

知识

Knowledge, a Catalyst for Customs Excellence



WORLD CUSTOMS AND TRADE FORUM

Hotel Chimelong 酒店 长隆

Guangzhou 广州

China 中国

24-25 November 2011 2011年11月24日 - 25日

Sharing Knowledge: Inspiration for Trade Development and Economic Prosperity



Hosted by

Mr. YU Guangzhou, Director of the Leading Board and Minister of the General Administration of China Customs (GACC)

Conference Chair:

Ms. Susanne Aigner, Deputy Director, World Customs Organization

A two-day conference focusing

on harnessing knowledge as a means to improve public-private collaboration in modernization of the international supply chain

Who will attend?

Government and Multilateral Policymakers, Senior International Logistics, Trade Compliance and Supply-Chain Managers, Corporate and Trade Organization Executives, Supply-Chain IT Providers, Legal Advisors, Academics and Economists



Background

Thought leaders from around the world, including policymakers from Customs administrations and multilateral organizations, leading representatives of major trade and industry advocacy groups, recognized experts in global trade, supply chain security and trade law, as well as stakeholders from the logistics industry and other governmental agencies will meet at the 2011 WCO Customs and Trade Forum to focus on the critical role of Customs and the private sector in facilitating international trade through partnership.

Building on past successes in event management involving Customs and trade cooperation, the WCO Customs and Trade Forum is being held for the first time in China. It represents a unique partnership between the public and private sector and it is the only WCO-sponsored conference in 2011 focused on fostering global public/private dialogue. As such, it is a singular opportunity for participants from Customs and the private sector to exchange views in an open forum on public/private best practices, on the challenges facing the international trading environment, and on the latest policy-related trends within the overall forum theme.

There is no universally agreed definition of knowledge management, however it is often seen as the means to generate value from collective intellectual and knowledge-based assets. To generate value from those assets

implies a need to formally capture and share what people know in order to aim for best practice. As an aside, knowledge management is independent from technology even though the concept was first described in the world of IT.

The value of knowledge management relates directly to organizational effectiveness. In the absence of ready access to managed knowledge, decisions are based on individual or group judgement with little or no regard to the bigger picture of previous experience. Through a systematic approach based on knowledge management, problems or situations can be addressed through an evaluation of everything previously learned about similar circumstances. The global trade environment is incredibly complex and comprises many stakeholder groups in both the Government and private sectors. A huge amount of knowledge is stored in silos within those stakeholder groups and a knowledge management approach offers the potential to share that accumulated knowledge and achieve an optimal outcome.

This forum is an opportunity to take some of the vitally important information held in Customs and trade and share it in the interests of better knowledge management. As such, it is, indeed, a true catalyst for excellence not only for Customs, but for all parties involved in international trade and transport logistics.



Objectives

- Learn about the potential for modern technology combined with human expertise to achieve best practice in knowledge management from leading Customs administrations, the WCO and the private sector;
- Hear from leading experts on key strategic information management and Customs-Trade partnership initiatives including Globally Networked Customs, Coordinated Border Management, and Intelligence Driven Risk Management.
- Understand the implications of new paradigms in information sharing and access on customs policies and private sector practices. Provide input to decision makers on the priorities of traders.
- Network with an outstanding array of international leaders in Customs, Trade and Transport logistics in a world-famous and strategically vital location



How will this event play a strategic role?

The WCO has designated 2011 as the “Year of Knowledge, a Catalyst for Customs excellence” and the World Customs and Trade Forum will explore specific aspects of this partnership from Customs and private sector perspectives with the aim of strengthening this cooperation further to enhance the performance of all key global trade stakeholders.

China is located in the east of the Asian continent, on the western shore of the Pacific Ocean, and is the third largest country in the world. Large-scale movements of goods and people makes the role of Customs critical. Without collaboration between Customs and the trade, efficient management of borders is far more difficult. The 2011 WCO Customs and Trade Forum will, therefore, explore innovative ways to make border management more efficient through cooperation.



What you will gain by attending this Forum?

- Hear what the WCO and its Members across the globe are doing to implement their Customs in the 21st Century vision, in particular risk management and the Customs-to-Customs data sharing and coordination contemplated under the Globally Networked Customs initiative. Be a part of the discussion on the direct impact these initiatives could have on traders.
- Engage in a dialogue on the role of open debate and the sharing of best practices as a fundamental building block of trust leading to productive partnerships between Customs and Industry.
- Expand your understanding of the role of modern technology, global standards and automated information exchange as an essential part of the daily business of Customs and trade.
- Meet with your peers in a wonderful location to benchmark best practices with top private sector players who are already implementing global strategies to meet the new global regulatory trends.



About the World Customs Organization

With a membership consisting of virtually all Customs administrations globally, the WCO is renowned for developing effective trade instruments and standards designed to positively impact today's trading environment. With 177 Members around the world, the WCO can rightly call itself the voice of the international Customs community and the centre of global Customs expertise.



Snapshot of China Customs

China Customs is a governmental agency that supervises and manages all arrivals in and departures from the Customs territory of the mainland of the People's Republic of China. Besides 4 essential tasks of entry and exit control, revenue collection, fighting against smuggling and foreign trade statistics compilation, China Customs also shoulders other major responsibilities such as supervision and management of bond operations, audit-based control, Customs Intellectual Property Rights protection, port management and etc...

China Customs has a total of 46 Customs districts and academies at the same level, (i.e. Guangdong Sub-Administration of Customs, 2 Supervising Offices, 41 Customs Districts and 2 Customs educational institutions), 612 Customs houses or offices and nearly 4000 Customs check points. Now around 53,000 staff including anti-smuggling police is serving in China Customs.

In 2010, the total value of imported and exported goods was USD 2972.8 billion. The net annual Customs revenue stood at USD 192.6 billion.



Interested in sponsoring, exhibiting or advertising?

Conference Secretariat

The WCO Event Services team is the organiser for this Forum and has a dedicated Exhibition & Sponsorship Management team to work with you to maximise your Return on Investment.

For enquiries and bookings, please contact

Project Director:

Susanne Aigner, Deputy Director, Compliance & Facilitation

Project Lead:

Gareth Lewis, Senior Technical Officer, Facilitation

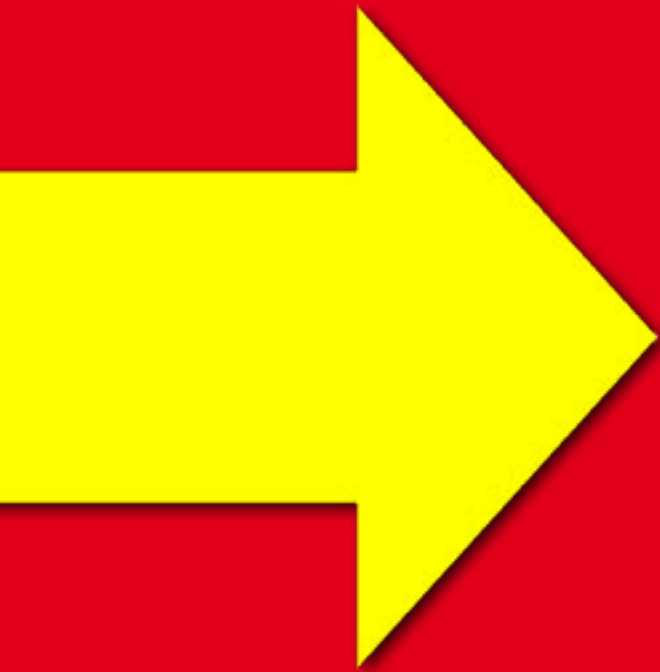
Administration Exhibition & Sponsorship:

Greg Pilkington, Executive Officer

Project Assistant:

Beverly Buick, Support Liaison Officer

Online registration and more information:



Contact us

WCO Event Services Team
World Customs Organization
Rue du Marché 30
B-1210 Bruxelles
Belgium
Tel: +32 (0) 2 209 9312
Fax: +32 (0) 2 209 9493
Email: WCTF2011@wcoomd.org

Copyright © 2011 World Customs Organization

All rights reserved. Requests and enquiries concerning translation, reproduction and adaptation rights should be addressed to copyright@wcoomd.org

Exempt the image on page two, "Guangzhou Tower 2009 – 广州电视观光塔 2009": Permission is granted to copy, distribute and/or modify this document under the terms of the GNU Free Documentation License, Version 1.2 or any later version published by the Free Software Foundation; with no Invariant Sections, no Front-Cover Texts, and no Back-Cover Texts. http://en.wikipedia.org/wiki/File:Guangzhou_Tower.jpg

Graphic-design : www.wmirtl.com