



**WORLD CUSTOMS AND TRADE FORUM**  
2011年11月24日 - 25日。广州 中国  
2011 November 24 - 25. Guangzhou, China

**知识 Knowledge, a Catalyst for Customs Excellence**



## **Welcome: Wednesday, 23 November 2011**

8:00 to 6:30 pm **Registration**

6:00 pm **Welcome Cocktail**  
*Hosted by: GACC*



## **Day 1: Thursday, 24 November 2011**

8:30 am to 12:00 pm **Registration**

9:00 am **VIP Opening: 2011: The WCO Year of Knowledge**  
Mr. YU Guangzhou, Director of the Leading Board , Minister of the General Administration of China Customs (GACC)  
Ms. ZHAO Yufang, Vice Governor , Guangdong Province  
Mr. Kunio Mikuriya, Secretary General, World Customs Organization  
Mr. CHEN Hong, Trade Representative, China  
Mr. Derek Woodward, Chairman of CAPEC Board and President, UPS Asia Pacific Region , CAPEC UPS

*VIP Exhibition Tour*

*Photo Session*

10:00 am *Refreshment and Networking Break*

**Sponsored By:** 

10:30 am **Keynote: Customs in the 21st Century**

Mr. Derek Woodward, Chairman of CAPEC Board and President, UPS Asia Pacific Region , CAPEC UPS

11:00 am **Round Table: A Professional Knowledge Based Service Culture**

Moderator: Mr. Tom Doyle, Lead Customs and Border Management Specialist , Accenture

Mr. Yong Kian Fong, Director General, Singapore Customs

Mr. Jérôme Fournel, Director General, French Customs

Mr. Mohamed Khalid bin Haji Yusuf, Director General of Customs, Royal Malaysian Customs Department, Ministry of Finance Complex

12:00 pm *Lunch and Networking Break*

**Sponsored By:**



1:30 pm **Keynote: Customs in the 21st Century (contd.)**

Mr. ZHU Gaozhang, Director Compliance and Facilitation, World Customs Organization

2:00 pm **Panel Discussion: Intelligence Driven Risk Management; Crucial to Industry and Customs!**

Moderator: Mr. Dietmar Jost, Customs & Security Advisor, Global Express Association

Ms. Bettina Vogl-Lang, Deputy Director General, Ministry of Finance - Austria

Ms. NI Yun, Deputy Director General of Department of Audit-Based Control and Risk Management, GACC

Mr. Mohamed Khalid bin Haji Yusuf, Director General of Customs, Royal Malaysian Customs Department, Ministry of Finance Complex

Mr. Marcos Regis Silva, Team Coordinator, Knowledge Management and Outreach Services, CITES

3:30 pm *Refreshment and Networking Break*



**Sponsored By:** *High performance. Delivered.*

4:00 pm

**Keynote: Operational Knowledge: The Vital Role of Trade**

Mr. JIANG Zhaokiang, President, GTC Commerce, Inc./ Managing Director for Asia, Trusted Trade Alliance, LLC

4:30 pm

**Panel Discussion: End to End Supply Chains: Public-Private Partnership in Operation**

Moderator: Mr. Bryce Blegen, Chief Executive Officer, Trusted Trade Alliance

Ms. Maka Khvedlidze, Advisor, Department for International Relations , Georgia Revenue Service (tax and customs administration)

Mr. Omar Rached, Director, CCS Compliance - Customs Services

Mr. Steve Morris, Chair FIATA Customs Affairs institute - Executive Director Customs Brokers and Forwarders Council of Australia Inc., International Federation of Freight Forwarders Associations

Mr. QU Denny, Operations Director, TNT International Express, Greater China, TNT International Express, Greater China

6:00 pm

*End of Day 1*

6:30 pm

*Gala Dinner*

**Hosted By: People's Government of Guangdong Province**

8:30 pm

*Cultural Performance*

**By: China Customs**

**Day 2: Friday, 25 November 2011**

8:30 am to 12:00 pm

**Registration**

9:00 am

**Keynote: Knowledge Creation: The Importance of Dialogue and Experience**

Mr. James Sabas Kuleiye, Principal Customs Officer (Procedures and Facilitation), East African Community Secretariat

9:30 am

**Panel Discussion: Does Informal Communication Beat Formality?: Electronic Communication; Removing the Human Interface**

Moderator: Mr. CHANG Kian Chuan, CAPEC Customs Facilitation Working Committee Member and Managing Director, Customs Affairs (Asia Pacific) FedEx Express Corporation , CAPEC FedEx

Mr. Reinhard Fischer, Vice President, Deutsche Post DHL

Mr. James Canham, Senior Executive, Accenture

Mr. Hussam Juma, Head of Enterprise Business Architecture, Dubai Customs

10:30 am

*Refreshment and Networking Break*

**Sponsored By:**



- 11:00 am **Keynote: The Role of Information and Data in Knowledge Management**  
Mr. XU Wenrong, GACC
- 11:30 am **Panel Discussion: Standards: Settling on the Way Forward?**  
Moderator: Ms. JU Susan, Partner, Price Waterhouse Coopers Worldtrade Management Services  
Mr. Mats Wicktor, Vice Chair, UN/ CEFACT  
Ms. Donna Dong, Group Manager Trade AsiaPack, Microsoft  
Mr. Ilsok Chung, Director General of Information & International Affairs Bureau, Korea Customs Service (KCS)
- 12:30 pm *Lunch and Networking Break*

**Sponsored By: SAIC Motor Corporation**



- 2:00 pm **Keynote: Customs-Trade Partnership: Is Open Debate the Best Means to Foster Knowledge Exchange?**  
Ms. Patricia Griffiths, Head of International Trade, Victorian Employers' Chamber of Commerce and Industry (VECCI), International Chamber of Commerce –  
World Chambers Federation (ICC WCF)
- 2:30 pm **Panel Discussion: Technology, a Substitute for Experience?**  
Moderator: Mr. Gareth Lewis, World Customs Organization  
Mr. Alex Goulandris, Chief Executive Officer, Electronic Shipping Solutions  
Mr. Slawomir Pichor, Head of Operations, European Union Border Assistance Mission to Moldova and Ukraine (EUBAM)  
Mr. Mark Hill, Digital Coding and Tracking Association  
Dr. Shinchi Ishii, Normura Research Institute
- 3:30 pm *Refreshment and Networking Break*

**Sponsored By: PROGNOZ**

- 4:00 pm **Keynote: Knowledge, the Key Investment for all Our Futures**  
Dr. GU Feng, Chief Financial Officer, SAIC Motor Corporation
- 4:30 pm **Wrap-Up and Close of Conference**  
Ms. Susanne Aigner, Deputy Director, World Customs Organization  
Mr. SUN Yibiao, Vice Minister of General Administration of China, General Administration China Customs  
Mr. Kunio Mikuriya, Secretary General, World Customs Organization

Mr. ZHU Gaozhang, Director Compliance and Facilitation, World Customs Organization

6:00 pm *Dinner*

7:30 pm ***Sponsored By: World Customs & Trade Forum Sponsors***  
*International Circus*



***Sponsored By: GACC***

**Day 3: Saturday, 26 November 2011**

8 am - 12pm

*Social Event: City Tour*



***Hosted By: GACC***