



# 2012 WCO IT Conference & Exhibition

Tallinn, Estonia

6 – 8 June 2012



2012 WCO IT Conference & Exhibition, June 2012, Tallinn, Estonia

A three day conference focusing on exploring the role of information technology at the border

How can IT Transform Core Business for Customs and its Stakeholders in Border Regulation in the Private Sector and Elsewhere in Government



## Setting the Background

The historic city of Tallinn, capital of Estonia, has been a crossroad for trade since the Middle Ages but it is also at the forefront of modernity having been recently listed among the top 10 digital cities of the world. It is a perfect location to host the 2012 WCO IT Conference and Exhibition. Tallinn and Estonia more broadly, have been a nexus for trade between Scandinavia, Russia and mainland Europe for centuries, and the headquarters of many high profile players in the software and communications industries are located here.

WCO IT Conferences have traditionally provided an exceptional opportunity for discussing topical IT issues and emerging trends as they relate to the business of Customs and our key partners in trade, transport logistics and other government agencies with a role at the border. These events have enabled the WCO to establish connectivity between all critical players in the Customs IT field which is made even more poignant in 2012, the year that the global Customs community celebrates the Year of Connectivity.



## 2012 Conference Objectives

- To discover new approaches to Customs IT, with particular emphasis on the impact of future trends on core Customs business that will change the way Customs and business operate.
- To discuss core business from a Customs perspective, addressing fundamental questions such as business transformation, partnerships and connectivity.
- To bring together decision-makers from more than one hundred countries representing 98% of global trade to discuss the implications of IT generally on Customs.
- To experience best practice examples of the latest IT solutions, and identify opportunities in the Customs and trade environment.
- To meet a variety of potential partners and associates with a shared interest in trade facilitation, improving supply chain management, maximizing cooperation amongst border stakeholders and improving border security.



*...Explore the challenges and opportunities inherent in the bewildering world of modern IT solutions.*

## The Exhibition

Held alongside the conference, the exhibition will offer quality networking and marketing opportunities for participants and vendors alike.

- Acquire firsthand information from suppliers and users on trends, technologies and solutions.
- Benefit from an environment laced with great promotional and networking opportunities.
- See the latest IT solutions that have been designed specifically for the international Customs and trade market.

# What will you gain by participating?

## Delegates

- Explore “core business” and the many complex questions surrounding how IT enables and transforms core business for Customs and its stakeholders in border regulation, both in the private sector and elsewhere in government.
- Identify opportunities and challenges for the management of IT in Customs.
- Gain insight into current and expected future IT developments in the Customs and business worlds.
- Participate in challenging debates designed to find the right IT solutions for Customs, business, and other border regulatory agencies in the 21st century.

## Vendors

- Meet top level executives, entrepreneurs, researchers, and delegates from Customs, other arms of government, the IT industry and the world of international trade, transport and logistics.
- Market your projects, products and services directly to decision-makers.
- Maximize your exposure and visibility with the Customs and IT community.
- Expand your contact database for future networking and business possibilities.
- Gather inside knowledge on current and future IT user requirements.



*...Become a pace setter,  
share your views on IT  
with a captive audience  
interested in knowing  
more!*

## Participant Profile

The 2012 WCO IT Conference and Exhibition will bring together Customs authorities, the IT sector, the broader business community, governmental and trade organizations, lending institutions, representatives from other border regulatory agencies, and others involved in the international trade arena.

## Conference Registration

This unsurpassed package comprises the three-day conference, refreshment breaks and lunches, dinners, site visits, and a delegate pack that includes access to all presentations. WCO Members and representatives of international organizations should visit the official website for further information on registration fees and conditions.

# Sponsorship and Exhibition Packages

## What is offered?

- A speaking slot at the “vendors sessions”.
- Exhibition space in the conference exhibition area.
- Complimentary conference registrations.
- Promotion of your company on conference publicity material.
- Marketing of your company during lunch and/or refreshment breaks, in the conference brochure and in other media.

## Become an Exhibitor!

- Maximize your visibility.
- Network with participants.
- Market your services.
- Demonstrate your products.
- Expand your business contacts.

# Venue

Swissôtel and Nokia Concert hall

# Organizer

World Customs Organization

Rue du Marché 30

B-1210 Brussels

Belgium

Tel : +32 (0) 2 209 93 12

Website : [www.wcoomd.org/event.htm](http://www.wcoomd.org/event.htm)

Email: [wcoit2012@wcoomd.org](mailto:wcoit2012@wcoomd.org)

*Simultaneous interpretation in English and Russian will be available.*

## Don't delay, REGISTER NOW!

[www.wcoomd.org/event.htm](http://www.wcoomd.org/event.htm)

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