GLOBAL CUSTOMS & TRADE FACILITATION SUMMIT

27 – 29 October 2014 | Emirates Tower, Dubai, UAE | EMEA edition

UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

الإمارات العربية المتحدة
وزارة الاقتصاد

Under the Patronage of H.E. Sultan bin Saeed Al Mansouri, Minister of Economy, United Arab Emirates

In Partnership With

جمارك دبي
DUBAI CUSTOMS

KEYNOTE SPEAKERS

- **HIS EXCELLENCY SULTAN BIN SAEED AL MANSOORI**, *Minister*, **MINISTRY OF ECONOMY, UAE**
- **H.E. HANI R. AL HAMLI,** *Secretary General*, **DUBAI ECONOMIC COUNCIL (DEC)**

CONFIRMED PANELISTS

- **H.E. AHMED MAHBOOB MUSABIH,** *Director,* **DUBAI CUSTOMS, UAE**
- **ALINE PLANÇON,** *Medical Product Counterfeiting and Pharmaceutical Crime Sub-Director,* **INTERPOL**
- **DR. ASHRAF ALI MAHATE,** *Head of Export Market Intelligence*, **DUBAI EXPORTS, UAE**
- **CHARLES BARBER,** *Director of Trade Compliance,* **KUEHNE + NAGEL**
- **DAVID PHILLIPS,** *Vice President*, **INTERNATIONAL FEDERATION OF FREIGHT FORWARDERS ASSOCIATIONS (FIATA), UAE**
- **PROFESSOR DAVID WIDDOWSON**, *President,* **INTERNATIONAL NETWORK OF CUSTOMS UNIVERSITIES (INCU)**
- **FAKHRY ALHAZAIMEH**, *Advisor for WTO and Multilateral Trade Issues*, **MINISTRY OF ECONOMY, UAE**
- **DR. HERBERT OBERHAENSLI,** *Vice President Economics & International Relations,* **NESTLÉ SA**
- **DR. IGOR EGOROV,** *Director of Supply Chain Management MEA*, **CHRYSLER-FIAT GROUP;** *Chairman,* **RUSSIAN BUSINESS COUNCIL, UAE;** *Chairman,* **COORDINATION COUNCIL OF RUSSIAN COMPATRIOTS, UAE**
- **JAMES LOCKETT,** *Vice President, Head of Trade Facilitation and Market Access*, **HUAWEI**
- **JOEL WATERMAN,** *Regional Director, Business Analytics Division, Middle East, Pakistan, Turkey & Africa*, **IBM**
- **JOHN PITT,** *Head of Global Customs*, **ADIDAS GROUP**
- **KEITH STRONACH,** *Head of Export Control Compliance*, **BAE SYSTEMS, SAUDI ARABIA**
- **KENNETH BAGAMUHUNDA,** *Director Customs*, **EAST AFRICAN COMMUNITY (EAC)**
- **LARS KARLSSON,** *President,* **KGH BORDER SERVICES**
- **MAHMOOD AL BASTAKI,** *Chief Executive Officer,* **DUBAI TRADE, UAE**
- **MINNA HERRANEN,** *Head of Trade Management, MEA & India, GOPS, Global Trade Management*, **NOKIA**
- **MOHAMMAD EHTESHAMUL HOQUE,** *International Customs Advisor (Governance),* **UNITED NATIONS OFFICE FOR PROJECT SERVICES (UNOPS)**
- **PETER J.M. BULTERS,** *Senior Director, Global Trade Compliance*, **LIVINGSTON INTERNATIONAL**
- **RENATO ANTONINI,** *Partner*, **JONES DAY**
- **SAMER SHOUKRY,** *International Trade Compliance Leader - MEA & Turkey*, **HONEYWELL**
- **SHISHIR PRIYADARSHI,** *Director- Development Division*, **WORLD TRADE ORGANIZATION (WTO)**
- **SYED HABIB AHMED,** *Acting General Manager, Trade Cooperation & Promotion Program (TCPP),* **INTERNATIONAL ISLAMIC TRADE FINANCE CORPORATION (ITFC)**
- **DR. YAHYA AL DABBAGH,** *Advisor for WTO and FTAs Affairs*, **MINISTRY OF ECONOMY, UAE**

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DAY 1, MONDAY, 27TH OCTOBER 2014	
0900	**Official VIP Registration**
0900-0945	**Sponsored Ministers & Trade Leaders Welcome Reception**
0945	**Organiser's Welcome Remarks** **ANDREW KEABLE,** *Managing Partner,* **KW GROUP**
1000	**Chairperson's Opening Remarks**
1015	**Keynote Welcome Address** **H.E. SULTAN BIN SAEED AL MANSOURI,** *Minister,* **MINISTRY OF ECONOMY, UAE**
1030	**Keynote Plenary Address** **H.E. HANI R. AL HAMLI,** *Secretary General*, **DUBAI ECONOMIC COUNCIL (DEC)**
1045	**Corporate Presentation by Evening Networking Host – SICPA** SICPA
1100	**Sponsored Morning Refreshments & Networking**
1130	**Keynote Multilateral Address**
1145	**LEADERS IN TRADE PANEL DISCUSSION** **Improving conditions of trade and investments in global economy to maximize the benefits and minimize the risks associated with global value chains** **Panelists:** • **DR. HERBERT OBERHAENSLI,** *Vice President Economics & International Relations*, **NESTLÉ SA, SWITZERLAND** • **JAMES LOCKETT,** *Vice President, Head of Trade Facilitation and Market Access*, **HUAWEI TECHNOLOGIES** • **SHISHIR PRIYADARSHI,** *Director- Development Division* , **WORLD TRADE ORGANIZATION (WTO)**
1245	**Corporate Presentation by Digital Coding & Tracking Association (DCTA)** DCTA DIGITAL CODING & TRACKING ASSOCIATION
1300	**Sponsored Networking Lunch**
1400	**Welcome Address** **H.E. AHMED MAHBOOB MUSABIH,** *Director,* **DUBAI CUSTOMS, UAE**

1415	**INTERACTIVE LEADER'S PANEL DISCUSSION** **Discussing the role of Customs in improving economic competitiveness of nations and developing sustainable international trade growth** • Implementation of trade facilitation measures and reforms • Bridging the information gap and promoting greater connectivity between all stakeholders • WTO Agreement on Trade Facilitation (ATF) – how do we prepare for this? **Panelists:** • **H.E. AHMED MAHBOOB MUSABIH,** *Director,* **DUBAI CUSTOMS, UAE** • **PROFESSOR DAVID WIDDOWSON**, *President,* **INTERNATIONAL NETWORK OF CUSTOMS UNIVERSITIES (INCU)** • **FAKHRY ALHAZAIMEH**, *Advisor for WTO and Multilateral Trade Issues*, **MINISTRY OF ECONOMY, UAE** • **KENNETH BAGAMUHUNDA,** *Director Customs*, **EAST AFRICAN COMMUNITY (EAC)**
1515	**Corporate Presentation by Afternoon Refreshment & Networking Host**
1530	**Afternoon Refreshments & Networking**
1600	**INTERACTIVE PANEL DISCUSSION 2** **Reducing trade barriers and creating a more stable and transparent trading and investment environment – FTAs from the perspective of the public and private sectors** • How can FTAs eliminate or reduce trade barriers? • Impact of FTAs on government indirect tax revenue and on corporate businesses • Discussing the impact of bilateral and regional trade agreements on trade flows, unilateral reform, investment returns and productivity growth **Panelists:** • **DR. ASHRAF ALI MAHATE,** *Head of Export Market Intelligence*, **DUBAI EXPORTS, UAE** • **CHARLES BARBER,** *Director of Trade Compliance,* **KUEHNE + NAGEL** • **MOHAMMAD EHTESHAMUL HOQUE,** *International Customs Advisor (Governance),* **UNITED NATIONS OFFICE FOR PROJECT SERVICES (UNOPS)** • **SAMER SHOUKRY,** *International Trade Compliance Leader - MEA & Turkey*, **HONEYWELL** • **DR. YAHYA AL DABBAGH,** *Advisor for WTO and FTAs Affairs*, **MINISTRY OF ECONOMY, UAE**
1715	**Chairperson's Closing Remarks**
1730	**Evening Networking Reception Sponsored by SICPA** SICPA

1830	**Gala Dinner Sponsored By Korea Free Economic Zone Authority** Korean Free Economic Zones

DAY 2, TUESDAY, 28 OCTOBER 2014	
0800	**Registration**
0845	**Chairperson's Opening Remarks**
0900	**<u>INTERACTIVE PANEL DISCUSSION 1</u>** **Enhancing cooperation, integration and information sharing between custom controllers, government trade agencies and the private sector to further enhance trade facilitation and to combat illicit trade** • Highlight the threat and escalating economic and community costs of illicit trade • Enforcing strategic trade controls • Encouraging information transparency and international cooperation on supply chain performance and security **Panelists:** • **ALINE PLANÇON,** *Medical Product Counterfeiting and Pharmaceutical Crime Sub-Director,* **INTERPOL** • **MAHMOOD AL BASTAKI,** *Chief Executive Officer,* **DUBAI TRADE, UAE** • **RENATO ANTONINI**, *Partner*, **JONES DAY**
1015	**Morning Refreshments & Networking**
1045	**<u>INTERACTIVE PANEL DISCUSSION 2</u>** **Exploring the next generation of innovative trade technology applications to achieve effective trade facilitation and border enforcement** • Developing a road map to identify areas to restructure and modernise • Using IT to embed risk analysis and intelligence in operational processes • Highlighting the importance and benefits of developing an electronic information supply-chain • Discussing the significance of the implementation of the 'single window' concept at borders in promoting trade around the globe **Panelist:** • **JOEL WATERMAN,** *Regional Director, Business Analytics Division, Middle East, Pakistan, Turkey & Africa,* **IBM**

1200	**Corporate Presentation by Networking Lunch Host**
1215	**Networking Lunch**
1330	**<u>INTERACTIVE PANEL DISCUSSION 3</u>** **Sustaining a more resilient global risk management programme through a holistic approach to GRC: Mitigating trade risk across global supply chains** • Identifying potential risks in increasingly geographically dispersed supply chains to enhance supply chain and delivery performance • Utilising technology to integrate compliance requirements into workflows • Mitigating risks and streamlining trade processes to control costs, reduce risk of trade compliance violations, improve international operations, ensure ongoing compliance and to reduce delays by speeding outbound and inbound customs clearance **Panelists:** • **DAVID PHILLIPS,** *Vice President,* **INTERNATIONAL FEDERATION OF FREIGHT FORWARDERS ASSOCIATIONS (FIATA), UAE** • **KEITH STRONACH,** *Head of Export Control Compliance*, **BAE SYSTEMS, SAUDI ARABIA** • **MINNA HERRANEN,** *Head of Trade Management, MEA & India, GOPS, Global Trade Management*, **NOKIA** • **PETER J.M. BULTERS,** *Senior Director, Global Trade Compliance,* **LIVINGSTON INTERNATIONAL**
1445	**Afternoon Refreshments & Networking**
1515	**<u>INTERACTIVE PANEL DISCUSSION 4</u>** **Discussing the future development of cross-border trade information exchange: public and private sectors' visions and objectives.** • Identifying prior successes and present challenges of public sectors/customs administrations in implementing trade policies and strategies. • Role of private sectors in applying trade policies and strategies which automate trade documentation & information, customs processes, and simplify transit formalities. • Fostering and enhancing partnership of MNCs/freight forwarders/logistics in facilitating smoother trade exchange in an increasingly competitive global environment. **Panelists:** • **DR. IGOR EGOROV,** *Director of Supply Chain Management MEA*, **CHRYSLER-FIAT GROUP;** *Chairman,* **RUSSIAN BUSINESS COUNCIL, UAE;** *Chairman,* **COORDINATION COUNCIL OF RUSSIAN COMPATRIOTS, UAE** • **JOHN PITT,** *Head of Global Customs*, **ADIDAS GROUP** • **LARS KARLSSON,** *President,* **KGH BORDER SERVICES**

1630	**Corporate Presentation by Evening Networking Host - Digital Coding & Tracking Association (DCTA)** DCTA DIGITAL CODING & TRACKING ASSOCIATION
1645	**Chairperson's Closing Remarks**
1700	**Evening Networking Reception Sponsored by** DCTA DIGITAL CODING & TRACKING ASSOCIATION

DAY 3, WEDNESDAY, 29 OCTOBER 2014 POST SUMMIT WORKSHOPS	
0845	**Registration**
0900	**PART 1**
1030	**Morning Refreshments & Networking**
1100	**PART 2**
1230	**Networking Lunch**
1100	**PART 3**
1515	**Afternoon Refreshments & Networking**
1545	**PART 4**
1700	**End of Workshop**

SPEAKER PROFILES

H.E. AHMED MAHBOOB MUSABIH has more than 20 years of proven experience in Customs work and has served Dubai Customs since 1994, where he gradually advanced through different managerial and leadership positions. As Executive Director of Customer Management Division he successfully led the implementation of high-profile corporate projects, such as GCC Customs Union rules and regulations, ATA Carnet system, IATA e-Freight initiative, Cargo Reconciliation and e-Inspection projects. He is also an active member in more than twenty local, regional and international task forces and committees, including the GCC Customs Union Technical Committee. He holds a Bachelor degree in Sociology from the United Arab Emirates University and is considered as one of the most influential young public figures in Dubai and the UAE. On March 11th 2014, His Excellency Ahmed Mahboob Musabih was appointed as Director of Dubai Customs by virtue of a decree issued by His Highness Sheikh Mohammed Bin Rashid Al Maktoum.

ALINE PLANÇON is the representative of the INTERPOL Permanent Mission to the United Nations Office at Geneva. As such, she represents INTERPOL to the UN and other international organizations based in Geneva. Mrs. Plançon is also the Head of the INTERPOL Medical Product Counterfeiting and Pharmaceutical Crime Sub-directorate, which organizes projects, operations and training sessions aimed at fighting the global problem of counterfeit medical products and other pharmaceutical crimes. In this role, Mrs. Plançon supported a task force targeting the counterfeiting of medical products at the World Health Organization from March 2008 to June 2012. Mrs. Plançon has managed the INTERPOL Intellectual Property Crime Unit. Prior to that, Mrs. Plançon was a member of the Organization's Criminal Analysis Unit. In 2005, she served as the first representative of INTERPOL to the United Nations International Independent Investigative Commission in Beirut, Lebanon. Prior to joining INTERPOL, Mrs. Plançon was assigned to the French National Police in Paris.

CHARLES BARBER is the Director of Trade Compliance for Kuehne + Nagel. He offers a significant level of diverse experience in delivering global trade compliance programs. Working with various industry sectors he offers strategy that is deliverable in practical terms and an approach to risk and opportunity management that provides clarity at all levels of an organization.

PROFESSOR DAVID WIDDOWSON is Head of School for the Centre for Customs and Excise Studies at Charles Sturt University. He is the founder and president of the International Network of Customs Universities, founder and Editor-in-Chief of the World Customs Journal, a member of the World Customs Organization's Partnership in Customs Academic Research & Development and a founding director of the Trusted Trade Alliance. David holds a PhD in Public Sector Management and has over 35 years of experience in international trade regulation, including 21 years with the Australian Customs Service. His research areas include Trade Facilitation, Regulatory Compliance Management, Risk Management and Supply Chain Security.

FAKHRY HAZIMEH is the Advisor for WTO & Multilateral Trade Affairs at Ministry of Economy and United Nations Development Program (UNDP) in United Arab Emirates. Previously, he was the Director of the Economic Bureau - Jordan's Representative to the WTO, Permanent Mission of Jordan and Geneva. He followed up on all aspects of Jordan's Accession to the WTO, Economic & Trade issues at Multilateral level, UNCTAD, ITC, other Economic and Trade organisations. He was also appointed as the Senior Negotiator for all Doha Round Issues in WTO and Accession of Jordan to the Government Procurement Agreement. Fakhry has also published his study in regards to trade relations, economic relations between countries, WTO and market access negotiations. In addition, he has received merit awards of Royal Prize awarded by H.M. King of Jordan and Management Efficiency Medallion honored by His Majesty the late H.M. King Hussein.

DR. IGOR EGOROV is an expert in international trade and supply chain management & marketing. His professional aspiration is to strengthen global peaceful economic growth through developing international trade and investments. He is currently holding a position of Director of Supply Chain Management Middle East & Africa at the Regional Distribution Center of Chrysler-Fiat Group Middle East. Igor plays a vivid role in the business field in the Emirates. He is the Founder and Chairman of the Russian Business Council since 2009. He is also an active leader within the Russian-speaking community and Chairman of Coordination Council of Russian Compatriots in the UAE since 2012. He has been a co-author and anchor of informational talk show on Dubai Eye talk radio station since 2006. He is a regular speaker at conferences and events.

KEITH STRONACH is currently Head of Export Control Compliance for the BAE Systems' Saudi Arabia Home Market, ultimately responsible for the development, implementation and assurance of a robust and sustainable compliance programme across a number of complex and high profile UK defence contracts. In addition, Keith controls the development and delivery of export control training for the business, the direction of investigations and submission of disclosures and provides subject matter expertise to the Managing Director, Programme Directors, Managers and Joint Venture entities focusing on the International Traffic in Arms Regulations (ITAR), Export Administration Regulations (EAR) and UK Export Controls. Keith joined BAE Systems from the Royal Air Force, where he served for 32 years engaged in law enforcement, security and counter intelligence world-wide.

KENNETH BAGAMUHUNDA joined the East African Community (EAC) as Director of Customs in 2004 to-date. At EAC he championed the regionalization of customs and steered the development of harmonized mechanism in the five Partner States that form EAC. He is currently at the forefront of consolidating the EAC Customs Union into a functioning Single Customs Territory - an initiative that has attracted a lot of enthusiasm at the political level, and the private sectors. He is deeply involved in the ongoing negotiations of the COMESA- EAC-SADC Free Trade Area. Prior to EAC, he had worked with the Ministry of Finance in Uganda from 1985 to 1992, Uganda Revenue Authority from 1992 to 2004. He was deeply involved in the negotiations of the Customs Union at the East African Community where he headed the technical team that developed the customs instruments for EAC. Kenneth has also participated in a number of international forums on a wide range of economic, trade and business aspects. He has also lectured at the Makerere University Business School.

LARS KARLSSON is President of KGH Border Services, Vice President of the KGH Group and is one of the most well-known customs leaders and trade facilitation experts in the world and he has an extensive background in Customs and international trade policy. He served as the first elected Director for Capacity Building of the World Customs Organization (WCO) 2005-2010. Previously Lars Karlsson was the Deputy Director General of Swedish Customs. Lars Karlsson is the architect behind the 1st AEO programme in the world, the Stairway Concept, originator of the Swedish Customs Future Center for innovations and trend analysis and a pioneer models like Paperless Customs, Singel Window and One-Stop-Shop In 2001 Lars Karlsson received Her Royal Highness the Swedish Crown Princess' Gothia Prize for the best innovation of the year. In 2003 Lars Karlsson became Swedish Manager of the Year.

MAHMOOD AL BASTAKI is an expert in E-commerce Solutions. He served as the Chief Information Officer (CIO) of Dubai World Corporate Departments before taking up his current position as the CEO of Dubai Trade FZE. Al Bastaki was appointed as an Advisor for the Dubai Expo 2020 bid team. He is a Member of The UAE National Committee of World Trade Organization, a President of The Chartered Institute of Logistics and Transport - UAE Board of Trustees and Advisory Board Member in the "National Association of Freight and Logistics - NAFL". He is also the former Acting Director of E-Services of Dubai E-Government. Al Bastaki holds a Master Degree in Electrical Engineering from Oregon Graduate Institute in USA (1998) and received a Bachelor of Science degree in Electronics Engineering Technology from the University of Arkansas in Little Rock, USA in 1993.

MINNA HERRANEN is the Head of Trade Compliance of Middle East, Africa and India at Nokia. She is an experienced Trade Compliance and Logistics Specialist leading the Trade Compliance Community of 17 Trade Compliance representatives and specialists within region. Her team and she are supporting over 50 countries where Nokia has its operations in region. She has more than 14 years of supply chain management experience in telecommunications industry. The companies she worked before were Nokia Networks, Nokia Siemens Networks and currently at Nokia. Minna has been in Middle East region for over nine years. She has strong sales and logistics background, a track record of hands-on experience in supply chain management, logistics management, trade compliance and global trade.

MOHAMMAD EHTESHAMUL HOQUE is a seasoned expert in customs management and trade facilitation. He has over fifteen years' experience with both private and public institutions including work with the United Nations, World Bank, Asian Development Bank, the National Board of Revenue Bangladesh, and the Chittagong Custom House. He has been involved in various customs and trade reform initiatives, internationally and nationally, and has conducted study visits to observe best practices. In his current position as an International Customs Advisor (Governance) with UNOPS Afghanistan, he has been supporting the Afghanistan Customs Department (ACD) in its initiatives of Customs policy and governance structure reform. Adept at project management and evaluation, he possess expertise in customs reform and modernization, trade facilitation, trade policy support, free trade agreements, HS classification, WTO valuation, Rules of Origin, and WTO laws.

RENATO ANTONINI is the Partner of Jones Day. He focuses on EU trade and WTO laws relating to trade protection measures and dispute settlement. He has extensive experience in EU customs and export control law. He also advises clients in EU competition law. Renato presently assists the People's Republic of China in two WTO disputes before the WTO and recently advised a EU company concerning trade barriers in Japan. Renato has assisted clients in many EU and BRIC trade defence investigations and other trade matters. He has successfully defended clients' interests before governments and courts. Renato also advises clients in tariff classification, customs valuation, dual-use goods, and sanctions. Renato is chairman of CeSDE (Centro Studi di Diritto Doganale Europeo), a member of the International Bar Association, regular speaker at seminars and conferences, a member of the International Academy of Customs Law, as well as a member of the advisory board of Practical Trade & Customs Strategies.

SAMER SHOUKRY is an international trade & logistics professional with 22+ years of hands-on technical expertise and global experience. Before joining Honeywell, for almost 7 years, Samer held the corporate position of International Trade/Customs Compliance Leader at General Electric, covering Middle East, Africa & Turkey. Samer's responsibilities included monitoring international trade aspects, ownership of international trade compliance, risk assessment, trade compliance investigations, Ombuds support, process development, trainings, 3rd party selection & due diligence and acted as one face to the Government across the region with regards to customs. Before his GE's role, for 2 years, Samer was a Customs Advisor to the Minister of Finance in Egypt for Customs reforms, as logistics manager at Electricte de France (EDF) for 5 years and held top managerial positions at internationals freight forwarding companies for 8 years. Samer holds Masters Degree in International Transport & Logistics, B.Sc. in Electrical Engineering and is a licensed customs broker in Egypt since 1995.

DR. YAHYA AHMAD ALDABBAGH is the Advisor for WTO & FTAs Affairs at the Ministry of Economy, UAE. He is responsible in providing advice on trade policy issues, issues related to the WTO Agreements, Free Trade Agreements negotiations, and related customs affairs. Secondly, he follows up with the WTO Doha round negotiations especially the negotiations on market access for goods, trade facilitation, sectorial initiatives, the compliance issues, tariffs dismantling, and trade regulations. Thirdly, he advises and assists the UAE National Team for free trade agreements negotiations within the GCC framework. Prior to this, he worked in Jordan Customs Department as Auditor, Research Officer, Head of international cooperation section, Deputy Director/Customs Reform and Modernization Project.