Advanced Forum on
CUSTOMS & TRADE ENFORCEMENT

KEYNOTE ADDRESS:
Kevin McAleenan
Acting Commissioner
US Customs and Border Protection

FEATURED SPEAKERS:
JoAnne Colonello
Center Director, Pharmaceuticals, Health and Chemicals CEE
US Customs and Border Protection

Johanna Estes
Director, Audit Professional Standards, Regulatory Audit, Office of Trade
US Customs and Border Protection

Vincent Iacopella
Executive Vice President Growth and Strategy
Alba Wheels Up International
Trade Group Chair, Advisory Committee on Commercial Operations (COAC)
US Customs and Border Protection

PRACTICAL, IN-DEPTH PANELS INCLUDE:

► How U.S. industry is approaching their contingency planning amid anticipated Trump Administration policy shifts on global trade

► Customs audits: Impact of CBP’s shift away from focused assessments to Quick Response Audits and Audit Surveys

► Valuation: The latest importer obligations and international trends

► Rethinking origin-based import plans in light of anticipated changes to NAFTA and ‘Buy American’

► ACE, E-Commerce and other customs issues affecting importers

► C-TPAT and ISA in the Trump Era: How industry continues to weigh the benefits

WORKING GROUPS – SEPTEMBER 25, 2017:

A Fundamentals of U.S. Customs Compliance:
A Comprehensive Overview of Key Concepts, Requirements, Agencies and Latest Developments

B Audit Preparedness 2.0: Practical Tools for Audit Surveys and Quick Responses while Remaining Prepared for Focused Assessments
This Year’s Must-Attend Event for Global Trade Compliance Professionals and Their Advisors

Since the election of President Trump, the U.S. is likely to pursue a significantly different policy on international trade moving forward. From the renegotiation of NAFTA and other FTAs, increased enforcement of “Buy American” rules, to more CBP enforcement powers, importers are actively preparing to weather known and unknown change—and the associated risks to their businesses.

Building on a decade of successful import compliance events, American Conference Institute introduces its highly anticipated Advanced Forum on Customs & Trade Enforcement. Unlike other trade programs, this unique conference will provide critical updates and expert analysis on the most pressing issues confronting importers—all with a view to imparting best practices for contingency planning, and strategic insights for evolving your compliance program and risk management.

Over the past 10 years, hundreds of senior trade compliance professionals have benefited from attending ACI’s trade compliance forums.

The Only Conference Where You Will:
- Gain First Hand Insights from CBP on compliance and enforcement
- Benchmark with senior Trade Compliance Professionals from a wide range of industries
- Learn at sessions with Innovative New Formats, such as Industry Roundtable Discussions, a Townhall Q&A, Interviews and Interactive Scenarios

Attendance by Industry:

- ENERGY
- MANUFACTURING
- GOVERNMENT
- FINANCIAL SERVICES
- TECHNOLOGY
- LIFE SCIENCES
- LEGAL
- RETAIL

Attendance by Job Titles:
- Directors, Managers, International Trade/Customs
- In-House Counsel, Trade
- Attorneys
- Directors, Managers, Import and Export Operations
- Customs Consultants
- Tax Officers
- Other

Join the Conversation  @ACI_IntTrade  #ACICustoms  LinkedIn International Trade
Working Group A

9.00am – 12.30pm (Registration begins at 8.30am)


Joel Rogers
Associate General Counsel, International Supply Chain & Regulatory
The Home Depot (Atlanta, GA)

Lindsay Meyer
Partner
Venable LLP (Washington, DC)

This highly practical and interactive working group will provide attendees with a comprehensive overview of all current U.S. customs compliance concepts, presented within the overall context of the current changing landscape for international trade. Designed both for professionals who are new to this field, as well as seasoned practitioners in need of a refresher, attending this working group will provide you with a solid foundation for the high level discussion and debate that will take place during the main conference.

Topics to be covered include, but not limited to:

- Key agencies, their roles and jurisdictions
- Tariff classification
- Core valuation regulations
- CBP programs such as C-TPAT and ISA
- The current landscape of FTAs (including NAFTA), and the possible changes on the horizon
- Country of origin requirements under NAFTA and possible upcoming changes
- Customs processes and documentation
- The customs audit process (quick responses, surveys, and focused assessments)
- What can trigger penalties, detention and seizure of goods
- Increased enforcement of existing regulations

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Working Group B

1.30pm – 5.00pm (Registration begins at 1.00pm)

Audit Preparedness 2.0 – Focused Assessments, Quick Response Audits and Audit Surveys: How to Prepare amid New CBP Expectations and Emerging Risk Factors

David Glynn
Of Counsel
Holland & Hart LLP (Denver, CO)

George R. Tuttle, III
Partner
Law Office of George R. Tuttle (San Francisco, CA)

This uniquely designed working group will guide you through the entire audit process and current CBP expectations. Building on previous import audit sessions run by ACI, this workshop will cover the complete focused assessment process – and will discuss how to prepare in light of new CBP expectations and emerging risk factors. The Working Group Leaders will also discuss how to prepare for Quick Response Audits (“QRAs”), as well as how best to respond to Audit Surveys – as CBP shifts its focus towards these tools as the primary means of assessment.

Whether you are new to CBP audits or a seasoned professional in need of a refresher, this targeted, industry-driven working group will provide best practices for staying audit-ready in this era of increased oversight.

- Creating an effective audit response plan for when you get that call
- Risk of being selected by CBP for an audit, and criteria used
- Working effectively with outside counsel to prepare your responses
- Self-assessments: how to maximize this tool to stay prepared
- Working with CBP auditors on Focused Assessments: timeframes, process, and what is expected of industry
- Preparing company representatives for interviews with CBP
- QRAs: breakdown, timeframes and best practices for responding
- Audit Surveys: best practices for completing and how to use them as a tool to ensure a good working relationship with CBP
- Post-audit communications and correspondence with CBP
- How to develop a comprehensive compliance improvement plan

Continuing Legal Education Credits

Accreditation will be sought in those jurisdictions requested by the registrants which have continuing education requirements. This course is identified as nontransitional for the purposes of CLE accreditation.

ACI certifies that the activity has been approved for CLE credit by the New York State Continuing Legal Education Board.

ACI certifies that this activity has been approved for CLE credit by the State Bar of California.

You are required to bring your state bar number to complete the appropriate state forms during the conference. CLE credits are processed in 4-8 weeks after a conference is held.

ACI has a dedicated team which processes requests for state approval. Please note that event accreditation varies by state and ACI will make every effort to process your request.

Questions about CLE credits for your state? Visit our online CLE Help Center at www.americanconference.com/CLE

Continuing Professional Education Credits

American Conference Institute (ACI) will apply for Continuing Professional Education credits for all conference attendees who request credit. There are no pre-requisites and advance preparation is not required to attend this conference.

Course objective: Update and increase understanding of U.S. import regulations and procedures, as well as the wider regulatory framework which governs international trade, and how to comply with US Customs and Border Protection requirements. Prerequisite: None. Level of knowledge: Beginner/Intermediate. Teaching Method: Group-Live. Advanced Preparation: None. Delivery method: Group Live.

Please refer to the information in this brochure for outline, course content and objectives. Final approval of a course for CPE credits belongs with each states’ regulatory board. Recommended CPE Credit: 4.5 hours for the main conference and an additional 4.0 hours for Workshop B only.

ACI is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417 or by visiting the web site: www.learningmarket.org

To request credit, please check the appropriate box on the Registration form.
8.00
Registration Begins & Continental Breakfast

9.00
Conference Co-Chairs’ Opening Remarks
Kathleen Palma
Senior Executive, International Trade Compliance
General Electric (Washington, DC)
Robert Pisani
Partner
Pisani & Roll LLP (Washington, DC)

9.15 KEYNOTE PANEL
STATE OF THE UNION ROUNDTABLE:
How Industry is Updating Their Contingency Planning to Weather the Trump Administration’s Shifting Trade Policy Priorities
Vincent Iacopella
Executive Vice President Growth and Strategy
Alba Wheels Up International Inc. (Los Angeles, CA)
Trade Group Chair, Advisory Committee on Commercial Operations (COAC)
US Customs and Border Protection
Erika Vidal-Faulkenberry
Director, Global Customs & Trade Compliance
The Hershey Company (Hershey, PA)
Angela Ellard
Chief Trade Counsel to Republican Members, House Ways and Means Committee
US House of Representatives (Washington, DC)
Carolyn Burkhead
Import Manager
Boeing (St. Louis, MO)
- Anticipated renegotiation of NAFTA, US-Korea Free Trade Agreement and other key FTAs: What is at stake and how will industry be affected?
- How is the Trump Administration’s plan to open markets and enforce reciprocity going to play out, particularly vis-à-vis China?
- What effect will stricter enforcement of existing trade laws (sections 201 and 301 of Trade Act 1974, anti-dumping (“AD”) and countervailing duties (“CVDs”) under Tariff Act 1930, “Buy America” Provisions) have on US industry?
- Views from industry on first six months the policy direction of the Trump Administration
- What’s behind the section 232 investigations on steel and oil?

10:30
Networking Break

10.45
FOCUS ON AUDITS: What Industry is Doing In Response to CBP’s Shift Away from Focused Assessments to Quick Response Audits (“QRAs”) and Audit Surveys
Johanna Estes
Director, Audit Professional Standards, Regulatory Audit, Office of Trade
US Customs and Border Protection (Washington, DC)
- What's behind the shift away from full audits to compliance letters and QRAs? How are others preparing and reacting?
- Prior disclosures to CBP: What is required for "valid disclosure"?
- CBP survey letters: What do they mean and how to respond
- Differing approach from CBP as emphasis shifts to enforcement
- What are CBP actually looking for when conducting an audit?

11.45 FEATURED PANEL
Valuation: Latest Shared Perspectives on New Importers Obligations and International Trends
Ted Murphy
Partner
Baker McKenzie LLP (Washington, DC)
Yuliya Gulis
Attorney-Advisor, Office of International Trade Regulations and Rulings, Valuation and Special Programs Branch
US Customs & Border Protection (Washington, DC)
- What effect is the Base Erosion Profit Sharing (“BEPS”) imitative having on valuation here in the U.S.?
- How to defend transaction value even when you are a related party?
- Tax issues and concerns: Could the U.S. be moving towards a VAT? How will a proposed Border Tax work?
- Where are U.S. authorities going on investigations into manipulation?
- Transfer Pricing: How is this being dealt with by CBP and how to navigate the interplay with valuation?

12.45 Networking Luncheon

2.00
Keynote Address and Q & A
Kevin McAleenan
Acting Commissioner
US Customs and Border Protection (Washington, DC)

2.45 NEW PANEL
INDUSTRY ROUNDTABLE DISCUSSION:
What an Origin-Based Import Plan Looks Like in the New Age of NAFTA and Buy American
Kathleen Palma
Senior Executive, International Trade Compliance
General Electric (Washington, DC)
John Adamo
Executive Program Manager, Import Compliance
IBM (Washington, DC)
Mike Snarr
Partner
BakerHostetler (Washington, DC)
- How industry is preparing for anticipated stricter Rules of Origin
- How to take maximum advantage of FTAs to reduce or eliminate duties?
- Performing risk assessments on your import plans and utilization of programs such as C-TPAT
- What does an import plan look like in the era of increased Buy American enforcement and emphasis
Networking Break

NAFTA FOCUS: Canadian and Mexican Perspectives on Renegotiation

Jorge Montañez
Partner
Bufete Jorge Montañez y Asoc, SC (Mexico City, DF)

Kenneth Weigel
Partner
Alston & Bird LLP (Washington, DC)

Darrel Pearson
Partner and Co-Head, International Trade and Investment Law
Bennett Jones LLP (Toronto, ON)

Heather Innes
Founder, and Chief Executive
Heather D. Innes Professional Corporation (Toronto, ON)

• Changes in the rules of origin: Does this mean greater North American content or greater US content?
• What effect will changes in volume constraints have on industry?
• Trade remedies: How changes to dispute resolution?
• Specific industry perspectives (Softwood, Dairy, Automotive, Oil and Gas)
• Buy American: Will this be exempted from NAFTA?

OPERATIONAL FOCUS: ACE, E-Commerce and Other Key Customs Issues Currently Affecting Importers

Amy Magnus
Director Customs Affairs and Compliance
AN Deringer Inc (Burlington, VT)

Deborah Augustin*
Executive Director, Trade Transformation Office (Formerly ACE Business Office)

US Customs and Border Protection (Washington, DC)

• Extended funding to the Automated Commercial Environment ("ACE"): Is life being made easier?
• E-Commerce post-TFTEA: Increase in de minimis tax-free import to $800 and the resulting challenges for industry
• How to integrate ACE with E-Commerce
• Where are partnering Government Agencies now post-TFTEA?
  How are they responding?

Interview with the Centers of Excellence and Expertise ("CEEs")

JoAnne Colonello
Center Director, Pharmaceuticals, Health and Chemicals CEE
US Customs and Border Protection (New York, NY)

Armando Taboada
Center Director, Machinery CEE
US Customs and Border Protection (Laredo, TX)

Richard DiNucci
Executive Director of Cargo Conveyance and Security, Office of Field Operations
US Customs and Border Protection (Washington, DC)

John Brew – Interviewer
Partner
Crowell & Moring LLP (Washington, DC)

Center Directors from across the country will be interviewed on some of the key issues affecting industry, with time set aside for audience Q & A:
• How to work effectively with the CEEs
• An update on account-based processing: How this will lead to a smoother process when working with your CEE
• How to deal with overlap when your product(s) are covered by multiple CEEs
• Engagement with other agencies, including the FDA

* Denotes "invited speaker" at the time of brochure printing.
11.00 Networking Break

11.15 KEYNOTE ADDRESS
Details to be confirmed – please check online for updates.

11.45 FEATURED PANEL
Trade and National Security: Impact of AD/CVD Regarding Steel, Aluminum and Canadian Softwood Lumber, and the Future of Other Key Imports

Callie Pappas
Vice President, Chief Compliance Officer & Deputy General Counsel
Schnitzer Steel Industries (Portland, OR)

Deborah King
Assistant Chief Counsel, Office of the General Counsel
U.S. Department of Commerce (Washington, DC)

Matthew Nolan
Partner
Arent Fox LLP (Washington, DC)

- Brief review of various trade actions, AD/CVD, section 232, and other key developments
- What’s behind increased CBP enforcement of existing regulations?
- Investigation of steel and aluminum imports: What is the likely impact?
- Update on Section 232 investigations: What these reveal about a changing landscape, including the role of the Commerce Department
- Examination of the enforcement landscape: Who has the power? CBP, courts, or a combination of the two?
- Updates on anti-circumvention and diversionary dumping, and why enforcement here is expected to increase

12.45 Networking Lunch

2.00 FDA and Other Agencies: How Are They Adapting to Increased Enforcement and the Changing Trade Policy Landscape?

Domenic Veneziano
President
Veneziano Consulting LLC (Boston, MA)
Former Director, Import OperationsUS Food & Drug Administration (FDA)

Ben England
Founder & CEO
FDLImports.com (Baltimore, MD)

Mark FeDuke
Director of Operations and Regulatory Affairs
VLM Foods Inc. (Montreal, QC)

- FDA update: How the agency is responding to the new landscape on trade and increased enforcement pressure
- ACE and Single Window: What is the effect of these on importers?
- How is industry assessing the value of the FSMA and VQIP programs?
- Concerns about Foreign Supplier Verification Program (FSVP)
- Other agencies perspectives: National Highway Traffic Safety Administration (NHTSA), Fish and Wildlife Service (USFWS) and National Marine Fisheries Service (NMFS) priorities

3.00 EXTENDED CLOSING ROUNDTABLE
Increasing Enforcement, Trade Renegotiations and Border Tax and the Impact on Your Operations Looking Ahead

Carla Ackley Cravalho
Senior Customs Manager
Cisco Systems (San Jose, CA)

Erin Crockett
Director Global Trade Compliance
Colfax Corporation (Frisco, TX)

Rob Pisani
Partner
Pisani & Roll LLP (Washington, DC)

Brian Cochran
Vice President Global Trade Management
Eaton (Cleveland, OH)

- How to streamline supply chains to respond to changes?
- What is the smartest way to drive cost savings?
- Intersection between tax, trade and risk: What lessons can be drawn from recent experiences?
- Enforcement: How is industry responding to the coming increase?
- How to manage overseas customs brokers and top pitfalls to avoid when managing a global supply chain

4.30 Conference Ends

It’s good to learn the knowledge and experience shared by other companies. – Hewlett-Packard

Speakers were excellent, topics were timely and well organized. – ITR LLC

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