

# 2017 TRADE COMPLIANCE AND POLICY SEMINAR

## Two-Day Seminar Agenda

### Day One

#### Preparing for a Focused Assessment

**Is your company prepared for the scrutiny of a Focused Assessment?** U.S. Customs and Border Protection (CBP) has multiple tools to verify if an importer of record is compliant with U.S. Import Regulations. Companies receive CF-28s, CF-29s and Informed Compliance Letters as well as undergo Import Focused Assessments. Do you have the appropriate internal controls in place to address compliance concerns? Have you ever completed an internal audit? Are you prepared to substantiate your value, your harmonized tariff codes and your use of free trade agreements? During this session we will discuss the areas of risk that a company should address in preparation for a Focused Assessment as well as lend insight into best practices to minimize your overall compliance exposure.

#### AD/CVD and what it means to your total landed cost

**Antidumping and countervailing duty (AD/CVD) enforcement is a priority for CBP and it can have a drastic impact on your total landed cost.** Importers must be aware of what AD/CVD is and the implications from a financial and compliance perspective. In this session, we will explain what AD/CVD is, how to check to see if your item is covered under a “scope ruling,” how the additional duties will impact your total landed cost and what an organization needs to do to stay compliant.

#### Is Drawback right for you?

**Duty drawback provides an opportunity to obtain a refund of duties, fees and taxes incurred at the time of importation, but is it right for you?** In this session we will discuss what drawback is, and is not, what is entailed to maintain a drawback program, what is the “cost” of a program, what the compliance risks associated are and share examples of where it does, and does not, make sense to take advantage of duty drawback.

#### How to join CBP’s Trade Partnership Against Terrorism (C-TPAT) and maintain your program

**C-TPAT was established over 15 years ago and has 11,500 members in the program, yet many companies are still interested in joining and those that are members often have questions on how to maintain their certification.** During this session of the seminar we will discuss the process of becoming C-TPAT Certified. Topics range from how to evaluate business partners to the submission of the Security Profile on CBP’s Security Web Portal. Additionally we will address the on-going maintenance of being a C-TPAT Member including annual updates, validations and completing a Risk & Vulnerability Assessment.

#### How to develop a customhouse brokerage standard operating procedure (SOP)

**Does your company have a SOP with its customhouse brokers?** Surprisingly many times when this question is asked the answer is “No.” It is extremely important to not only have well documented internal procedures but to also have well developed external procedures for service providers. In this section of the seminar we will discuss the importance of developing a collaborative customhouse broker SOP. Topics to be covered will include the SOP and utilizing the SOP to develop Key Performance Indicators to enhance your over-all import compliance program and produce more meaningful and efficient business reviews with your service provider.

#### Roundtable Discussion

**Do you have additional or off-topic questions that were not addressed during today’s sessions?** The presenters will avail themselves at the end of the day to publicly address any additional questions that the attendees might have. Additionally, we will be available for side bar conversations as needed at the end of the seminar.



## Day Two

### How to obtain “buy-in” and create an effective compliance program

**How can you develop a Global Trade Compliance Program from ground zero?** In this session we will share firsthand experiences with setting up a compliance program in a company, discuss how to try to gain “buy-in” from senior management and how to develop an overall compliance program. Specific emphasis will be placed on how to engage other groups within the organization and how to “slice-up” the “compliance pie” across the organization. Systematic controls will be addressed as well as how to leverage IT and other solutions in order to assist with a fully integrated compliance program.

### Incoterms® 2010

**Incoterms® 2010 form the foundation of a smart international transaction.** Yet, they are often misquoted, misunderstood and poorly applied. This session will focus on understanding how Incoterms® 2010 can be utilized to better leverage and manage an organization’s risk for both procurement and sales activities.

### Are you actually the United States Principal Party in Interest (USPPI)?

**In today’s business environment with multi-tiered supply chains and common “drop ship” practices it is difficult to determine who actually is the USPPI in the transaction.** In this session we will review definitions within the Foreign Trade Regulations (FTR), review some very common “multi-tiered” transactions/scenarios, review best practices and discuss how Incoterms® can come into play in determining if you are the USPPI.

### How to limit your compliance exposure in an export transaction

**In order to avoid risk you need to set yourself up for success!** Focusing on export transactions that are governed under the Export Administration Regulations (EAR) and the Federal Trade Regulation (FTR), we will discuss ways a company can minimize their exposure of export non-compliance through the use of internal/external controls, standardized documentation, knowledgeable/empowered staff and internal auditing.

### Is a Global Trade Management (GTM) Software a fit for you organization?

**Resources are tight but compliance requirements and risk continue to grow.** In this session we will discuss how you can potentially utilize a GTM software solution to provide efficiencies in your compliance program. An overview of these various types of GTMs will be discussed as well as how you could potentially use various “modules” in your overall business strategy and operational goals.

### Roundtable Discussion

**Do you have additional or off-topic questions that were not addressed during today’s sessions?** The presenters will avail themselves at the end of the day to publicly address any additional questions that the attendees might have. Additionally, we will be available for side bar conversations as needed at the end of the seminar.

### Did you know you can receive CCS/CES credit for attending these seminars?

The Trade Compliance & Policy Seminars are now credit approved. The National Customs Brokers & Forwarders Association of America, Inc. (NCBFAA) and National Education Institute (NEI) are offering Certified Customs Specialist Certification (CCS) and Certified Export Specialist Certification (CES) to attendees to become competent and knowledgeable in the current import and export regulations. You can receive 4 CCS and/or CES credits for the one-day seminar and 5.5 CES/CCS credits for each day of the two-day seminar.



## Speaker Biographies

**Kevin Doucette** joined C.H. Robinson International, Inc. in 2009 after a decade as a Manager with a leading international trade and regulatory compliance consulting firm. Kevin is the Director of North American Trade Policy and Compliance for C.H. Robinson International, Inc. In this role Kevin oversees the external Consulting Division (Trade Policy), the internal Export Corporate Compliance Department, and both the internal Supply Chain Security Divisions for C-TPAT and TSA.

Kevin is experienced and well versed in the areas of U.S. import and export compliance and supply chain security. In his career, Kevin has worked with, and for, executive, director, and managerial leaders for many Fortune 500 companies. Kevin has provided various services to hundreds of importers to include import compliance mock audits, development of import internal controls and manuals, training, trade data analysis, determination of trade program eligibility, prior disclosure assistance, submission of binding rulings and various ad hoc activities. Similarly, Kevin has worked on numerous export projects and issues to include export licensing, implementation of export compliance programs, performing export audits, drafting Export Policy and Procedure Manuals and providing voluntary disclosures assistance and advice to name a few. Kevin has been at the forefront of the supply chain security movement and is credited for helping hundreds of importers obtain C-TPAT certification and validation. He has expertise in mapping supply chains, assessing supply chain risk, conducting facility and business partner audits, developing internal controls and conducting supply chain security training. Kevin is experienced in preparing importers and their supply chain business partners for the rigors of C-TPAT validation, both in the U.S. and abroad. He has done validations in North America, Europe and Southeast Asia.

Kevin has been a guest speaker at trade compliance conferences and seminars throughout the United States. He is a Licensed Customs House Broker and a member of C.H. Robinson's Corporate Compliance Council. Kevin is based in Woburn, MA, and can be reached at 978-496-6918.

**Jeff Simpson** joined C.H. Robinson International, Inc. in 2013 and is the manager of the Trade Policy Division, providing international trade and regulatory compliance consulting services to brokerage clients. Jeff has a diverse background that includes serving as an Officer in the United States Merchant Marine. For the past 15-plus years, he has worked in the consumer products, industrial, manufacturing and technology industries in various roles, including managing international supply chains, global transportation teams, import and export operations and global trade compliance. Most recently, Jeff was the director of global trade compliance for a Fortune 100 Company and was responsible for import and export compliance for all of their divisions globally. Jeff has created, implemented and managed cross-functional import and export compliance programs across multiple countries and continents at several companies. He sat on various professional panels for many international trade topics. Jeff holds a Bachelor of Science degree in Marine Engineering, a Master of Arts degree in History and International Relations and a Master of Science degree in International Logistics. He is a Licensed Customs House Broker and a Licensed Engineering Officer in the U.S. Merchant Marine. He holds a professional engineers license, is a certified 6 Sigma Green Belt and holds a certificate in International Maritime Law through the United Nations International Maritime Organization. Jeff is based in Hartford, CT and can be reached at 978-319-1289.

