and that it is important to be "precise on what is wanted." In addition, Ms. Jacobson suggested that the "border needs to be better than it is now."

Since September 11, the security relationship between the two countries has matured. Nonetheless, we need to accomplish what we haven't been able to thus far. She also emphasized that this is the time - during recovery infrastructure spending - to coalesce

interests supporting the northern border. With Secretary of State Hilary Clinton from a northern border state and Homeland Security Secretary Janet Napolitano from a southern border state, as well as the number of northern border legislators on key Congressional committees, there is a great opportunity with the new administration to examine what we can do at the northern border, encouraged Ms. Jacobson.

In a separate meeting, Jayson Ahern, acting commissioner of CBP, expressed a willingness to implement our "best ideas." We heard numerous times that we have a "window of opportunity" to work together on both sides of the border.

I.E.Canada wants to create a competitive, integrated supply chain in North America. This means reducing costs

internationally and seeking ways to harmonize processes. We need to be bold in changing practices on both sides of the border as well as open to re-thinking and overcoming old problems.

Now is the time for your ideas! Do you have solutions? Is there an opportunity to change a process or implement a new technology? Should we review FAST to see what might be improved? What benefits can we add to PIP and C-TPAT? How can we eliminate procedures that cost time and money and move further towards mutual acceptance of data?

I.E.Canada is putting together ideas for change at the border. Please call Mary Anderson at 416 595-5333 ext. 24 or relay your suggestions to Carol Osmond, I.E.Canada's vice president, policy, at cosmond@iecanada.com.

TRADE SERVICES

The Canadian Chamber continues to provide members and non-members alike with unique and essential trade services that allow for fair trade and investment across international borders.

• ATA Carnet

Acting as a passport for goods, the ATA Carnet is an international customs document that assists in the temporary importation of goods worldwide, free of duties and taxes. This exclusive service offering from the Canadian Chamber simplifies customs procedures, reduces business costs and saves time and paperwork, with over 66 countries and counting accepting ATA Carnets.

• Document Certification

A service provided for many years by the Canadian Chamber, the certification of certificates of origin and related documents is a requirement for many countries before either goods are allowed into the country or before processing exporter requests for entry procedures.

• TradeCert Canada

Now available to Canadian exporters from the Canadian Chamber, TradeCert is the online certification of certificates of origin and related documents. This service offers quick turnaround, instant creation and submission of repetitive applications, the ability to accept invoices and other documents in all major formats, and immediate authentication by foreign authorities of documents validated.

Many customs authorities worldwide now insist on the use of carnets for the temporary importation of goods into their country, as well as documents certified by a Chamber of Commerce. To assist Canadian exporters in better understanding the process, information sessions are being scheduled in major cities across Canada in 2009 beginning in late March.

For a copy of the agenda, please e-mail carnet@chamber.ca or call 1-800-661-2930. You can also view a copy at www.chamber.ca/carnet.



THE CANADIAN CHAMBER OF COMMERCE
LA CHAMBRE DE COMMERCE DU CANADA



Honing Your Competitive Edge During the Downturn

Canadian importers and exporters face unprecedented challenges while international trade becomes increasingly complex. Today it's critical that companies continually refine and adapt their business models to safeguard their ability to compete in global markets.

I.E.Canada's "Emerging Issues in Customs and Trade Compliance" conference promises to help you bolster your competitive edge. Our three-day event is designed to offer you an interesting mix of learning opportunities - from panel sessions and workshops to a trade show and networking receptions. You'll also have the chance to hear directly from key government representatives and leading trade experts.

As well, you will gain practical insights from real-world case studies involving: Asten-Johnson; Avnet International; Dell Computers; Eastman Kodak; IBM Corporate Headquarters; Loblaw's; Mercedes-Benz; Siemens; and Toshiba.

Join us and learn about the following:

- The latest developments concerning Canadian and U.S. customs and trade programs and initiatives
- How to effectively deal with international customs authorities
- How to build the ideal global compliance strategy
- How to bring customs to the CFO's attention - customs versus transfer pricing strategies
- The critical role of the customs/compliance professional in consumer product safety
- How to enhance customs compliance via enterprise resource plan-

ning systems (ERPs).

Day three will feature practical workshops on varied topics such as eManifest; valuation and incoterms; export controls; how to prepare for an audit; how to avoid overspending on trade security programs; and how to write your own customs manual.

The conference is sure to offer you the best value for your investment. For details, please visit www.iecanada.com/events.html#customs.

We look forward to seeing you April 20-22, 2009.

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fragile world economy.

For a complete agenda and the list of available sponsorship opportunities, please visit www.iecanada.com/events.html#customs.

Pelletier, cont'd from pg. 3

chief executive for 12 years until 1983.

So the hunt is on for a new port boss. Not an easy assignment. In the meantime, you can bet that some adjustments will have to be made to the Vision 2020 plan, though not to the overall objective.

Nominations to the Board

On June 3, 2009, I.E.Canada will hold its annual general meeting. At the meeting, the 2009/10

board of directors will be elected.

In preparation for the election, the association's board of directors has formed a nominating committee to seek nominations to fill vacancies on the board.

The nominating committee is now issuing a "call for expression of interest" from I.E.Canada members. Nominations of individuals who have consented to be nominated for election as directors may be sent by any association member to the association office, to the attention of Ms. Carol Buckton, corporate secretary. Please send your e-mail to Amesika Baëta at: abaeta@iecanada.com.

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for the health, chemical, food, and biotechnology industries.

For over eight months, Shilpy and Daeniell have been immersed in learning competencies important for regulatory affairs in a number of industries. These competencies include: technical writing; information technology; and negotiation skills for regulatory affairs. In addition, courses in agrichemical and food/biotechnology regulation provide specific training for the crop protection, biotechnology and food industries.

If you are interested in learning more about the Humber regulatory internship program, please visit www.healthsciences.humberc.on.ca/crra or contact Nancy Umphrey at 416-675-6622 ext. 4376 or at racr.internships@humber.ca.

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