

Information Technology as a Catalyst for Economic Competitiveness

Innovation Powering
Facilitation of International
Trade & Tourism

2014

WCO IT Conference & Exhibition

5-7 May 2014 / Brisbane, Australia

Sofitel Brisbane Central



Australian Government
Australian Customs and
Border Protection Service



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

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Setting the scene

The 2014 WCO IT Conference will take place in Brisbane, one of Australia's fastest growing cities, with information and communication technology being one of its dynamic sectors.

Brisbane, the capital of Australia's 'Sunshine State' Queensland, is a green city with a wonderful climate. Brisbane is centered along the Brisbane River, and its eastern suburbs line the shores of Moreton Bay.



Positioned as a 'new world city', Brisbane offers visitors 'big city' experiences in a warm and friendly environment. Its rapidly growing global reputation as a city of opportunity was affirmed by its selection as the host of the 2014 G20 Leaders Summit.

The WCO is fortunate to be working with the Australian Customs and Border Protection Service (ACBPS) in organizing the WCO IT Conference 2014, the 13th annual event of this kind. The delegates will enjoy the hospitality and friendliness of the conference hosts in the dynamic and inviting city of Brisbane.

The Role of Customs in Economic Competitiveness

Customs can improve economic competitiveness in a number of ways, one of which is by implementing trade facilitation measures for legitimate and compliant traders. Innovative cross-cutting solutions for expeditious and effective completion of border formalities can propel economic growth.

WCO Members are increasing the efficiency of border management by introducing Customs-Business Partnership Programmes, Coordinated Border Management and Single Window solutions, pre-arrival and pre-departure information requirements, effective transit systems, simplified procedures for authorized traders and the use of non-intrusive inspection equipment. These measures lead to swifter movements of goods and reduced costs of trading, enabling a more attractive climate for foreign investments. At the same time, Customs need to apply effective controls. To meet these goals, the challenge of ensuring quality data is increasingly being addressed.

Customs and other border agencies can also contribute to facilitation of legitimate movements of people across borders, while identifying illegal movements. In countries where tourism is one of the key sectors, this is of major relevance. Tourism has in the last years experienced continued growth and has become one of the fastest growing economic sectors in the world.

Today, information technologies play a pertinent role in Customs procedures. With the sustained growth of international trade, including e-commerce and travel, Customs is seeking software solutions which can best meet their requirements and achieve maximum efficiencies. Furthermore, governments seek factual results of these improvements and are increasingly introducing performance measurement software solutions.

The 2014 WCO IT Conference and Exhibition will provide an opportunity to discuss the ways in which Customs, in partnership with other border agencies and businesses, can impact the economic competitiveness of countries by exploiting effective IT solutions. The delegates will learn about Customs transit systems, Single Window best practices, port community systems and other IT-based responses to the increasing needs of governments in improving its capacity to process the growing volume of goods, conveyances and people.

2014 Conference Objectives

- › Discover how **innovative approaches to Customs IT**, with particular emphasis on closer cooperation between all border regulatory agencies and the business sector can improve facilitation of international trade and tourism and lead to greater economic competitiveness.
- › Bring together decision-makers from more than **100 countries representing 98% of global trade**, to discuss the implications of IT of parties involved in international trade.
- › Experience **best practice examples of the latest IT solutions**, and identify opportunities in the government and trade environment.
- › 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.

The Exhibition

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

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



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



What will you gain by participating?

Delegates

- › Explore “core business” and the many complex questions surrounding how IT solutions can advance the work of Customs and other stakeholders in border regulation.
- › Identify opportunities and challenges for the management of IT in Customs.
- › Gain insight into current and future IT developments in the Customs, other border agencies 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 Government agencies, 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.

Participant Profile

The 2014 WCO IT Conference and Exhibition will bring together Customs authorities, representatives from other border regulatory agencies, the IT sector, international organizations, the broader business community including trade, transport and logistics bodies, lending institutions, and other international trade stakeholders.



Conference Registration

This unsurpassed package comprises the three-day conference, refreshment breaks and lunches, dinners, 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

Sofitel Brisbane Central

The Brisbane conference hotel Sofitel Brisbane Central is located within walking distance of the city centre. It hosts numerous local national and international meetings, events and celebrations in its sprawling function facilities including the city's largest hotel ballroom. Colorful and cosmopolitan at the top end of this relaxed yet international city, Sofitel Brisbane Central is a renowned landmark.

Organizer

World Customs Organization
Rue du Marché 30
B-1210 Brussels
Belgium

Tel : +32 (0) 2 209 93 12
Email: WCOIT2014@wcoomd.org

The Conference will be conducted in English.

Don't delay, REGISTER NOW!

www.wcoomd.org/event.htm

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