

Canadian Association of  
Importers and Exporters

Association canadienne des  
importateurs et exportateurs

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5th Annual Western Canada Conference

# Globally Competitive: Developments in Customs and Trade

## Keynote Speakers:

**“Risk Storm Rising: How Will Canada Fare?”**

*Stephen S. Poloz  
Senior Vice-President, Corporate  
Affairs and Chief Economist  
Export Development Canada (EDC)*

**“Petro-Canada Oil Sands: An Integrated  
Approach”**

*Neil Camarta  
Vice president, Oil Sands  
Petro Canada Ltd.*

**“Experiences of a Canadian Exporter”**

*Tom Smillie  
Chief Financial Officer  
Evans Consoles*

February 11 & 12, 2008

Hyatt Regency Calgary, 700 Centre Street SE, Downtown Calgary

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## 5th Annual Western Canada Conference Globally Competitive: Developments in Customs and Trade

February 11 & 12, 2008 — Hyatt Regency Calgary, Downtown Calgary

# Message from the President



Dear Customs/Trade/Logistics Professionals:

I.E.Canada has been the voice of international trade for over 75 years.

We continue to be the key source of information about Canadian and foreign customs policies and procedures and Canada's trade policy. We are pleased to once again offer our Western Canada Conference, which promises to be packed with information vital to Canada's trade community.

I.E.Canada is pleased to welcome Stephen Poloz, senior vice-president, corporate affairs and chief economist, Export Development Canada, as the keynote opening speaker.

As president of I.E.Canada, I will share with delegates I.E.Canada's priorities for the coming year, many of which coincide with the topics on the conference program. We strive to cover those topics that our members and conference participants tell us they want to hear about, as well as new topics we believe you need to know about. This year they include: ACE eManifest and emerging US customs issues and an update on supply chain security programs, including upcoming changes to the Partners in Protection Program and air cargo security. Rounding out Day One, industry experts will share their experience in meeting global supply chain challenges and minimizing risks in importing products from emerging markets. Day Two will feature an interactive session with CBSA officials and I.E.Canada members on the status of ACI eManifest consultations and CBSA's EDI strategy. Day Two will also cover customs compliance issues and upcoming changes to the AMPS program and will conclude with two practical workshops on tariff classification and NAFTA rules of origin.

The business sessions on day one will be followed by a reception, which will offer Western Canadian business people networking opportunities. Any delegate who registers for the sessions on the first day or both days will receive a complimentary pass to this unique networking reception.

Register today for the full conference package to ensure the best return on your investment. For further details on the program or sponsorship opportunities, please contact Paulette Niedermier, Calgary Chapter, at 403-808-2541 or [pniedermier@iecanada.com](mailto:pniedermier@iecanada.com).

We look forward to seeing you on February 11 and 12, 2008 in Calgary!

Yours truly,

A handwritten signature in black ink, which appears to read "Mary Anderson". The signature is written in a cursive style and is positioned to the left of a vertical red line.

Mary Anderson  
President, I.E.Canada

# 5th Annual Western Canada Conference

## Globally Competitive: Developments in Customs and Trade

### February 11, 2008 — Agenda

8:00 am	<b>Registration &amp; Continental Breakfast</b>	<b>Sponsored by Gowlings</b>
8:30 am	<b>Welcoming Remarks from the President: Trade Update &amp; I.E.Canada's 2008 Priorities</b>	Mary Anderson, President, I.E.Canada
8:40 am	<b>Opening Remarks from the Conference Chair</b>	David Bosse, Chair, I.E.Canada's Calgary Chapter & Director, Consulting, Cole Group
8:45 am	<b>Opening Keynote Address: "Risk Storm Rising: How Will Canada Fare?"</b>	Stephen S. Poloz, Senior Vice President, Corporate Affairs and Chief Economist, Export Development Canada
9:45 am	<b>US Customs and Immigration Update</b> Since our last conference, US Customs and Border Protection has completed the phase in of the mandatory use of the Automated Commercial Environment (ACE) to transmit advance electronic truck cargo information (e-Manifest) at all land border ports. By attending this session, you will hear the latest on ACE eManifest implementation as well as new features and benefits of ACE. This session will also address the proposed new Security Filing in the United States, known as 10 + 2, and how it will impact Canadian importers. On January 2, 2008, CBP published a Notice of Proposed Rule-making requiring importers and carriers to electronically submit additional information on cargo before it is brought into the United States by vessel. Importers will need to provide 10 additional data elements to CBP. In addition to impacting imports into Canada (in bond or otherwise) through the United States, it also has implications for freight remaining on board (FROB). In is anticipated this new requirement will come into effect during the second half of 2008. Finally, attendees will hear how US border security measures are impacting the movement of people into the United States.	<b>Moderator &amp; Speaker:</b> Matthew J. Parrott, District Manager Eastern/Western Border, A.N.Deringer  Nanoh Park, Sr. Customs Analyst, Expeditors International  Evelyn L. Ackah, Senior Associate, Gowling Lafleur Henderson LLP
10:45 am	<b>Networking Refreshment Break</b>	<b>Sponsored by BMO Capital Markets</b>
11:00 am	<b>Supply Chain Security Update: PIP and Air Cargo Security</b> In early 2007, Minister Day confirmed an investment of \$11.6 million to strengthen the Partners in Protection (PIP) program. PIP is designed to enhance border security by combating organized crime, terrorism, and helping to detect and prevent contraband smuggling. The PIP program is being harmonized with the Customs-Trade Partnership Against Terrorism (C-TPAT) program in the US. Existing PIP members will not be grandfathered and will have a transition period to apply for the new program that is scheduled to come into effect in June 2008. Find out what the extensive revisions to the PIP program will be and how your company can prepare for the changes. Major industry changes for air cargo security also took place in 2007 that will impact the entire Canadian air cargo supply chain. All partners in the supply chain are being required to develop and implement cargo security plans to ensure all steps in the supply process are secure and Canadian trade and commerce is protected. In early 2008, Transport Canada proposes to initiate a pilot program for exporters and manufacturers. The future of air cargo security should be of interest to all shippers as measures implemented for air cargo are an indication of the future of cargo security for all modes.	David Bosse, Moderator, Chair of I.E.Canada's Calgary Chapter & Director, Consulting, Cole Group  Claude St. Denis, Director, Program Development Enforcement Branch, CBSA  Stephen Conrad, Project Director, Air Cargo, Transport Canada  Greg Gerritsen, Manager, Trans Border Compliance, Plains Midstream Canada
12:30 pm	<b>Keynote Luncheon Address: "Experiences of a Canadian Exporter"</b> Founded in 1980, Evans Consoles is the world leader in the design and manufacture of custom control room solutions for mission critical and other technology-intensive environments. Clients such as NASA, Boeing, the Pentagon, Microsoft, Deutsche Telekom, Shanghai Power and Chase Manhattan Bank, just to name a few, illustrate the global respect and experience Evans possesses.	Tom Smillie, Chief Financial Officer, Evans Consoles

## 5th Annual Western Canada Conference Globally Competitive: Developments in Customs and Trade

### February 11, 2008 — Agenda (continued)

2:00 pm	<b>Breaking the Boundaries of the Global Supply Chain</b> This panel of experts will share their experience in addressing the challenges they face in their global supply chains and what they foresee as the key challenges for 2008. Also learn what service providers are doing to ease transportation bottlenecks and the innovative services and solutions they are providing to help keep importers and exporters competitive in the global marketplace.	<i>Moderator &amp; Speaker: Bob Armstrong C.I.T.P., President, Supply Chain &amp; Logistics Canada (SCL)</i>  <i>Ian Murray, Director, Solution Design and Technology, Canadian Pacific Logistics Solutions</i>  <i>Mike Croza, Managing Partner Supply Chain Alliance Partners</i>  <i>Shakeel Bharmal, General Manager, Purolator Global Supply Chain Services</i>  <i>Douglas E Campbell, CEO Prairie-2-Ports Gateway &amp; Inland Port Sponsored by Miller Thomson</i>
3:15 pm	<b>Networking Refreshment Break</b>	
3:30 pm	<b>How to Minimize Risks in Importing Products from Emerging Markets</b> <ul style="list-style-type: none"><li>• Canadian legislation governing product safety</li><li>• Product liability issues for producers and retailers</li><li>• Product safety standards</li><li>• Best practice - planning for a product recall.</li></ul>	<i>Daniel Kiselbach, Partner, Miller Thomson</i>  <i>Joseph Brick, Partner, National Practice Leader, KPMG LLP</i>
5:00 pm	<b>Networking Reception</b>	<b>Sponsored by KPMG</b>

### February 12, 2008 — Agenda

8:00 am	<b>Registration for Day Two Delegates &amp; Continental Breakfast</b>	
8:30 am	<b>Opening Remarks from the Conference Chair</b>	<i>David Bosse, Chair of I.E.Canada's Calgary Chapter &amp; Director, Consulting, Cole Group</i>
8:40 am	<b>Canada Border Services Agency (CBSA) Update</b> In January 2007, Minister Day announced an investment of \$396 million for Advance Commercial Information (ACI) eManifest over a five year period. E-Manifest will require highway carriers to electronically transmit crew, carrier and cargo data to CBSA pre-arrival, and eventually importers/brokers to send admissibility data electronically in advance. I.E.Canada and its members are actively engaged in consultations with CBSA regarding eManifest. Learn about the latest developments, including proposed data sets, how eManifest will impact business processes for importers and other critical issues. This session will also provide an update on implementation of CBSA's EDI strategy, including elimination of the FIRST program.	<i>Moderator &amp; Speaker: Carol Buckton, Director, Trade Logistics, Siemens Can- ada Limited</i> <i>Ralph B. Bishop, Manager, Advance Com- mercial Information (Marine and Air), CBSA</i> <i>Betty Lou Daye, Senior Program Officer, Release Programs and Commercial Direction, CBSA</i>  <i>Kristina Bryson, Executive Program Manager, Canada, US and Caribbean Import Compliance Office, IBM Corporate Headquarters</i>
10:40 am	<b>Networking Refreshment Break</b>	
11:00 am	<b>Trade Compliance - and its impact on your competitive advantage</b> With rising administrative, production, tariff and transportation costs inherent in global supply chains, importers and exporters have been wise to take advantage of any and all duty relief opportunities available to them to keep their competitive advantage in the market place. However, many are being assessed penalties, for non-compliance, under the AMPS program or the U.S. Modernization Act; and some have been denied access to preferential programs, significantly eroding their profit margins. In this interactive and informative session we will discuss:	<i>Susan A. McDonald, CCS, Senior Manager, Trade and Customs, KPMG LLP</i>

## 5th Annual Western Canada Conference Globally Competitive: Developments in Customs and Trade

### February 12, 2008 — Agenda (continued)

11:00 am (con'd)	<b>Trade Compliance - and its impact on your competitive advantage (con'd)</b> <ul style="list-style-type: none"><li>• The top compliance issues impacting organizations in our region;<ul style="list-style-type: none"><li>• NAFTA verification;</li><li>• Customs Valuation;</li><li>• Tariff Classification;</li><li>• Tariff End-Use and the reporting of Diversions; and</li><li>• Canadian Goods Returning.</li></ul></li><li>• Implication of non-compliance under the AMPS program and U.S. Modernization Act;</li><li>• Risk and Impact of Non-Compliance under ACI and eManifest Programs;</li><li>• Risks and Benefits of taking compliance in-house under the Customs Self Assessment Program; and</li><li>• Important Changes in the CBSA Client Service / Verification operational structure.</li></ul>	
12:00 pm	<b>Keynote Luncheon Address: "Petro-Canada Oil Sands: An Integrated Approach"</b> <p>Mr. Camarta will discuss 'Oil Sands 101' and provide an overview of Petro-Canada's 10 Billion Barrel oil sands business.</p>	<i>Neil Camarta, Vice President, Oil Sands, Petro Canada Ltd.</i>
1:30 pm	<b>AMPS Program and Upcoming Changes</b> <p>More than 50,000 AMPS penalties totaling about \$36 million have been issued since AMPS' inception. For over a year, the CBSA conducted a fundamental review of the AMPS Program. The CBSA Review Team heard feedback from external clients, including I.E.Canada, and its own employees, developed a set of recommendations and is preparing to implement changes that will resolve most of the concerns raised. Find out how CBSA proposes to address issues such as simplification of the penalty structure, third party liability, volumetrics and the appeals process, and the time lines for implementation of the proposed changes.</p>	<i>Greg Kanargelidis, Partner, International Trade &amp; Commodity Tax, Blake, Cassels &amp; Graydon LLP</i>
2:15 pm	<b>Networking Refreshment Break</b>	
2:30 pm	<b>How to Accurately Classify Your Imported Product</b> <p>This inter-active session will provide a primer on tariff classification, including practical examples, and will cover:</p> <ul style="list-style-type: none"><li>• Applying General Interpretative Rules (GIR) and Legal Notes</li><li>• Classification in your compliance strategy, including the importance of National Customs Rulings and understanding "reason to believe"</li><li>• Corrections under 32.2 of the Customs Act</li><li>• Recent CITT decisions/appeals involving tariff classification</li></ul>	<i>Paul J. Coulombe, Consultant, Russell A. Farrow Limited</i>
3:45 pm	<b>How to Apply the NAFTA Rules of Origin</b> <p>This session will provide a comprehensive overview of the NAFTA Rules of Origin and origin certification, including:</p> <ul style="list-style-type: none"><li>• General and specific rules of origin</li><li>• Tariff shift and regional value content rules of origin</li><li>• NAFTA treatment for duty free goods</li><li>• Recent CITT cases involving NAFTA rules of origin</li><li>• How to detect an incomplete or invalid NAFTA Certificate</li><li>• How to protect your firm financially if an invalid certificate is issued</li></ul>	<i>Glenn Cicello, Director, Sandler Travis</i>
4:45 pm	<b>Concluding Remarks and End of Conference</b>	<i>David Bosse, Chair of I.E.Canada's Calgary Chapter &amp; Director, Consulting, Cole Group</i>

**Western Canada Conference—Globally Competitive: Developments in Customs and Trade**  
 February 11 & 12, 2008 • Hyatt Regency Calgary , 700 Centre Street SE, Downtown Calgary

## Registration Form

Telephone: 416-595-5333 ext.37 *To register by phone, please have credit card ready.*  
 Fax: 416-595-8226  
 Mail: I.E.Canada, 160 Eglinton Avenue East, Suite 300, Toronto, ON M4P 3B5, Attention: Conference Department

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal Code \_\_\_\_\_

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

First Delegate Name \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Second Delegate Name \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Third Delegate Name \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

*If there are more than three delegates please photocopy this form.*

### Registration Fees—Plus 5% GST—Please choose from the following packages:

	<b>February 11 &amp; 12 Best Value Package*</b>	One Day Only O Feb. 11	One Day Only O Feb. 12
<input type="radio"/> Member of I.E.Canada	<b>\$595</b>	\$350	\$350
<input type="radio"/> Non-Member—Regular Fee	<b>\$895*</b>	\$495	\$495

*\*Non-members attending both days will receive a free five-month I.E.Canada membership starting March 1, 2008.*

### Payment method

Please invoice me (I.E.Canada Members only)

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#### Registration / Substitution / Cancellation Policy

Cancellations must be received in writing by fax at 416-595-8226 or by email at [conference@iecanada.com](mailto:conference@iecanada.com). All delegate cancellations must be confirmed by I.E.Canada. For cancellations received on or before February 1, 2008, there will be a \$100 charge for administration. Any cancellations received after this date will not be refunded: substitutions are always welcomed.

#### Hotel Accommodations:

The Hyatt Regency Calgary located at 700 Centre Street SE, is offering delegates discount rates at \$189 single/double. To take advantage of this discounted rate, attendees are to call the hotel directly at 403-717-1234 and book under I.E.Canada or Canadian Association of Importers and Exporters, **on or before January 17, 2008.**