



Marrakesh - Morocco

25-27 September 2012

Hotel ATLAS MEDINA

CONFERENCE PROGRAMME

DAY 1	TUESDAY, 25 SEPTEMBER 2012
08.00 – 09.30	Registration
	Official Opening
12.30 – 14.15	Lunch break
	Session 1: The Impact of Regional Economic Integration and Preferential Trade Arrangements on Customs Service
19.30	Cocktail reception
DAY 2	WEDNESDAY, 26 SEPTEMBER 2012
	Session 2: Emerging and evolving risks
12.30 – 14.15	Lunch break
	Session 3: Customs Strategic Human Resource Management
18.00	Tour of Marrakesh
20.00	Gala Dinner
DAY 3	THURSDAY, 27 SEPTEMBER 2012
	PICARD 2020: Programme's Strategy to face future challenges
12.45 – 13.00	Closing remarks
13.00	Lunch

The 7th PICARD Conference is co-organized by :



AGENDA

The Conference will be co-chaired by Prof. Benchanaa and Prof. Ait Ouahman, PICARD 2012 Coordinators, Cadi Ayyad University, Marrakesh, and Prof. Michael Wolfgang, Vice-President of the INCU (International Network of Customs Universities).

DAY 1	TUESDAY, 25 SEPTEMBER 2012
08.00-09.30	Registration
09.30-11.00	<p><u>Welcoming Remarks</u></p> <ul style="list-style-type: none"> • Minister of Economy and Finance of the Kingdom of Morocco: Dr. Nizar Baraka • Minister of Higher Education of the Kingdom of Morocco: Mr. Lahcen Daoudi (tbc) • President of the University of Cadi Ayyad: Prof. Dr. Abdellatif Miraoui • Director General of Morocco Customs: Mr. Zouhair Chorfi • WCO Secretary General: Dr. Kunio Mikuriya
11.00-11.30	Morning Reception
11.30-12.30	<u>Presentation</u> by the WCO Secretariat and the Members of the PICARD Advisory Group on developments in Capacity Building, Research and the PICARD Programme since the 6 th PICARD Conference in Geneva in September 2011
12.30 – 14.00	Lunch break
Session 1: The Impact of Regional Economic Integration and Preferential Trade Arrangements on Customs Service	
14.00-14.30	<p><u>Introduction</u> by Jean-Pierre Chauffour, Lead Economist-Regional Trade Coordinator (MENA Region), World Bank</p> <p>The “Deauville Process” as regional development process in the North African Region</p>
14.30-15.30	<p><u>Presentations of Customs-academic research papers</u></p> <ul style="list-style-type: none"> • “The role of Customs in Economic Integration of East Asia: Problems and Proposals”: Dr. Feiyi Wang, Shanghai Customs College, China • “Rules of origin and tariff preferences: Customs in the test of economic regionalism”: Mr. Anouar Allali, Customs and Indirect Taxes Administration, Morocco • “Transit Facilitation for Regional Economic Integration and Competitiveness”: Mr. Tadashi Yasui, WCO
15.30-16.00	Coffee break
16.00-17.30	<p><u>Panel discussion:</u> Customs’ role and perspectives on Regional Economic Integration</p> <p><i>Chair: Mr. Hapias Kuzvinzwa, Zimbabwe Revenue Authority</i></p> <p>Participants:</p> <ul style="list-style-type: none"> • Presenters • Mr. Ashok Sadhwani, Asmara USA Inc.
19.30	Cocktail reception, offered by the WCO Secretary General, Dr. Kunio Mikuriya

DAY 2		WEDNESDAY, 26 SEPTEMBER 2012	
Session 2: Emerging and evolving risks			
09.00-09.10	Introduction of Dr. Juha Hintsa, CBRA Lausanne, Switzerland as "key-witness" of this session		
09.10-09.30	<u>Introduction</u> by Ms. Linn Thier, RILO for Western Europe, Cologne, Germany Overview of results from WCO Risk Analysis, incl. WCO global reports "Customs and Drugs", "Customs and Tobacco", "Customs and IPR"		
09.30-10.30	<u>Presentations of Customs-academic research papers:</u> <ul style="list-style-type: none"> • "Customs Risk Management: towards a new paradigm in Brazil": Prof. Dr. Cristiano Morini, State University of Campinas, Brazil • "Risk management for goods imported in the Customs territory of the Customs Union": Prof. Peter Afonin, St. Petersburg Branch of Russian Customs Academy, Russian Fed. 		
10.30-11.00	Coffee break		
11.00-12.15	<u>Panel discussion:</u> Improving Customs-Academia cooperation to better target future risks <i>Chair: Ms. Linn Thier, RILO for Western Europe, Cologne, Germany</i> Participants: <ul style="list-style-type: none"> • Mr. Dennis Ndonga, Monash University, Australia • Prof. Anas Abou El Kalam, University of Cadi Ayyad, Morocco • Dr. Frank Altemöller, University of Hartz, Germany 		
12.15-12.30	<u>Conclusions</u> by Dr. Juha Hintsa		
12.30 – 14.00	Lunch break		
Session 3: Customs Strategic Human Resource Management			
14.00-15.45	<u>Workshops</u> (participants shall indicate their selection during Day 1 registration)		
	<u>Customs Competence development and Professional Education recognition:</u> <i>Moderators/speakers</i> <ul style="list-style-type: none"> • Mr. Sebastien Aubertin-Giguere, Canada Border Services Agency • M.Ezzahaoui Mohamed, Moroccan Customs • Ms. Riitta Paalanen, Finnish Customs • Mr. Mark Goodger, GMLS, South Africa 	<u>IT developments and HRM challenges:</u> <i>Moderators/speakers</i> <ul style="list-style-type: none"> • Ms. Unnur Yr Kristjansdottir, Directorate of Customs, Iceland • Prof. Jhon Fonseca, University of Costa Rica 	<u>Women in Leadership:</u> <i>Moderators/speakers</i> <ul style="list-style-type: none"> • Ms. Angela Strachan, International Trade Centre, Geneva, Switzerland • Mr. Alan Hall, World Bank • Mr. Scott Donovan, Federal Law Enforcement Training Center (FLETC), US
15.45-16.15	Coffee break		
16.15-17.30	<u>Plenary discussion</u> <i>Chair: Ms. Christine Msemburi, Head of the ROCB for the ESA Region, Nairobi, Kenya</i> <ul style="list-style-type: none"> • Presentations of the 3 workshops' recommendations 		
18.00	Tour of Marrakesh		
20.00	Gala Dinner, offered by the Director General of the ADII, Moroccan Customs, Mr. Chorfi.		

DAY 3		THURSDAY, 27 SEPTEMBER 2012	
A look into future developments			
09.00-09.20	<u>Introduction</u> by the WCO Secretariat on the WCO Leadership and Management Development Programme		
09.20-10.30	<u>Sharing experiences / Plenary discussions</u> <ul style="list-style-type: none"> • Ms. Beatrice Memo, Commissioner, Customs, Kenya Revenue Authority • Mr. Donghong Wang, Deputy Director General of the Education and Training Dept., General Administration of China Customs (tbc) • Ms. Birgit Hahn, GIZ, Germany • Academic perspectives 		
10.30-11.00	Coffee break		
11.00-11.15	Presentation of the WCO-World Bank Collective Book on Measurement, Mr. Robert Ireland, WCO		
PICARD 2020: Programme's Strategy to face future challenges			
11.15-11.45	<u>Presentation on Customs-academic research paper</u> <ul style="list-style-type: none"> • "Why PICARD should adopt global culture awareness as part of its Professional Standards": Mr. Anthony Cambas, Oklahoma State University, Mrs. Valérie Berset-Price, Professional Passport, LLC, USA 		
11.45-12.20	<ul style="list-style-type: none"> • Introduction by the WCO Secretariat on draft PICARD 2020 strategic document <u>Plenary discussion</u>		
12.20-12.30	Presentation of the Master in Customs Management and International Trade of the Cadi Ayyad University: Prof. Benchanaa and Prof. Ait Ouahman		
12.30-12.40	Signing ceremony: Bilateral agreement Switzerland/Morocco in the area of training support (tbc)		
12.40 – 13.00	<u>Closing remarks</u>		
13.00	Lunch		

The conference report will be coordinated by Prof. Bensalem El Mostafa.

The 7th PICARD Conference is supported by:



Administration des Douanes
et Impôts Indirects

The Moroccan Customs
and Excise Administration

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The International Network of
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