

GTDW CHINA

Conference & Exhibition

16 – 18 June 2020 | Shanghai, China

Website: www.kwglobaltrade.com

Email: globaltrade@kwconfex.com



CONFERENCE 1

**Global Trade
Facilitation,
Compliance &
Digitalisation
Conference &
Exhibition**

**TWO
CO-LOCATED
CONFERENCES
&
EXHIBITIONS**

CONFERENCE 2

**Anti Illicit Trade,
Brand & IPR
Protection
Conference &
Exhibition**

LIMITED SPACES!

18 June 2020

Featuring site visit to Lingang Special Area of the China (Shanghai) Pilot Free Trade Zone

About the Event

GTDW, now into its 19th edition, provides a connecting platform to global trade stakeholders to explore opportunities to facilitate and increase sustainable and seamless cross border trade and to detect and counter illicit trade by:

- Collaborating and linking existing initiatives
- Sharing resources and best practices
- Identifying commonalities and points of convergence
- Discovering emergent and interoperable technologies and innovation
- Initiating recommendations to overcome threats and challenges
- Facilitating closed door G2G, B2B, B2G meetings

GTDW CHINA 2020 FEATURES TWO CO-LOCATED CONFERENCES & EXHIBITIONS WITH SHARED NETWORKING

- 1. Global Trade Facilitation, Compliance & Digitalisation Conference & Exhibition**
- 2. Anti Illicit Trade, Brand & IPR Protection Conference**

Who will attend?

TRADE LEADERS PLENARY

[ALL ATTENDEES]

CONFERENCE 1 GLOBAL TRADE FACILITATION, COMPLIANCE & DIGITALISATION CONFERENCE

- Heads of Trade & Customs Compliance, Global Trade Management, Market Access, Trade Facilitation, Digital Transformation, Innovation, Technology, Digitalisation, Government Affairs
- Ports, Shipping, Logistics
- Trade & Customs Consultants and Legal Advisors

CONFERENCE 2 ANTI ILLICIT TRADE, BRAND & IPR PROTECTION CONFERENCE

- Heads of Brand Protection, Anti Counterfeiting, Intellectual Property, Investigations, Security, Government Affairs (Brand Owners)
- Tax, Police & Judiciary Authorities
- National IP Authorities
- IP, Legal & Tax Consultants

CO-
LOCATED

[ATTENDING BOTH STREAMS]

- International & Multilateral Organisations
- Ministries of Trade, Economy, Commerce
- Customs Authorities
- Investment & Trade Promotion Agencies
- Free Trade & Special Economic Zones
- Associations, Think Tanks, Chambers of Commerce

SPONSOR & EXHIBITOR PROFILES

Technology/solution/innovation/services for:
Blockchain, Artificial Intelligence, Supply Chain Security, Single Window, Global Trade & Supply Chain Digitalisation, Standardisation, Border & Cargo Inspection, Global Trade Management (GTM), Customs & Trade Compliance

CO-
LOCATED

SPONSOR & EXHIBITOR PROFILES

Technology/solution/innovation/services for:
Brand Protection, Anti-Counterfeiting, IPR Protection, Security Printing, Labelling & Packaging, Tax Stamps, RFID, Authentication, Track & Trace, Serialisation, Taggants, Online Brand Protection, Investigation, Enforcement

Lead Partner



China Institutional Partners & Exhibitors



Gold Sponsor



Silver Sponsor



Bronze Sponsor



Presentation Partner



International Institutional Partners & Exhibitors



Global FDI Partner & Exhibitor



GTDW Advisory Council Members



ANDREW KEABLE
CEO, KW Group



H.E. JUMA AL-KAIT
Assistant Undersecretary,
Ministry of Economy UAE



HUANG FENG
Director General, Shanghai
Asia-Pacific Model E-port
Network Operational Center
(SAOC)



GLYN HUGHES
Global Head of Cargo,
International Air Transport
Association



DR JAN HOFFMANN
Chief, Trade Logistics
Branch, DTL, United Nations
Conference on Trade &
Development



DR LARS KARLSSON
CEO & MD, KGH Global
Consulting



DR MIKHAIL KASHUBSKY
Head of Secretariat
International Network of
Customs Universities



DR MOHAMMAD SAEED
Senior Trade Facilitation
Adviser, International Trade
Centre



RICHARD MORTON
Secretary General,
International Port Community
System Association

Capacity Building

This is a FREE TO ATTEND capacity building and networking event for delegates from Customs & Tax Authorities, Ministries of Trade/ Economy/ Finance, IP, Police & Judiciary Authorities, Heads of Brand Protection, Heads of Trade & Customs Compliance.

Speakers, sponsors & exhibitors may invite these attendees as guests to the event.
To register please email: globaltrade@kwconfex.com

Keynote Speakers



Huang Feng

Director General, Shanghai Asia-Pacific Model E-port Network Operational Center (SAOC); Advisory Council Member of GTDW



Ricardo Treviño Chapa

Deputy Secretary General, World Customs Organization



Michael Ding

Chairman, Quality Brands Protection Committee of China Association of Enterprises with Foreign Investment (QBPC); Head of IP Operations, Asia, Middle East and Africa Region, ABB Group



Thomas Bagge

CEO & Statutory Director, Digital Container Shipping Association (DCSA)

Confirmed Speakers



Alan Bersin

Senior Fellow, Belfer Center for Science & International Affairs, Harvard Kennedy School; Executive Chairman, Altana Trade & Technology; Former Commissioner of US Customs and Border Protection, Department of Homeland Security



Dr Ali Salamat

Economic Adviser-Trade Economist, the Directorate of International Trade, Oceans and Natural Resources, Commonwealth Secretariat, London



Andrew Keable

CEO, KW Group; Chairman of GTDW Advisory Council



C. Donald Brasher Jr.

President, Trade Data Monitor, Inc.



Christoph Stegemann

Director Sales & Business Development, Asia Pacific, tesa scribos



Craig Burchell

Vice President Global Trade Affairs, Huawei Technologies Co., Ltd.



Douglas McKay

VAT & Customs Director Asia Pacific, Lear Corporation



Ethan Xu
Director, International Trade Compliance, Otis Elevator Co.



Fabrice Renard
Regional Customs Counsellor - French Embassy in China,
General Directorate of Customs and Excise



Glyn Hughes
Global Head of Cargo, International Air Transport Association (IATA);
Advisory Council Member of GTDW



Hans Rook
Chairman, International Port Community System Association (IPCSA)



Ivy Ji
Senior Manager, Shanghai Asia-Pacific Model E-port Network Operational
Center (SAOC)



Dr Jan Hoffmann
Chief, Trade Logistics Branch, DTL, United Nations Conference on Trade &
Development (UNCTAD); Advisory Council Member of GTDW



Kewei Zheng
Senior Manager, Shanghai Asia-Pacific Model E-port Network Operational
Center (SAOC)



Dr Lars Karlsson
CEO & MD, KGH Global Consulting; Former Director WCO and Swedish Customs;
Advisory Council Member of GTDW; Advisory Board Member of INCU; Chairman of
the IBMATA Advisory Board



Lisa McAuley
Chief Executive Officer, Global Trade Professionals Alliance (GTPA)



Louisa Xu
IP Manager, Treasury Wine Estates



Michael Yu
North Asia Brand Protection Head, Unilever



Miller Wang
Brand Protection Director & Legal Counsel, MCM APAC



Min Gao
GCA IP Managing Attorney, 3M



Dr. Mohammad Saeed
Senior Trade Facilitation Adviser, International Trade Centre (ITC);
Advisory Council Member of GTDW



Ray Xu
Vice President, Legal, Pernod Ricard



Richard Morton
Secretary General, International Port Community System Association (IPCSA);
Advisory Council Member of GTDW



Roman Quaedvlieg
Former Australian Border Force Commissioner APM; Principal Consultant, RAQ
Consulting



Prof. Samuel C. Bautista
Chief Learning Officer, Academy of Developmental Logistics; Member,
Management Committee, International Network of Customs Universities (INCU)



Stephen Dunn
Regional Director Of Investigations, Asia Pacific, Sanofi



Virginie Ticha
President, International Federation of Consular Chambers for Africa
(F.I.C.A.)



Wei Wang
Senior Compliance Manager – Asia, Westinghouse Electric Company; Vice Chair of
Export Control Working Group, American Chamber of Commerce in China
(AmCham China)



Wei Wu
Deputy Director, China (Shanghai) Pilot Free Trade Zone Lin-gang
Special Area Administration

day 1	TUESDAY, 16 JUNE 2020 TRADE LEADERS PLENARY
------------------	--

- 0930** **Organiser Opening Remarks**
Andrew Keable, CEO, **KW Group**; Chairman, **GTDW Advisory Council**
- 0940** **Chairperson Opening Remarks**
- 0950** **Keynote Speeches**
 - Huang Feng, Director General, **Shanghai Asia-Pacific Model E-port Network Operational Center (SAOC)**; Advisory Council Member of **GTDW**
 - Ricardo Treviño Chapa, Deputy Secretary General, **World Customs Organization**
 - Michael Ding, Chairman, **Quality Brands Protection Committee of China Association of Enterprises with Foreign Investment (QBPC)**; Head of IP Operations, Asia, Middle East and Africa Region, **ABB Group**
 - Thomas Bagge, CEO & Statutory Director, **Digital Container Shipping Association (DCSA)**
- 1030** Morning Refreshments
- 1100** **TRADE LEADERS ROUNDTABLE**
Developing Strategic Collaborations between Trade Facilitation stakeholders to Create an Efficient Trade Environment

Panelists:
 - Wei WU, Deputy Director, **China (Shanghai) Pilot Free Trade Zone Lin-gang Special Area Administration**
- 1200** Corporate Presentation (Lead Sponsor) – L1
- 1215** **Chairperson Remarks**
- 1230** Networking Lunch

day 1	TUESDAY, 16 JUNE 2020 (CONFERENCE ONE) GLOBAL TRADE FACILITATION, COMPLIANCE & DIGITALISATION CONFERENCE
------------------	---

- 1330** **Chairperson Opening Remarks**
- 1345** **PANEL DISCUSSION 1**
Tackling the Challenges of Interoperability and Data Harmonisation – How Can We Achieve Seamless Digitisation of Global Trade?

Panelists:
 - Craig Burchell, Vice President Global Trade Affairs, **Huawei Technologies Co., Ltd.**
 - Richard Morton, Secretary General, **International Port Community System Association (IPCSA)**
 - Thomas Bagge, CEO & Statutory Director, **Digital Container Shipping Association (DCSA)**

day 1	TUESDAY, 16 JUNE 2020 (CONFERENCE TWO) ANTI ILLICIT TRADE, BRAND & IPR PROTECTION CONFERENCE
------------------	---

- 1330** **Chairperson Opening Remarks**
- 1345** **Border Lines, Global Flows and Transnational Crime: Toward a Revised Approach to Countering the Underworld of Globalization**

Speakers:
 - Alan Bersin, Senior Fellow, Belfer Center for Science & International Affairs, **Harvard Kennedy School**
 - Dr Lars Karlsson, CEO & MD, **KGH Global Consulting**
- 1445** Corporate Presentation (Sponsor) – B1
- 1500** Afternoon Refreshments & Networking

- 1445 Corporate Presentation (Sponsor) – A1
- 1500 Afternoon Refreshments & Networking
- 1530 Corporate Presentation  Trade Data Monitor
C. Donald Brasher Jr., President, **Trade Data Monitor, Inc.**
- 1545 **PANEL DISCUSSION 2**
Single Windows: Discussing Outcomes, Challenges, Lessons Learnt and the Way Forward

Panelists:
 - C. Donald Brasher Jr., President, **Trade Data Monitor, Inc.**
 - Hans Rook, Chairman, **International Port Community System Association (IPCSA)**
 - Ricardo Treviño Chapa, Deputy Secretary General, **World Customs Organization**
- 1645 **Chairperson’s Remarks & End of Day 1**

- 1530 **PANEL DISCUSSION 1**
Fostering productive collaboration among all stakeholders - government agencies, IP rights holders, law enforcement, industry associations, free zones, online marketplaces and international organisations to help remove dangerous, illicit and counterfeit products from the global marketplace

Panelists:
 - Michael Yu, North Asia Brand Protection Head, **Unilever**
 - Min Gao, GCA IP Managing Attorney, **3M**
 - Ray Xu, Vice President, Legal, **Pernod Ricard**
 - Roman Quaedvlieg, Former **Australian Border Force** Commissioner APM; Principal Consultant, **RAQ Consulting**
- 1630 Corporate Presentation (Sponsor) – B2
- 1645 **Chairperson’s Remarks & End of Day 1**

day 2 WEDNESDAY, 17 JUNE 2020
(CONFERENCE ONE)
GLOBAL TRADE FACILITATION, COMPLIANCE & DIGITALISATION CONFERENCE

- 0900 **Chairperson Opening Remarks**
- 0915 **Data and Digitalization for Optimization in Trade Logistics**
Dr Jan Hoffmann, Chief, Trade Logistics Branch, DTL, **United Nations Conference on Trade & Development (UNCTAD)**
- 0945 **Digital Revolution for African Trade and Export: ONE STOP SHOP on Belt and Road Initiative**
Virginie Ticha, President, **International Federation of Consular Chambers for Africa (F.I.C.A.)**
- 1015 **Trade Policy on NTMs: Commonwealth’s Experience**
Dr Ali Salamat, Economic Adviser-Trade Economist, the Directorate of International Trade, Oceans and Natural Resources, **Commonwealth Secretariat, London**
- 1030 Morning Refreshments & Networking

day 2 WEDNESDAY, 17 JUNE 2020
(CONFERENCE TWO)
ANTI ILLICIT TRADE, BRAND & IPR PROTECTION CONFERENCE

- 0900 **Chairperson Opening Remarks**
- 0915 **Corporate Case Study**
- 0945 **Criminal Network Investigation: Best Practices from MCM**
Miller Wang, Brand Protection Director & Legal Counsel, **MCM APAC**
- 1015 Corporate Presentation (Sponsor) – B3
- 1030 Morning Refreshments & Networking
- 1100 **PANEL DISCUSSION 2**
If Technology is Fuelling Illicit Trade, What Can Governments and Brand Owners Do To Stay Ahead?

Panelists:
 - Fabrice Renard, Regional Customs Counsellor - French Embassy in China, **General Directorate of Customs and Excise**

<p>1100 PANEL DISCUSSION 3 Trade Compliance Practices</p> <p>1200 Corporate Presentation (Sponsor) – A3</p> <p>1215 Networking Lunch</p> <p>1315 PANEL DISCUSSION 4 Leveraging on Data and Innovative Technologies to Comply with Trade Regulations, Mitigate Risks and Maintain Operating Margins in an Increasingly Uncertain Cross-Border Trade Environment</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dr Ali Salamat, Economic Adviser-Trade Economist, the Directorate of International Trade, Oceans and Natural Resources, Commonwealth Secretariat, London • Douglas McKay, VAT & Customs Director Asia Pacific, Lear Corporation • Ethan Xu, Director, International Trade Compliance, Otis Elevator Co. • Wei Wang, Senior Compliance Manager – Asia, Westinghouse Electric Company; Vice Chair of Export Control Working Group, American Chamber of Commerce in China (AmCham China) <p>1415 Corporate Presentation (Sponsor) – A4</p> <p>1430 Afternoon Refreshments & Networking</p> <p>1500 PANEL DISCUSSION 5 Promoting Trade Facilitation through the Practices of Offshore Transfer Trade</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Kewei Zheng, Senior Manager, Shanghai Asia-Pacific Model E-port Network Operational Center (SAOC) <p>1600 PANEL DISCUSSION 6 Innovative Practices for Cross Border Supply Chain Connectivity</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Ivy Ji, Senior Manager, Shanghai Asia-Pacific Model E-port Network Operational Center (SAOC) <p>1700 Chairperson’s Closing Remarks & End of Conference</p>	<p>1200 Corporate Presentation  tesa scribos® Christoph Stegemann, Director Sales & Business Development, Asia Pacific, tesa scribos</p> <p>1215 Networking Lunch</p> <p>1315 PANEL DISCUSSION 3 How Can Effective Online Monitoring Strategies and Scanning Technologies Support Offline Investigations and Enforcement Efforts?</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Louisa Xu, IP Manager, Treasury Wine Estates <p>1415 Corporate Presentation (Sponsor) – B5</p> <p>1430 Corporate Case Study</p> <p>1500 Corporate Case Study</p> <p>1530 Corporate Presentation (Sponsor) – B6</p> <p>1545 Chairperson’s Closing Remarks & End of Conference</p> <p>1600 Networking & Refreshments</p>
--	---

day
3

THURSDAY, 18 JUNE 2020
SITE TOURS

**** Limited spaces, Pre-Registration Required**

Lingang Special Area of the China (Shanghai) Pilot Free Trade Zone



According to the overall requirements and development goals to promote all-round opening-up on a higher level and with great efforts, by 2025, Lin-gang Special Area will establish a relatively institutional system featuring the liberalization and facilitation of investment and trade, set up functional platforms with higher openness, and enabled the area to become a business cluster for world-class enterprises. The innovation and competitiveness of Lin-gang Special Area will have been improved, and the economic strength and aggregate surged. By 2035, Lin-gang Special Area will have been constructed into a special economic functional area with strong global market influence and competitiveness, fostered more mature institutions, built the core function to allocate worldwide high-end resources, and become an important platform for China to integrate into economic globalization.



GTDW CHINA Conference & Exhibition

16 – 18 June 2020 | Shanghai Pudong, China

CO-LOCATED CONFERENCES:

CONFERENCE 1: Technology for Trade Facilitation & Compliance Conference

CONFERENCE 2: Anti Illicit Trade, Brand & IPR Protection Conference

COMPLIMENTARY	DELEGATE RATES
<p>The event is a FREE TO ATTEND capacity building event for:</p> <p>PUBLIC SECTOR: Customs & Tax Authorities, Ministries of Trade/Economy/Finance, IP, Police & Judiciary Authorities <input type="checkbox"/></p> <p>PRIVATE SECTOR: Heads of Brand Protection & Anti Counterfeiting and Heads of Trade & Customs Compliance.</p> <p><i>NOTE: Your registration is not confirmed unless you receive confirmation from the organisers.</i></p>	<p>USD 1,995 (Book & pay by 28th Feb 2020) <input type="checkbox"/></p> <p>USD 2,295 (Book & pay by 30th April 2020) <input type="checkbox"/></p> <p>USD 2,695 (From 1st May onwards) <input type="checkbox"/></p>

** All tickets must be booked and paid by the pricing dateline. All late payments will automatically be adjusted to the next rate tier

** 10% discount for group of 3+

** 20% discount for group of 5+

REGISTRATION FORM	
ATTENDEE DETAILS	COMPANY DETAILS
(1) Name (Dr/Mr/Mrs/Miss):	Company Name:
Job Title:	Address:
Email:	
Office Tel:	Postcode:
Mobile:	Country:
Nationality:	Tel:
(2) Name (Dr/Mr/Mrs/Miss):	Fax:
Job Title:	Nature of Business:
Email:	Country:
Office Tel:	
Mobile:	AUTHORIZATION
Nationality:	Manager's Name:
(3) Name (Dr/Mr/Mrs/Miss):	Job Title:
Job Title:	Email:
Email:	Tel:
Office Tel:	Fax:
Mobile:	Mobile:
Nationality:	Signature (Mandatory):

TERMS & CONDITION
<p>Upon the completion and receipt of the registration form, payment is required within 5 working days of the issuance of the invoice. Walk-in delegates with payment will only be admitted on the basis of space availability at the conference and with immediate full payment. Full payment prior to the event is mandatory for attendance.</p> <p>Cancellation must be received in writing at least 14 business days before the start of the event, to receive a refund less 50% processing fee per registration. No refund will be made available for cancellation notifications received less than 14 business days before the event.</p> <p>KW Group reserves the right to make any amendments and/or changes to the programme, venue, speaker and/or topics if warranted by circumstances beyond its control.</p> <p>Upon receiving this booking form, you the client hereby consent to KW Group to keep your details for the use of future marketing activities carried out by KW Group and 3rd part organisations and partners.</p>
<p>COPYRIGHT AND INTELLECTUAL PROPERTY Unauthorised duplication, redistribution and reproduction of part or all of the contents in any form in connection to this event is prohibited without the written consent of KW Group.</p>

PAYMENT METHODS	
<p><input type="checkbox"/> BANK / TELEGRAPHIC TRANSFER Overseas delegates may pay by telegraphic transfer to KW Group Sdn. Bhd. (in 5 working days)</p> <p>Bank Name: STANDARD CHARTERED BANK MALAYSIA BERHAD Address: 30-36 Jalan 52/4, PJ New Town 46050 Petaling Jaya, Malaysia Swift Code: SCBLMYKXXXX Account No: 794-1945494-78 (USD)</p> <p><i>All TT costs is the responsibility of the client - KW Group accepts no liability for payment charges</i></p>	<p><input type="checkbox"/> CREDIT CARD Please note that a non-refundable 4% credit card administration fee applies.) Please email to tetsoon@kwconfex.com for online credit card payment request.</p> <p>For enquiries and registration: KW Group Sdn Bhd (Malaysia) A-2-11, Glomac Damansara, Jalan Damansara, Bukit Kiara, 60000 Kuala Lumpur, Malaysia Website: www.kwglobaltrade.com</p>

ORGANISER CONTACTS
<p>Kindly contact our colleagues for the following:</p> <p>GOVERNMENT DELEGATIONS & PARTNERSHIPS Andrew Keable at andrewk@kwconfex.com</p> <p>SPONSORSHIP & EXHIBITION Jack Parry at jackp@kwconfex.com</p> <p>PROGRAMME & SPEAKERS Michelle Wong at michellew@kwconfex.com</p> <p>INVOICES & PAYMENTS Finance at tetsoon@kwconfex.com</p>