

## **Facilitating Secure Transatlantic Trade**

a one day conference  
Sponsored by the

**Transatlantic Business Dialogue (TABD)**

and the

**Federation of German Industries (BDI)**

With the Support of the  
Representative of German Industry and Trade (RGIT)

**Ronald Reagan Center  
Washington, DC**

**October 31, 2007  
9:00 a.m. – 4:30 p.m.**

**What:** In April 2007, President Bush, EU Commission President Barroso and German Chancellor Merkel, then serving as EU Council President, signed a *framework for advancing transatlantic economic integration between the European Union and the United States*. One of the 'Lighthouse Projects' under this initiative is focused on Secure Trade, and the governments have agreed to “*Develop common and accepted standards to maximize security, safety and facilitation of international trade supply chain that could lead to mutual recognition of programs for economic operators.*”

This one day conference will harness the momentum created by the Framework, focusing on the experiences and concerns of transatlantic companies. Participants from the U.S. Government, EU Commission, and European and American firms will explore ways to cut red tape through mutual recognition of customs security initiatives, to facilitate trade and maintain safe and secure supply chains. The conference will conclude with a set of concrete recommendations from business.

**When:** Wednesday, October 31, 2007

**Where:** Ronald Reagan Building, Horizon Ballroom  
1300 Pennsylvania Avenue, NW, Washington, DC  
*See end of program for details*

**Who:** 100 -150 participants from the U.S. Government, European Commission, EU Member States, and the transatlantic business community, including small- and-medium sized companies

## CONFERENCE PROGRAM

<b>8:00 am</b>	<b><u>Business-only Breakfast:</u></b> Reporting out of business concerns identified in workshops on secure trade hosted by the U.S. Chamber of Commerce and BusinessEurope.
----------------	---

**9:00 am**      **Welcoming Remarks from TABD and BDI**

*Conference focus and objectives*

**9:10 am**      **Opening Remarks**

*Business Expectations for the Transatlantic Economic Council and the Lighthouse Project on Secure Trade*

**Hubertus Erlen**, Vice-Chairman of the Supervisory Board, Bayer Schering Pharma AG, Chairman of BDI's and BusinessEurope's International Affairs Committees

**9:30 am**      **Panel I: Safe and Secure Trade Initiatives**

*Senior officials from the U.S. Government, EU Commission, and World Customs Organization will give an overview of customs policies aimed to heighten security and facilitate trade.*

**Moderator: Renee Stein**, Director, Global Trade, Microsoft Corporation

**Speakers:**

**Ralph Basham**, Commissioner, Department of Homeland Security/Customs and Border Protection (INVITED)

**Robert Verrue**, Director General, DG TAXUD, EU Commission

**Discussion with Moderator and Questions from the Audience**

**10:50 am**      **Coffee break**

**11:15 am**     **Panel II: Transatlantic Business Perspectives on Government Initiatives**

*Business leaders from the U.S. and EU will share their practical experiences in dealing with differing transatlantic customs initiatives to facilitate and secure supply chains.*

**Moderator: Roger Urbanski**, Managing Director, Pinkerton

**Panelists:**

**Sandy Merber**, Counsel, International Trade Regulation and Sourcing, General Electric Company

**Wolter Boerman**, Vice President, Corporate Export Controls and Supply Chain Security, Philips Electronics

**Reinhard Fischer**, Senior Vice President, Corporate Customs and External Affairs, Deutsche Post AG

**Conor O’Riordan**, Founder, tradefacilitate.com

**Discussion with Moderator and Questions from the Audience**

**12:30 pm**     **Luncheon**

*Special Guest: John Bruton*, EU Ambassador to the United States (Invited)

**2:00 pm**     **Panel III: Moving Towards Mutual Recognition of Safe and Secure Trade Initiatives: Suggestions from Transatlantic Business**

*Business leaders from the U.S. and EU will discuss the need for a coordinated approach to trade and security, the essential requirement for common standards, and the benefits of mutual recognition of customs initiatives.*

**Moderator: Bill Sweeney**, EDS

**Panelists:**

**Ralph Carter**, Managing Director, FedEx

**Heidi Zoetzi**, Vice President, Export Control and Customs, Siemens Corporation

**Juergen Boeer**, Head of Customs and Export Control, Schott AG

**Donald Harrell**, Director of Operations, Starr Marine Agency, Inc.

**Discussion with Moderator and Questions from the Audience**

**3:15 pm**      **Coffee break**

**3:45 pm**      **Conference Assessment by the Moderators and Recommendations to Governments**

**4:15 pm**      **Concluding Remarks: The Future of Transatlantic Economic Relations**

**Christopher Padilla**, U.S. Acting Under Secretary for International Trade, U.S. Department of Commerce

**4:30 pm**      **Networking Reception**

---

**Directions to Ronald Reagan Building/International Trade Center Horizon Ballroom**  
**1300 Pennsylvania Avenue, NW Washington, DC 20004 202/312-1300**

***FROM PARKING GARAGE:***

Enter parking garage from any of the three entrances. Follow posted GREEN signs for Atrium elevator banks. From Atrium elevator tower, go to level G (ground level). Exit elevator and go to your right. Follow corridor and enter through double doors. Horizon Ballroom is approximately halfway down hallway on your right.

***BY WAY OF CAB /FOOT OR METRO CENTER: (at corner of 13 & Penn.)***

Enter building on Penn. Ave. side, go through security, turn right, go through the doors ahead of you at the end of the corridor, then left. The Horizon is just down the hall on your left.

***BY WAY OF METRO:***

Once inside building continue straight down corridor, pass concierge desk, and immediately turn right, following signs towards Horizon Ballroom. You will take escalator to the next level up. Go straight, Horizon on your right.