

American Conference Institute's 8th National Forum on

IMPORT COMPLIANCE & ENFORCEMENT

How to Resolve Critical Compliance, Valuation, Supply Chain, Audit, ISA and Origin Determination Challenges

June 11–12, 2013 • Washington Hilton • Washington, DC

Hear from DHS about Transborder Policy Developments:

Ellen McClain

Deputy Assistant Secretary (Transborder Policy)
Office of Policy, U.S. Department of Homeland Security

First-Hand Updates from CBP on Centers of Excellence:

Valarie Neubart

Director, Industry and Account Management
U.S. Customs and Border Protection

Lori Whitehurst

Branch Chief, Trade Agreements and Textile Operations
Branch, U.S. Customs and Border Protection

CBP Speaks on Valuation, Assists and Transfer Pricing:

Heather Pinnock

Attorney-Advisor, U.S. Customs and Border Protection

Yuliya Gulis

Attorney-Advisor, U.S. Customs and Border Protection

ISA Program Changes and Updates:

Florence Constant

Chief, Partnership Programs Branch
U.S. Customs and Border Protection

How CBP Uses Forms 28 and 29, and Calculates Penalties:

Alan C. Cohen

Senior Attorney, Penalties Branch
U.S. Customs and Border Protection

Hear the Latest on C-TPAT and Foreign Re-Validations:

Steven Krupinsky

Branch Chief – International Branch
Customs Trade Partnership Against Terrorism
(C-TPAT), U.S. Customs and Border Protection

Updates on NAFTA Verification Audits and Cross-Border Cooperation:

Eric Trudel

Manager, Verification Unit
Canada Border Services Agency

*José M. García**

Representative, Ministry of Finance
Taxation and Customs Affairs
Embassy of Mexico – Washington, DC

New FDA Legislation and Compliance Expectations:

Domenic Veneziano

Director of Import Operations
U.S. Food and Drug Administration

Status Report on Customs Re-Authorization Legislation:

Angela Ellard

Staff Director and Chief Trade Counsel (Majority)
Committee on Ways & Means
U.S. House of Representatives

*denotes "invited speaker" at the time of print

Benchmark with Industry Experts:

Chrysler

National Oilwell Varco

Hershey

Williams-Sonoma

Boeing

Schnitzer Steel

IBM

General Electric

Cisco

U.S. Steel

Tyco

This event is uniquely designed to **maximize benchmarking** on how to resolve the **most complex, pressing import compliance issues** affecting industry. **New program features for 2013 include:**

- ✓ Two highly focused sessions on valuation and transfer pricing:
 - **The finer points of allocating, valuating and declaring assists:**
Critical pitfalls to avoid amid heightened penalty risks
 - **Reconciling IRS and CBP positions** on valuation and transfer pricing
- ✓ **ISA Member Case Studies:** New and longstanding members speak about their recent experiences, and how to meet ISA requirements
- ✓ **Inside a Focused Assessment:** Lessons learned from recent experiences on how to handle common and unanticipated CBP requests
- ✓ **C-TPAT and Foreign Re-Validations:** Meeting new expectations for C-TPAT risk assessments, and how the new EU Mutual Recognition Agreement affects importer validation requirements
- ✓ **NAFTA, CAFTA AND U.S. – KOREA FTA SUCCESS STORIES:**
The finer points of minimizing duties, fees, taxes, red tape, and proving origin
- ✓ Developing a **global strategy for customs classification and tariff engineering**


New, Intensive Pre-Conference Working Groups – June 10, 2013:

- A **GLOBAL TRADE COMPLIANCE PROGRAM BENCHMARKING**
- B **CANADIAN CUSTOMS COMPLIANCE DO'S AND DON'TS**

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Join senior government officials, highly respected companies and leading practitioners at what is regarded as the premier import compliance benchmarking event of the year.

Each year, import compliance and legal professionals attend American Conference Institute's **Advanced Forum on Import Compliance & Enforcement** to meet and learn from leading trade compliance executives and attorneys, and ask questions directly to senior government officials.

Now in its 8th successful year, the **fully updated** and **highly practical agenda** has evolved further to include even more discussion of highly complex U.S. import compliance challenges, along with more content on how to satisfy **Canadian and Mexican customs authorities**.

Highly complex issues such as valuation, assists, transfer pricing and proving origin under key FTAs continue to challenge even the most seasoned import compliance professionals. At the same time, Centers of Excellence, ISA program changes, new C-TPAT risk assessment and foreign re-validation requirements, and recent CBP penalty trends will surely impact importers' global compliance programs going forward. **Unlike other conferences**, this unique event is designed to provide attendees with a comprehensive benchmarking experience, where participants can exchange best practices and lessons learned for 2013 and beyond.

Benefit from new sessions for 2013, including:

- An in-depth session on **Centers of Excellence**: Hear from two CBP officials and CEE participants about their recent experiences
- Two highly focused sessions on valuation and transfer pricing:
 - **The Finer Points of Allocating, Valuating and Declaring Assists**: Critical Pitfalls to Avoid amid Heightened Penalty Risks
 - **Reconciling IRS and CBP Positions** on Valuation and Transfer Pricing
- **ISA Member Case Studies** – Learn from new and longstanding members about their recent experiences, and how to meet ISA requirements
- Enhanced focus on **C-TPAT and Foreign Re-Validations**: Ask your questions to CBP and industry experts on how to satisfy expectations for C-TPAT risk assessments, and how the new EU Mutual Recognition Agreement affects importer validation requirements
- **SPECIAL FOCUS ON FTAs**:
 - **Q & A with CBP and Canada Border Services Agency** on NAFTA Verification audits and enforcement
 - **NAFTA, CAFTA AND U.S.-KOREA FTA SUCCESS STORIES**: Gain practical know-how for minimizing duties, fees, taxes and red tape
- Learn the finer points of developing a **global strategy for customs classification and tariff engineering**
- **New, Intensive Pre-Conference Working Groups – June 10, 2013**:
 - A **GLOBAL TRADE COMPLIANCE PROGRAM BENCHMARKING** – How to Strengthen Your Global Trade Compliance Program to Enhance Competitiveness and Profitability: Updating Your Business Case to Senior Management, and Approach to Data Integrity, Metrics, Quality and Costs
 - B **CANADIAN CUSTOMS COMPLIANCE DO'S AND DON'TS** – What Every Global Trade Compliance Professional Should Know about Customs Regulations in Canada: A Deep Dive into Core Requirements to Integrate into Your Global Trade Compliance Program

Book your seat now and benefit from an early bird rate for a limited time. To register, call 1-888-224-2480; fax your registration form to 1-877-927-1563; or register online at www.AmericanConference.com/Import.

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What Past Attendees Have to Say About this Unique Conference:

Great forum for all involved parties. All speakers provided very practical and valuable insights. –Siemens

Top notch speakers – in content, style and preparation. –DuPont

Very informative and open for discussion and questions. –AVNET



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9:00 a.m. – 12:30 p.m. (Registration begins at 8:30 a.m.)

A

How to Strengthen Your Global Trade Compliance Program to Enhance Competitiveness and Profitability: Updating Your Business Case to Senior Management, and Approach to Data Integrity, Metrics, Quality and Costs

Meredith Covey

Director, Customs Operations and Compliance
Williams-Sonoma, Inc. (San Francisco, CA)

Jennifer Rodgers

Manager, Customs Compliance
US Steel Corporation (Pittsburgh, PA)

Jill Franze

Director Global Customs
Cisco Systems, Inc. (Sacramento, CA)

Chandri Navarro

Partner
Hogan Lovells (Washington, DC)

This practical working session is a one-of-a-kind opportunity to benchmark your import compliance practices with leading experts, and discuss real-world issues related to the implementation and monitoring of a global import compliance program. Speakers will lay out a foundation of best practices and address individual concerns.

Don't miss this unique opportunity to ask highly respected industry experts your questions about their compliance standards and how they are being applied in practice. The session has been specifically designed to facilitate enhanced interaction and in-depth discussion on how to update your best practices for meeting existing, new and evolving import compliance expectations.

Topics will include:

- How to implement a truly global program: The core steps to rolling out global standards for valuation, classification, quality and data integrity
- Determining the best structure for your import compliance department
- To what extent you should centralize your global trade compliance program vs. de-centralize, and have more employees in foreign locations
- Using IT platforms to optimize trade: Lessons learned
- Effective data metrics to incorporate into your trade compliance program
- Resources, tools and techniques leading companies are using to implement, manage, and monitor an import compliance program
- Securing senior management buy-in: Arguments that resonate, and how to overcome the "cost center" mentality
- What resources companies are expected to devote to import compliance
- Automating the customs process
- Reviewing and upgrading internal controls to better meet security requirements
- Performing a self assessment and reviewing results to increase your chances of favorable audit findings
- Securing senior management buy-in, and building a culture of compliance from the top down

GLOBAL TRADE COMPLIANCE PROGRAM BENCHMARKING

1:30 p.m. – 5:00 p.m. (Registration begins at 1:00 p.m.)

B

What Every Global Trade Compliance Professional Should Know about Canadian Customs Regulations and Enforcement: A Deep Dive into Core Requirements to Integrate into Your Global Trade Compliance Program

Eric Trudel

Manager, Verification Unit
Canada Border Services Agency (Ottawa, Canada)

Greg Kanargelidis

Partner
Blake, Cassels & Graydon LLP (Toronto, Canada)

There have been a number of important customs regulatory changes that affect importers' customs compliance programs in Canada, along with heightened Canadian Government compliance expectations.

The expert speakers will provide you with a crash course on key concepts, requirements and pitfalls that can As import compliance professionals in the U.S. increasingly assume responsibility for global compliance, don't miss this unique opportunity to hear directly from a Canadian Government representative and highly respected Canadian legal practitioner on the do's and don'ts for customs compliance north of the border.

The expert speakers will provide you with an in-depth discussion of key compliance pitfalls to avoid, and what triggers enforcement by Canada Border Services Agency. Benefit from ample Q & A, and a comprehensive discussion on how to keep yours or clients' companies out of trouble. Ensure that you are up-to-speed on the latest best practices for preventing import delays, penalties and other consequences that can significantly affect your business north of the border.

Topics will include:

- Canada *Customs Act*, *Customs Tariff* and regulations: Key concepts, requirements and common compliance pitfalls to avoid
- Complying with Tariff Classification, Valuation, and Country of Origin Rules
- What you should know about country of origin marking rules
- Advance Rulings on tariff classification, National Customs Rulings, and NAFTA Rulings
- Canada specific requirements such as "Purchaser in Canada" and "Reason to Believe" Self-Corrections
- CBSA's approach to transfer pricing
- What CBSA looks for during a compliance verification
- Customs enforcement, penalties and the appeals landscape
- Recent penalty and case law trends
- The role of Customs voluntary disclosures (Named and No-Names)
- Developing a compliance checklist
- Customizing your compliance program to the Canadian context: unique elements to incorporate into your program

CANADIAN CUSTOMS COMPLIANCE DO'S AND DON'TS

7:30 Registration Begins and Continental Breakfast

8:30 **Opening Remarks from the Conference Co-Chairs**

Brian Cochran

Director International Trade Compliance
Tyco Electronics Corporation (Menlo Park, CA)

Robert J. Pisani

Partner
Pisani & Roll LLP (Washington, DC)

8:45 **Centers of Excellence: CBP and Industry Participants Speak on CEE Roles, Responsibilities, and How They Affect Your Import Compliance Strategy**

ValarieNeuhart

Director, Industry and Account Management
U.S. Customs and Border Protection
U.S. Department of Homeland Security (Washington, DC)

Lori Whitehurst

Branch Chief, Trade Agreements and Textile Operations Branch
U.S. Customs and Border Protection
U.S. Department of Homeland Security (Washington, DC)

Heidi Bray

Customs Compliance Manager
Chrysler Group LLC (Detroit, MI)
Trusted Partner Account, Automotive and Aerospace Industry Center – Detroit

Jill Franze

Director Global Customs
Cisco Systems, Inc. (Sacramento, CA)
Trusted Partner Account, Electronics Industry Center – Los Angeles

- The roles of the new Centers of Excellence and Expertise
- The latest CEE accomplishments, and their impact on import compliance
- First-hand industry insights on their involvement with new and existing CEEs
- When it might be in your interests to apply for CEE participation
- Determining which CEE applies to your organization
- Current activities related to classification and valuation of merchandise

10:00 Networking Coffee Break

10:15 **ASSISTS – The Finer Points of Allocating, Valuating and Declaring Assists: Critical Pitfalls to Avoid amid Heightened Penalty Risks**

Heather K. Pinnock

Attorney-Advisor
Office of International Trade, Regulations and Rulings
Valuation and Special Programs Branch
U.S. Customs and Border Protection
U.S. Department of Homeland Security (Washington, DC)

Meredith Covey

Director, Customs Operations and Compliance
Williams-Sonoma, Inc. (San Francisco, CA)

Ian Kaboro

Senior Customs Compliance Specialist
The Hershey Company (Hershey, PA)

Elizabeth Hein

Partner
Alston & Bird LLP (Washington, DC)

- Defining “assists”: Common misinterpretations
- How to track and value assists
- How assists are depreciated and apportioned
- Addressing assists with related parties and others
- Do’s and don’ts for allocation
- Ensuring that you are properly declaring assists
- What triggers penalty proceedings for failure to declare “assists”, and how fines are calculated
- Reviewing your internal policies and procedures to ensure that that dutiable “assists” are not going unreported
- Defining a “dutiable royalty”, and key differences between a royalty and an assist

11:15 **Inside the ISA Program Evolution: What is Now Expected for Admission and Re-Certification, and How Much CBP Vets Program Applicants**

Florence Constant

Chief, Partnership Programs Branch
U.S. Customs and Border Protection
U.S. Department of Homeland Security (Washington, DC)

At this critical session, you will hear the latest on ISA Program requirements, and how program benefits and requirements have evolved since its inception. Hear first-hand CBP insights on what importers need to be doing now at the application stage and beyond. There will also be time allocated for Q & A, so please bring your questions!

Topics will include:

- ISA Program initiatives and updates
- What is considered “ISA ready”
- Objective and frequency of ISA re-certification

11:45 **LIFE AS AN ISA MEMBER: New and Longstanding ISA Members Discuss Their Recent Experiences, Relationship with CBP, and How to Meet ISA Requirements**

Jennifer Rodgers

Manager, Customs Compliance
US Steel Corporation (Pittsburgh, PA)

Michael Zecchino

Senior Manager, Global Customs Compliance
GE Global Operations (West Chester, OH)

- How recent ISA program changes have affected applicants and participants
- Determining whether or not your company is “ISA ready”, and how to get your company “ISA ready”
- When NOT to join the ISA Program: When ISA might not be the right fit for your organization
- Proactive steps to take upon joining ISA
- How to comply with yearly re-certification requirements
- Securing senior management buy-in for an ISA compliance program
- Satisfying strict internal controls and system requirements for ISA participation, including:
 - valuation, classification, trade preference and other internal controls
 - compliance manual program requirements
 - sample size and self-testing

KEYNOTE ADDRESS

ISA CASE STUDIES

- Working with CBP throughout the application process, and educating CBP on your business
- When your subsidiaries should submit an application
- Meeting ISA's annual reporting expectations
- Continuation review meetings: How they differ from application
- Working with the CBP Account Manager

12:45 Networking Luncheon for Speakers and Attendees

2:00 **C-TPAT and Foreign Re-Validations: New Expectations for C-TPAT Risk Assessments, and How the New EU Mutual Recognition Agreement Affects Importer Validation Requirements**

Steven Krupinsky

Branch Chief – International Branch
 Customs Trade Partnership Against Terrorism (C-TPAT)
 U.S. Customs and Border Protection
 U.S. Department of Homeland Security (Washington, DC)

Robert Byrne

Executive Program Manager, Import Compliance and Supply Chain Security
 IBM Corporation (Somers, NY)

- Recent changes to re-validations in the EU: What importers can expect going forward: How CBP's re-validation approach has evolved
- Who conducts foreign revalidations, the process, timeframe and how to expedite it
- Preparing for foreign revalidations, and what to expect
 - is the scope of the review determined in advance?
 - what to do before the CBP visit
 - ensuring that your recordkeeping is compliant and up-to-date
 - what questions CBP asks
- Best practices for following CBP's five-step risk assessment model
- Incorporating threat and vulnerability risks/red flags into the C-TPAT assessment
- Proving best practices to remain in Tier 3
- Scope of validation responsibilities for imports to the EU
- When and how often to conduct assessments
- Documenting information and rationale for risk assessment to support your approach

3:00 Networking Refreshment Break

3:15 **NAFTA VERIFICATION AUDITS & ENFORCEMENT: First-Hand Government Insights on Cross-Border Cooperation, Back Duties, Fines and What Triggers Enforcement**

Eric Trudel

Manager, Verification Unit
 Canada Border Services Agency (Ottawa, Canada)

*José M. García**

Representative, Ministry of Finance
 Taxation and Customs Affairs
 Embassy of Mexico (Washington, DC)

At this highly anticipated session, attendees will have an invaluable opportunity to hear directly from government officials on the uptick in NAFTA enforcement. Topics will include:

- Recent enforcement trends, and priorities going forward

- How CBP and other government agencies assess compliance with NAFTA rules of origin
- Common areas of non-compliance discovered during NAFTA verification audits, and lessons learned
- The scope of possible duties and for non-compliance with rules of origin: How fines are calculated
- Update on the use of sampling

4:15 **The Uptick in CBP Enforcement: How CBP is Using Forms 28 and 29, Which Violations Have Yielded the Most Penalties, and Key Priorities Going Forward**

Alan C. Cohen

Senior Attorney, Penalties Branch
 U.S. Customs and Border Protection
 U.S. Department of Homeland Security (Washington, DC)

- How CBP's use of Forms 28 and 29 impacts on the importer's ability to make a valid prior disclosure
- How CBP evaluates the information contained in Form 28 or 29
- What triggers a penalty action when a company failed to act with reasonable care
- CBP enforcement plans and priorities going forward
- Key errors made by companies when petitioning for relief
- How CBP calculates civil penalty amounts and the asserted level of culpability
- How settlement or "offer in compromise" procedures work

4:45 **BROKER SELECTION & MANAGEMENT – Lessons Learned for Vetting and Managing Brokers in the U.S. and Abroad: How to Apply the Right Level of Due Diligence to Minimize Liability Risks and Detect Warning Signs**

Callie Pappas

Vice President & Chief Compliance Officer
 Schnitzer Steel (Pittsburgh, PA)

David Reynolds

Import Manager
 Office of Internal Governance – Global Trade Controls
 The Boeing Company (Seattle, WA)

Jennifer Diaz

Shareholder
 Becker & Poliakoff (Miami, FL)

- Detecting warning signs: How far you need to go in conducting due diligence
- Designing a questionnaire for brokers: Assessing the skills, experience, and resources of customs brokers
- Evaluating brokers' supply chain relationships
- Quantifying risk factors
- Communicating compliance expectations and requirements to brokers, and developing guidelines for your brokers
- Where the importer and broker responsibilities begin and end
- Incorporating contractual safeguards, including audit mechanisms
- How to monitor compliance, and what to do if you suspect or discover non-compliance by a broker
- Auditing foreign brokers, and conducting periodic reviews and site visits
- When and how to terminate the relationship
- What constitutes customs brokering and business, and how to avoid unintended brokering activities

5:45 Conference Adjourns

*denotes "invited speaker" at the time of print

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8:00 Continental Breakfast

8:30 **Opening Remarks from the Co-Chairs**

8:35 **The Latest Developments in Transborder Policy: First-Hand Insights from The US Department of Homeland Security**

KEYNOTE ADDRESS



Ellen McClain
Deputy Assistant Secretary (Transborder Policy)
Office of Policy
U.S. Department of Homeland Security

9:05 **VALUATION & TRANSFER PRICING – Reconciling IRS and CBP Positions on Valuation and Transfer Pricing: What Recent Changes and Rulings Reveal about Related Party Transactions, First Sale and Using Transaction Value**

Yuliya A. Gulis
Attorney-Advisor
Office of International Trade Regulations and Rulings
Valuation and Special Programs Branch
U.S. Customs and Border Protection
U.S. Department of Homeland Security (Washington, DC)

Geoffrey Goodale
Special Counsel
Cooley LLP (Washington, DC)

- Key differences between IRS and CBP approaches to transfer pricing: How to reconcile different approaches
- Recent CBP rulings, and their impact on the interpretation of valuation requirements
- Using transfer price studies: When you can rely on tax transfer pricing studies, and the latest word from CBP
- Adapting IRS documents to customs purposes
- Do's and don'ts for valuation between related parties
- Importing from related parties overseas: How to apply special rules for using transaction value
- Setting up an internal program to coordinate IRS and CBP valuation compliance across your organization
- How CBP is addressing the "First Sale" issue
- How to resolve valuation of consignment goods, software, and other "out of the box" valuation issues

10:00 Networking Coffee Break

10:15 **INSIDE A FOCUSED ASSESSMENT**

Kartapurkh S. Khalsa
Import Compliance Attorney
National Oilwell Varco (Houston, TX)

Matt Nolan
Partner
Arent Fox LLP (Washington, DC)

At this exclusive case study session, gain practical know-how and updates on what to expect during a focused assessment, how to change your preparation in light of new CBP priorities, and manage highly challenging, complex scenarios. Through concrete examples, you will gain best practices to better position your company before receiving the audit call from customs authorities.

CASE STUDY

Topics will include:

- What to do when you receive the audit call: Crafting an effective audit response plan
- When to call in external counsel or other advisors: Key factors
- Working with CBP auditors to determine the FA areas of focus
- Ensuring full coordination and preparation before the auditors arrive at your door
- Preparing company officials for the interviews with CBP
- Responding to CBP requests during the audit
- Interacting with CBP in an audit: What you should and should not do

11:00 **NAFTA, CAFTA AND U.S. – KOREA FTA SUCCESS STORIES: The Finer Points of Minimizing Duties, Fees, Taxes and Red Tape: First-Hand Insights on How to Leverage Key FTAs, and Prove Origin**

Heidi Bray
Customs Compliance Manager
Chrysler Group LLC (Detroit, MI)

Peter A. Quinter
Shareholder
Gray-Robinson, P.A. (Miami, FL)

- How to assess opportunities under NAFTA, CAFTA and U.S. – Korea FTA: Updating your methodology for optimizing trade
- Conducting origin determinations to qualify for duty-free treatment under FTAs
- Identifying what is the required supporting documentation for duty preference claims
- How to prevent common recordkeeping mistakes
- Verifying the quality of your trade data
- What to do when your foreign customer is being reviewed for FTA compliance, and you are approached for information
- Lessons learned for determining and proving FTA origin: How to validate your documentation, and how to re-trace the entire production and purchase cycles
- What to do if your manufacturer cannot establish origin
- NAFTA, CAFTA, U.S.-Korea: How much due diligence is necessary
- Working with your suppliers in Korea to achieve and maintain FTA compliance
- How far to go in getting documentation from the importer/supplier to justify FTA eligibility
- Working with Korean Customs officials
- Establishing "life cycles" under U.S.-Korea FTA

12:00 **CLASSIFICATION – Developing a Global Strategy for Customs Classification and Tariff Engineering: When and How to Strengthen Your Internal Processes, and Conduct a Comprehensive Product Review**

Brian Cochran
Director International Trade Compliance
Tyco Electronics Corporation (Menlo Park, CA)

Richard H. Abbey
Senior Counsel
Miller & Chevalier Chartered (Washington, DC)

- Key pitfalls to avoid when developing a global classification program and tariff engineering
- Tariff engineering: Coordinating business practice and tariff benefits

- Recent changes to the Harmonized Tariff System and how to implement them in practice
- Changes to HTS numbers: How to manage the impact and update your database
- How to improve your classification process and when to target products for comprehensive classification review
- Distinguishing between tariff engineering and duty evasion
- Recent examples of enforcement and penalties for classification errors

1:00 Networking Luncheon

2:00 **Status Report on Customs Re-Authorization Legislation: Anticipated Changes to CBP Structure, Enforcement and Audits – and What They Will Mean for Importers**

KEYNOTE ADDRESS



Angela Ellard
Staff Director and Chief Trade Counsel (Majority)
Committee on Ways & Means
U.S. House of Representatives (Washington, DC)

2:30 **TRADE TRANSFORMATION – The Transition to ACE and Your Bottom Line: How New Functionalities Affect Admissibility Determinations, Data Collection, Security and Importer Costs**

Travis Hull
Director, Business Services
Livingston International (Tonawanda, NY)

Amy Magnus
District Manager
A.N. Deringer (Champlain, NY)

Amid new ACE developments and upcoming plans for further implementation, don't miss this unique opportunity to ask your questions to ACE participants, learn about their first-hand experiences, and gain best practices that you can apply to your daily work. Topics will include:

- ACE portal and how it is the backbone of simplified entry
- How will ACE transform import process?
- Status report on the CBP pilot program
- Key challenges encountered when implementing ACE, and how to resolve them

3:15 Networking Coffee Break

3:30 **The Latest on New Regulations and Compliance Expectations**

FDA KEYNOTE ADDRESS



Domenic Veneziano
Director of Import Operations
U.S. Food and Drug Administration
(Washington, DC)

4:15 **Year-In-Review of IPR Enforcement: What Triggers Detention and Seizures, and New Approaches to Addressing Counterfeiting Risks, Trademark Protection and Grey Market Goods**

Richard M. Wortman
Partner
Grunfeld, Desiderio, Lebowitz, Silverman, & Klestadt, LLP
(Los Angeles, CA)

Lindsay B. Meyer
Co-Managing Partner
Venable LLP (Washington, DC)

- Update on CBP rules related to Trademarks and Patents
- How CBP and ICE have ramped up IPR enforcement, and the scope of potential penalties for violations: Inter-agency coordination and priorities going forward
- How the agencies detect actual or suspected infringing goods: Concrete examples of red flags
- When grey market goods are seized, and how to remedy a detention notice
- Determining if products are grey market or counterfeit
- Distinguishing between black and grey market goods
- Strengthening your program for purchasing trademark protected goods: Tightening internal controls for IP compliance, and satisfying pre-clearance requirements
- Leveraging updated CBP trademark protection tools for importers, including upgrades to CBP's Intellectual Property Rights Internal Search system (IPRiS) and proper recording of trademarks
- How IP holders can protect their mark in addition to available CBP tools

5:15 Conference Concludes

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- Directors and Managers of:
 - Import Compliance
 - Customs Compliance
 - Customs Administration/Operations
 - International Trade Compliance
 - Import/Export Compliance
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 - Worldwide Import/Export
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- General Counsel
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Head of Sales, American Conference Institute
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American Conference Institute's 8th National Forum on

IMPORT COMPLIANCE & ENFORCEMENT

How to Resolve Critical Compliance, Valuation, Supply Chain, Audit, ISA and Origin Determination Challenges

June 11–12, 2013 • Washington Hilton, Washington, DC

KEYNOTE SPEAKERS FROM:

- ✓ U.S. Customs and Border Protection
- ✓ U.S. Department of Homeland Security
- ✓ U.S. Food and Drug Administration
- ✓ U.S. House of Representatives
- ✓ Canada Border Services Agency

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