

2nd Annual

International Trade and Customs Compliance Strategies

Unlock a powerful tool to build a functional customs infrastructure for the future to control costs and minimise non-compliance with complex global trade regulations

Prague, the Czech republic

10th & 11th September, 2009

Reach

Your Full Growth Potential through Proper Compliance with Customs Laws & Reduce Costs Associated

by *Non-Compliance*


marcusevans

Attending this Premier **marcus evans** Conference will Enable you to:

- **Understand** the new aspects of EU Customs Code with the related legislative measures
- **Reach** maximum efficiency through proper customs compliance initiatives
- **Establish** a sound customs related strategy across the international structure
- **Analyse** the current role of trade barriers and consequences for your business
- **Consider** IT, supply chain and compliance in the scope of customs management
- **Managing** all risks associated with the cross border customs matters in regions such as Russia, Turkey, Middle East, China
- **Mastering** all WTO regulations
- **Consolidating** customs management approach in the current economic climate
- **Gain practical** insight into best practice of a successful customs professional

marcus evans Expert Speaker Panel:

Ahmad Mukhtar
Permanent Mission to Pakistan
World Trade Organisation

John Mike Bing
Customs COE Leader Europe
GE Corporation

Tamas Nietsch
Regional Trade Compliance Manager
Flextronics/Solectron

Alexander Sergeev
Customs & Trade Manager Russia and CIS
CISCO Systems

Eric van der Starre
Senior Director, Corporate
Trade Compliance
NXP Semiconductors Netherlands B.V.

Rainer Roll
Sales Manger EMEA
MIC Customs Solutions

Robert MacLean
Partner International Trade Group
Crowell & Moring

Pavel Bobosik
Founder and Co-owner
Sahm s.r.o.

Michael Schmitz
Director, Compliance and Facilitation
Directorate
WCO

Simon Wagenaar
EMEA Logistics Program and
Compliance Manager
Sun Microsystems Global Services BV

Alison Fletcher
Foreign Trade Manager EMEA
McCormick

Peter J.M. Bulters
VP EMEA Trade Compliance &
Quality Manager
J.P.Morgan Global Trade Services

Philip Bennett
European Trade Compliance Officer
Embedded Computing & Power
Emerson Network Power

Laurent Ruessmann
Partner
Sidley Austin LLP

Senior Representative
Czech Customs Authority

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marcusevans conferences

Day 1

10th September, 2009

Booking Line

Tel: +44 (0) 20 3002 3282

Fax: +44 (0) 20 3002 3016

www.marcusevans.com

08.30 Registration and Morning Coffee

09.00 Chairman's Opening Address

9.15 **Keynote Presentation**

The Role and Impact of the World Trade Organisation's Regulations

- Conceiving the WTO laws as protecting trade expectations
- Facilitating adjustment to realities encountered in trade
- Promoting interdependence
- Real impact on the corporations and challenges faced

Ahmad Mukhtar

Permanent Mission to Pakistan

World Trade Organisation

10.00 **Case Study**

The Use of Modernised Community Customs Code

- A really simplified process?
- Does EC Regulation 450/2008 make legislation easier and streamlines customs process and procedures?
- Requirements of EC 648/2005 with implementing provisions to give pre-arrival and pre-departure information to be filed electronically
- Practicalities of the Electronic Customs Decision

10.45 Morning Coffee and Networking

EXECUTING A MODERN CUSTOMS PROCESS MANAGEMENT

11.15 **Case Study**

The Ever Present Importance of the Rules of Origin

- Rules of Origin in a cost-benefit analysis
- Considering the importance of preferential and non-preferential rules of origin
- IT requirements for cost-effective application of Preferential Origin - moving cost around?
- Target market identification and pricing structure - commercial effects of Origin determination

John Mike Bing

Customs COE Leader Europe

GE Corporation

12.00 **Case Study**

Single Authorization and Simplified Procedures (SASP) – What are the economical benefits?

- The SASP legal background
- What are the practical advantages for businesses using a centralized customs solution?
- What to consider when choosing to centralize your declarations
- How to implement the SASP with MIC Customs Solutions in your company – project review.
- Financial and non-financial benefits of the SASP

Eric van der Starre

Senior Director, Corporate Trade Compliance

NXP Semiconductors Netherlands B.V.

Rainer Roll

Sales Manger EMEA

MIC Customs Solutions

12.45 **Panel Discussion**

Debating the Increasing Complexity of Customs Compliance

- Understanding authorities' perspectives
- Handling challenges as truly faced by traders
- Customs and security compliance

Moderator:

Laurent Ruessmann

Partner

Sidley Austin LLP

13.15 Luncheon

Business Development Opportunities

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

Nathan Stevens, Sponsorship Manager, **marcus evans** Prague

Tel: +420 255 707 225

Fax: +420 225 707 232

E-mail: NathanS@marcusevans.cz

14.15 **Case Study**

Building a Well-Designed Risk Management in Customs Practices

- Ensuring effective build up of risk management strategy in the context of customs requirements, processes and operations
- Understanding the current economic climate and the legal framework for customs practise
- Staying alert to the market changes and being flexible to any alterations whether internal or external

15.00 **Case Study**

View on Cross Country Classification of Products

- Ensuring that Harmonisation Systeme (HS) classifications are accurate, consistent and well documented
- Cross country and region classification
- Compliance in HS classification

TRADING WITH THE US REGION

15.45 **Case Study**

Does an EU trading firm need to comply with the US export regulations EAR?

- Emphasizing the extra-territorial obligations of the US Export Administration Regulations
- The consequences of non-compliance
- The structure of EAR
- The US export license determination
- License exceptions

Tamas Nietsch

Regional Trade Compliance Manager

Flextronics/Solectron

16.30 Afternoon Coffee and Networking

MASTERING CUSTOMS CLEARANCE IN RUSSIA, CHINA, MIDDLE EAST AND TURKEY

17.15 **Case Study**

Grey Customs Clearance – Russia and China

- Is there a possibility to establishing a clear customs procedure?
- Creating a framework that keeps company alert to changes in trade conditions
- Developing standardised and structured customs strategy in unpredictable markets
- The role of governments – building an effort to encourage import trade and simplify customs procedures

Pavel Bobosik

Founder and Co-owner

Sahm s.r.o.

18.00 **Case Study**

The New Experience in Turkish and Middle East Customs Environment

- Challenges faced by corporations on borders and with customs authorities
- Emerging requirements for traded goods, rules of origin and authentication
- Overcoming the confrontations and the outlook for doing business in Turkey

Simon Wagenaar

EMEA Logistics Program and Compliance Manager

Sun Microsystems Global Services BV

18.45 **Panel Discussion**

Overcoming Threat of Non-compliance, Dealing with Conflicting Regulations and Corruption Issues in Difficult Regions

- Which factors determine and create the main barriers to trade
- Malfunctioning of official authorities
- Collaborating with external solution providers
- Coping with various intercultural obstacles in the context of international trade

Ahmad Mukhtar

Permanent Mission to Pakistan

World Trade Organisation

Tamas Nietsch

Regional Trade Compliance Manager

Flextronics/Solectron

19.15 Closing remarks of the Chairman End of Day One

Day 2

11th September, 2009

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08.30 Registration and Morning Coffee

09.00 Chairman's Opening Address

9.15 **Keynote Presentation**

Global Trading in the next Decade from the WCO Capacity Standpoint

- The future outlook for trade possibilities and regulations
- Creating rational standards, tools, and best practices for customs operations
- Providing a true capacity building assistance to the members
- Maintaining a hands-on experience with the trading sector?

Michael Schmitz

Director, Compliance and Facilitation Directorate

WCO

10.00 **Case Study**

Implementing Cost-Saving Programmes to Reduce EU Customs Duty and Anti-Dumping Liabilities

- Utilising EU duty suspension procedures for reducing import costs
- Maximising cost-savings through traditional processes such as reclassification and duty savings under Free Trade Agreements (FTAs) and preference programmes
- Recovery of EU anti-dumping duties and other similar charges.
- Implementing a comprehensive duty recovery programme tailored to the needs of individual companies.

Robert MacLean

Partner International Trade Group

Crowell & Moring

10.45 Morning Coffee and Networking

VAT AND CUSTOMS CONSIDERATION

11.15 **Case Study**

Customs, VAT and Hubs in the EU

- Selling non- EU goods in customs warehouses/hubs -the UK experience
- Customs Legislation and VAT Directives
- Tax Authorities Different Interpretations of EU Directives
- Experiences in Poland, Romania, Hungary and Czech Republic
- Issues over "place of supply" and implications for international trade
- Lack of consistency and possible distortion of trade. The US perspective

Philip Bennett

European Trade Compliance Officer Embedded Computing & Power

Emerson Network Power

IMPROVEMENT INITIATIVES FOR TRADE AND CUSTOMS REQUIREMENTS FOR THE FUTURE

12.00 **Case Study**

Establishing a Corporate Foreign Trade Compliance Function in Business Today

- The role of Foreign Trade Compliance in the business
- Objectives of the department around the world
- Challenges internally/externally

Alison Fletcher

Foreign Trade Manager EMEA

McCormick

12:45 Luncheon

TACKLING AUTOMATISATION OF CUSTOMS PROCEDURES

13.45 **Case Study**

The New Customs 2013 Programme – the European Commission Perspective

- Expectations of the new cooperation programme by the EC (running from 1 January 2008 to 31 December 2013)
- Legal and commercial consequences, practical experiences of businesses
- Real security and safety at borders?

BUILDING A VALUE BASED EXPORT CONTROL STRATEGY

14.30 **Case Study**

Developing Export Control Compliance Programme and Building Company-wide Communication Policy

- Preparing for the development of comprehensive compliance system
- Auditing the processes, systems, administrative measures
- Product classification and related export mechanism requirements

15.15 **Case Study**

Managing Effectively an Internal Export Control Investigation and Trade Compliance

- Preparing internally for the audit and checking procedures
- Compliance instruments
- Best practices for safeguarding
- Export control due diligence

16.00 Afternoon Tea and Networking

16.30 **Case Study**

Tackling Trade Barriers Regulations and Unfair Price Advantage

- Tools in the toolkit to deal with regulatory barriers and unfair pricing
 - Technical possibilities: EU trade remedies against unfair pricing and import surges; EU TBR and WTO dispute settlement against subsidies, regulatory barriers, and other non-compliance with WTO rules
 - Political/informal actions – Various factors to consider; best grounded in strong technical position
- Important to be prepared defensively as well
 - Relevant in M&A and corporate finance context, as well as in straightforward efforts to increase cross-border sales and/or purchases
 - Proactive steps to be taken – Monitoring pricing and volumes; input in M&A and corporate finance projects; work with domestic regulators industry
 - Be prepared for the worst – anticipate and be prepared for investigations and regulatory changes

Laurent Ruessmann

Partner

Sidley Austin LLP

HARNESSING IT, SUPPLY CHAIN AND OPERATIONS TO SUPPORT PRINCIPAL CUSTOMS STRATEGY

17.15 **Case Study**

Considering IT, Supply Chain and Risk Management in the Context of Customs Strategy

- Collaborating with logistics, supply chain, IT and finance departments to secure a complex systematic approach to customs requirements
- Managing the operational and legal risks of customs processes in partnership with other corporate departments
- Preparing for complex and sophisticated customs systems and technologies with the help of IT

18.00 **Case Study**

Building a Corporate Awareness to Boost Custom System Performance

- Transmitting a clear to build commitment to customs compliance across the enterprise
- Developing communication channels to convey the corporate message
- Implementing awareness programme about customs compliance improvement initiatives

18.45 **Panel Discussion**

Achieving a Leading-Edge Customs Operations to Confront the Trade Environment in the 21st Century

- Mastering the challenge of spend, cost savings, functionality, and control of customs and border management strategy
- Creating value through effective cooperation with independent consultant or solution provider when appropriate

19.15 Closing remarks of the Chairman

19.30 End of Conference

Feedback from previous **marcus evans** delegates:

"Excellent subjects, highly professional speakers, value added, real-life case-studies and enjoyable networking". Alcatel-Lucent

"A very well-organized seminar with well-prepared speakers of high quality. This seminar had really an added value for me". Umicore NV

"Very professional organization." Tax Consultant, Deloitte

"marcus evans supplied us with excellent organisation. The venue, the agenda of the conference was simply perfect. Most of the speakers gave us lots of added value". Flextronics

"Excellent organisation, brings together world class presenters from public and private sectors stimulating proactive debates." General Counsel Europe, Flextronics

"The quality of marcus evans' conferences is well known and whether as participants or speakers – you always get something valuable out of it." Strategic Development Director, Amec Plc

"Very practical – the speakers showed lots of front-line experience that made it a worth-while event to attend." Vice President Legal and Company Secretary, Coca Cola Enterprises

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- External counsel: @ €2995 + VAT
- Online documentation: @ €895 + VAT

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- Fees are in inclusive of programme materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in pounds sterling.
- Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above) Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
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- Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.

Why you must attend:

Managing an in-house legal department is one of the key elements of corporate managerial responsibility within a company. In-house lawyers are crucial partners to the management as they advise on risks involved in business transactions and/or other business activities. In the current economic environment there is even a greater pressure on such key advisors ensuring legal departments to work efficiently and cost effectively.

This **marcus evans** exclusive forum will bring together leading legal professionals to share best practise, network and benefit from each other's experience in the field. Corporate lawyers must often assume the role of a crisis manager. Internal lawyers must learn to efficiently navigate and guide businesses through risky situations, advise on various commercial relationships and streamline unsafe activities. This premium event will provide invaluable advice on how to avoid legal risks, incorporate good approach to sourcing legal services necessary for the corporation and maximise the efficiency of all the in-house legal resources. Legal managers need to develop an in-house team which has the right focus, motivation and capabilities to emerge from the recession with the best possible outcome for the company and implement a more comprehensive legal process management in future years.

Who should attend?**VP, Heads and Senior Managers of:**

- Trade and Customs Compliance
- Customs Compliance and Security
- International Trade
- Import and Export
- Supply Chain
- Customs Compliance Auditor
- Logistics

If you would like further information about the event or information about how to book, please contact:

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