

# 14th Annual CUSTOMS COMPLIANCE and Border Security

**GAIN INSIGHT FROM  
EXPERTS AND LEADING  
FIRMS, INCLUDING:**

U.S. CUSTOMS AND BORDER  
PROTECTION

TN SECURITY INTELLIGENCE

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MERCURY E-PORTAL SOLUTIONS

**PLUS!** Maximize Your Take-Home  
with Our Optional Workshop  
• Learn about the benefits of the new  
PIP and its harmonization with C-TPAT

Conference: January 20 and 21, 2009  
Optional Workshop: January 22, 2009  
MISSISSAUGA, ONTARIO

**Improve your compliance and border security  
programs to benefit your enterprise**

- ✓ Hear the latest changes to PIP and how the CBSA's most recent revisions to the program will affect your business, now and in the future
- ✓ Better understand what to do and what not to do throughout the customs audit process
- ✓ Learn best practices for preventing AMPS penalties
- ✓ Hear U.S. Customs and Border Protection and Homeland Security perspectives on C-TPAT and other border security and cross-border trade issues
- ✓ Get updated information on how the Western Hemisphere Travel Initiative will affect your business
- ✓ Review customs self-assessment procedures

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# 14<sup>th</sup> Annual CUSTOMS COMPLIANCE & BORDER SECURITY

Conference: January 20 and 21, 2009 • Workshop: January 22, 2009 • Mississauga, ON

## YOUR INVITATION TO ATTEND

**INFONEX**  
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67 Richmond Street West, 7th Floor, Toronto, Ontario M5H 1Z5  
Telephone: 1.800.474.4829 Fax: 1.800.558.6520 [www.infonex.ca](http://www.infonex.ca)

Dear Colleague,

As a customs professional, you have to be on top of the latest changes on both sides of the border. Working within a dynamic environment of changing requirements, policies, and regulations makes importing or exporting your goods a challenging and complicated task. A single error can lead to delays at the border and late delivery or significant fines.

INFONEX's 14th annual *Customs Compliance and Border Security* will keep you up to date on today's complicated compliance obligations and other key cross-border trade issues. This two-day conference will give you the most up-to-date information, as well as updates from U.S. Customs and Border Protection, other leading authorities from both sides of the border, and industry representatives, so you'll have the tools you need to ensure your company's cross-border shipments continue seamlessly and without interruption.

Of particular interest, the conference will update you on the Canada Border Services Agency's completely overhauled and relaunched PIP program. You'll gain insights into the latest developments on C-TPAT, ACI, CSA, and FAST. In addition, there will be comprehensive coverage of how to prepare for and deal with customs audits.

INFONEX's 14th annual customs conference will provide you with practical strategies for adapting to ever-changing requirements, along with the regulatory and compliance knowledge needed to keep your supply chain moving on time and on budget. Register today!

Sincerely,



Christopher Graham  
Vice-President, Conferences  
INFONEX Inc.

P.S. Don't miss our in-depth and interactive workshop, where you'll learn everything you need to know about the CBSA's new PIP program.

# 14<sup>th</sup> Annual CUSTOMS COMPLIANCE & BORDER SECURITY

Conference: January 20 and 21, 2009 • Workshop: January 22, 2009 • Mississauga, ON

Day 1

PROGRAM AGENDA: TUESDAY, JANUARY 20, 2009

7:30 – 8:30 Registration and Continental Breakfast

8:30 – 8:45

## Welcome and Opening Remarks from the Chair

*John Boscariol, Partner, McCarthy Tétrault LLP*

8:45 – 9:45

## Navigating the Complex Web of Canada's Free Trade Agreements

*Orlando Silva, Partner, McCarthy Tétrault LLP*

- Key FTA issues impacting customs compliance
- Paralysis in multilateral trade negotiations at the WTO and the FTAA
- Update regarding recently concluded FTAs
- Update regarding FTAs currently being negotiated
- Overview and description of varying scope of Canada's FTAs
- Highlights of some of the key differences in rules of origin under Canada's FTAs and compliance solutions

9:45 – 10:45

## Product and Food Safety Initiatives: Understanding the Impact on Importers

*Peter Kirby, Partner, Fasken Martineau DuMoulin LLP*

- Summary of the key legislative changes that will affect importers (record keeping, worldwide incident reporting, civil and criminal liability, etc.)
- Measures that importers need to consider to control and limit liability
- Implementing changes in-house: the expanded responsibility of the customs group

10:45 – 11:00

Networking Break



11:00 – 12:00

## Managing Cross-Border Transactions

*Jaime Seidner, Senior Customs Consultant, Fraser Milner Casgrain LLP*

- Compliance expectations
- Classifying products
- Determining NAFTA and other preferential status
- Evaluating and documenting value for duty to be declared
- Assessing special situations for method of declaration

12:00 – 1:00

Luncheon

1:00 – 2:00

## Key Legal Issues to Address When CBSA Comes Knocking: A Legal Perspective on Customs Audits

*John Boscariol, Partner, McCarthy Tétrault LLP*

- Critical steps for preparation
- Managing the scope of the audit

- "Do I really have to answer that question?"
- Protecting trade secrets, confidential data, and privileged information
- "We've got a problem: is voluntary disclosure still an option?"
- Laying the groundwork for appeal

2:00 – 3:00

## Next Steps after a Customs Audit Decision

*Jaime Seidner, Senior Customs Consultant, Fraser Milner Casgrain LLP*

- What happens when your organization receives an unfavourable audit decision?
- What are the next steps to take in order to prepare an appeal?
- Strategies for closing the file

3:00 – 3:15

Networking Break



3:15 – 4:15

## Customs Valuation Update

*Jamie Wilks, Partner, Tax, Customs & Trade Law Group, McMillan LLP*

- Analysis of and commentary on recent cases: interesting developments in case law
- Government policies; legislative and regulatory changes
- Role of the World Customs Organization Valuation Committee
- Update on CBSA valuation policies
- Transfer pricing and customs valuation

4:15 – 5:15

## How to Avoid Customs Penalties: AMPS

*Greg Kanargelidis, Partner, Blake, Cassels & Graydon LLP*

- Overview of AMPS
- Status of the new, revamped AMPS structure
- How to avoid and mitigate penalties
- Voluntary disclosure program
- Penalty relief programs: penalty reduction agreements (PRAs)
- What to consider when creating your penalty avoidance strategy

5:15

End of Day One

## WHO SHOULD ATTEND THIS EVENT

- Directors, Managers, and Coordinators of
  - Customs
  - Import/Export
  - Logistics
  - Transportation
  - Purchasing
- Traffic Managers
- Customs Brokers
- Trade Consultants and Agents
- Customs Analysts
- Distribution Analysts
- Customs Agents
- Freight Forwarders

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Day 2

PROGRAM AGENDA: WEDNESDAY, JANUARY 21, 2009

7:30 – 8:30

Continental Breakfast

8:30 – 8:45

## Opening Remarks from the Chair

*John Boscarol, Partner, McCarthy Tétrault LLP*

8:45 – 9:45

## U.S. Customs and Border Protection: Update from the C-TPAT Buffalo Office

*Ronald N. May, Director, Buffalo C-TPAT Office, U.S. Customs and Border Protection*

- Requirements for foreign manufacturers enrolled in C-TPAT or wishing to join
- Business partner requirements
- Container and trailer security
- Physical access controls
- Personnel, physical, and procedural security
- Information technology security
- Security training and threat awareness

9:45 – 10:45

## Understanding the Truth about C-TPAT and PIP: Experienced Experts' Perspectives

*Ms. Terry Nusyna, President, TN Security Intelligence*

*James Turner, Security Intelligence Agent, TN Security Intelligence*

- Why Canadian companies should join: "It's voluntary; won't it just go away?"
- What is a security assessment and why is one needed?
- Determining who should conduct the assessment
- Estimated costs: will the company see a return on its investment?
- Wait times: how long does it take to become a member?
- Understanding the benefits of membership
- What companies should do about their supply chain partners' security

10:45 – 11:00

Networking Break



11:00 – 12:00

## Update on the Western Hemisphere Travel Initiative (WHTI): Final Words on Rules and Regulations

*Bruce Smith, Operations Specialist, Border Security, Buffalo Field Office, U.S. Customs and Border Protection*

- Impacts on Canadian travel and trade
- Getting WHTI implementation right
- Finding low-cost, easy-to-obtain, secure travel documents and ensuring that travellers are processed efficiently at the border
- Use of "smart" or enhanced driver's licences as valid border-crossing documents

12:00 – 1:00

Luncheon

1:00 – 2:00

## Benefits and Costs of a Customs Self-Assessment Program (CSA)

*Ray Gignac, NARMCO Group*

*Gordon Best, Mercury E-Portal Solutions*

*Neal Santin, Mercury E-Portal Solutions*

- CSA myths examined; understanding what's really involved in your CSA certification and approval
- Ending transaction fees and delays and understanding how CSA streamlines monthly accounting to CBSA
- Making it easier to manage customs compliance, avoid AMPS penalties, and mitigate risks
- Benefits of CSA for non-U.S. based imports
- Implementation challenges and solutions
- Panel discussion and Q&A with a real-world CSA participant

2:00 – 3:00

## Building Blocks of a Customs Compliance Action Plan

*Peter Kirby, Partner, Fasken Martineau DuMoulin LLP*

- Practical, step-by-step guide to creating a compliance program that works
- Creating an internal program that meets the needs of the business, ensures compliance with regulatory requirements, and lowers risk
- Managing and testing the performance of your customs compliance program

3:00 – 3:15

Networking Break



3:15 – 4:15

## C-TPAT and PIP: The Employee's Essential Role

*Ms. Terry Nusyna, President, TN Security Intelligence*

*James Turner, Security Intelligence Agent, TN Security Intelligence*

Without your employees' active participation, the company's security plans could fail:

- How your people need to be involved for your security plans to have legs
- Why you need to count on your people more than security hardware, fences, and gates
- Why employee security-threat-awareness training should be treated differently than other employee training programs.
- What your employees need to know so they don't become part of your security risk

4:15 – 4:30

Closing Remarks; End of Day Two

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## OPTIONAL WORKSHOP: THURSDAY, JANUARY 22, 2009

HALF-DAY WORKSHOP: 9:00 – 12:00

### C-TPAT and PIP: Build a Security Foundation That Will Last—Spend Wisely and Avoid Costly “Band-Aids”

*Ms. Terry Nusyna, President, TN Security Intelligence*

*James Turner, Security Intelligence Agent, TN Security Intelligence*

On June 30, 2008, the new, updated Partners in Protection program came into effect. It aligns PIP more closely with the United States' C-TPAT program. Find out what you need to know to make internal controls an ingrained part of a company's daily activities.

- How to join C-TPAT and PIP
- New PIP and harmonization with C-TPAT
- Who in the company should be involved, and why?
- Security profile: why is it important?
- Why policies and procedures don't scare the “bad guys”
- Security assessment and action plan
- Who should conduct the assessment?
- Why throwing more money into security will not make you more secure
- Your supply chain's security: how it can affect your security status
- Finding the weak link in the supply chain
- Seals: which, when, and why
- Employee threat-awareness training: why it is critical to the success of your security plans
- Validation

## A PROVEN TRACK RECORD OF SUCCESS

*Delegates at our previous customs and logistics conferences rave about their experience. Here's what they have to say about the event:*

*“Did a very good job of showing where we are, where we are going, and conveying that we must be ready. Excellent! Excellent! Excellent!”*

**Traffic Manager, UTEX CORPORATION**

*“It gave me the tools to advise customers regarding programs that will speed customs clearance, compliance, and security processes.”*

**Logistics Expeditor, AMEC AMERICAS**

*“Infonex provided a top notch conference. The high caliber of speaker and relevant material was excellent. Well worth attending.”*

**Traffic Manager, ZENON ENVIRONMENT INC.**

*“It gave an effective overview of issues emerging in the field of import/export.”*

**Manager, Traffic & Customs, PRAXAIR CANADA INC.**

## SPONSORSHIP AND EXHIBITION OPPORTUNITIES

If you would like to increase your visibility with senior customs and logistics managers, you need to be at the *Customs Compliance and Border Security* conference. A limited number of sponsorship options are available. For more information and to check availability, contact our sponsorship department at 416.971.4177, ext. 244, or e-mail [sponsorship@infonex.ca](mailto:sponsorship@infonex.ca).

## CCS MEMBERS: EARN CCS POINTS

CCS Members can earn **10 CCS points** for attending the conference and **5 CCS points** for the optional workshop.

CCS Members must bring their CCS membership cards with their registration number to the conference registration desk.

## PREVIOUS DELEGATES INCLUDE REPRESENTATIVES FROM THESE ORGANIZATIONS

Arnprior Aerospace Inc. • Purolator Courier Ltd. • Unilever Canada Ltd. • Brick Warehouse Corporation Ltd. • Imperial Tobacco Canada Ltd. • Alberta Energy and Utilities Board • BMO Financial Services • Johnson & Johnson Medical Products • Siemens Canada Ltd. • Cavendish Farms • Hubbell Canada Inc. • Nokia Products Ltd. • Canadian Kawasaki • Pratt & Whitney Canada Inc. • Patheon Inc. • BDO Dunwoody LLP • Orenda Aerospace Corporation • General Dynamics • Astra Zeneca Canada • Department of National Defence • Welded Tube of Canada Ltd. • CE Franklin Ltd. • Mitel Networks Corporation • Hood Packaging Corporation • Cargill Limited • Lanxess Inc. • Welke Customs Brokers Ltd. • Scotia Investments • Praxair Canada Inc. • Central Sun Mining • Cominco Ltd. • Health Canada • Panalpina Inc. • CIBC • Bombardier Inc. • Toyota Canada

**Register Today! Call 1.800.474.4829 Fax 1.800.558.6520 WWW.INFONEX.CA**

# 14th Annual CUSTOMS COMPLIANCE and Border Security

Conference: January 20 – 21, 2009  
Optional Half-Day Workshop: January 22, 2009  
**MISSISSAUGA, ONTARIO**

## FOUR KEY BENEFITS OF ATTENDING THIS EVENT

- 1) Get up-to-the-minute information on the changes to PIP
- 2) Improve the way you deal with customs audits
- 3) Hear directly from U.S. Customs and Border Protection officials
- 4) Learn how to avoid AMPS penalties

# INFONEX

Profit from Knowledge

**Location:** Customs Compliance and Border Security will be held at a convenient location in Mississauga, Ontario. Detailed venue information will be provided with your registration confirmation.

**Your Registration Includes:** Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

### GROUP DISCOUNT: 4TH ATTENDS FREE!

If 3 individuals from one organization register at the same time, a 4<sup>th</sup> person may also be registered to attend free of charge. The free registration must be of equal or lesser value than the paid registrations. All discounts will be applied against the full conference fee. You cannot combine multiple discounts – only one discount can be used per registration.

**MAILING LIST UPDATE/REMOVAL:** To add, update or remove your information from the Infonex mailing list, please call 1-800-474-4829, and select Option 3, or complete the online form at [www.infonex.ca](http://www.infonex.ca). Please note: Infonex prepares mailings several weeks in advance; it may take such time for the updates to come into effect.

## REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

### 1 PRINT YOUR NAME AND CONTACT INFORMATION

**Yes!** Register me for *Customs Compliance and Border Security*

Mr./Ms./Mrs. \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Name of Approving Manager \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Ext \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail address \_\_\_\_\_

Send me information by  E-mail  Postal Mail  Fax

Company's main line of business \_\_\_\_\_ Number of Employees at site: \_\_\_\_\_

### 2 SELECT YOUR OPTION(S) AND METHOD OF PAYMENT

4<sup>th</sup> Delegate Attends FREE!

REGISTRATION FEES:	Register by NOVEMBER 21	Register by DECEMBER 19	FULL PRICE
Conference Only	\$1,799 + GST	\$1,999 + GST	\$2,199 + GST
Conference + Workshop	\$2,249 + GST	\$2,499 + GST	\$2,749 + GST

SELECT YOUR OPTION(S):  Conference  Optional Half-Day Workshop

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### 3 SEND US YOUR REGISTRATION

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 **WEBSITE:** [www.infonex.ca](http://www.infonex.ca)

 **MAIL:** INFONEX INC.  
67 Richmond St. W., 7<sup>th</sup> Floor  
Toronto, Ontario M5H 1Z5

### CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and fax to 1-800-558-6520 **no later than January 6, 2009**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue. If you prefer, you may request a refund of fees paid, less a 15% administration fee. Registrants who cancel after **January 6, 2009**, will not be eligible to receive any credits or refunds and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by January 6, 2009** and fail to attend will be liable for the entire registration fee.