

# GTDW CHINA

## Conference & Exhibition

**16 – 18 June 2020 | Shanghai, China**

Website: [www.kwglobaltrade.com](http://www.kwglobaltrade.com)

Email: [globaltrade@kwconfex.com](mailto: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

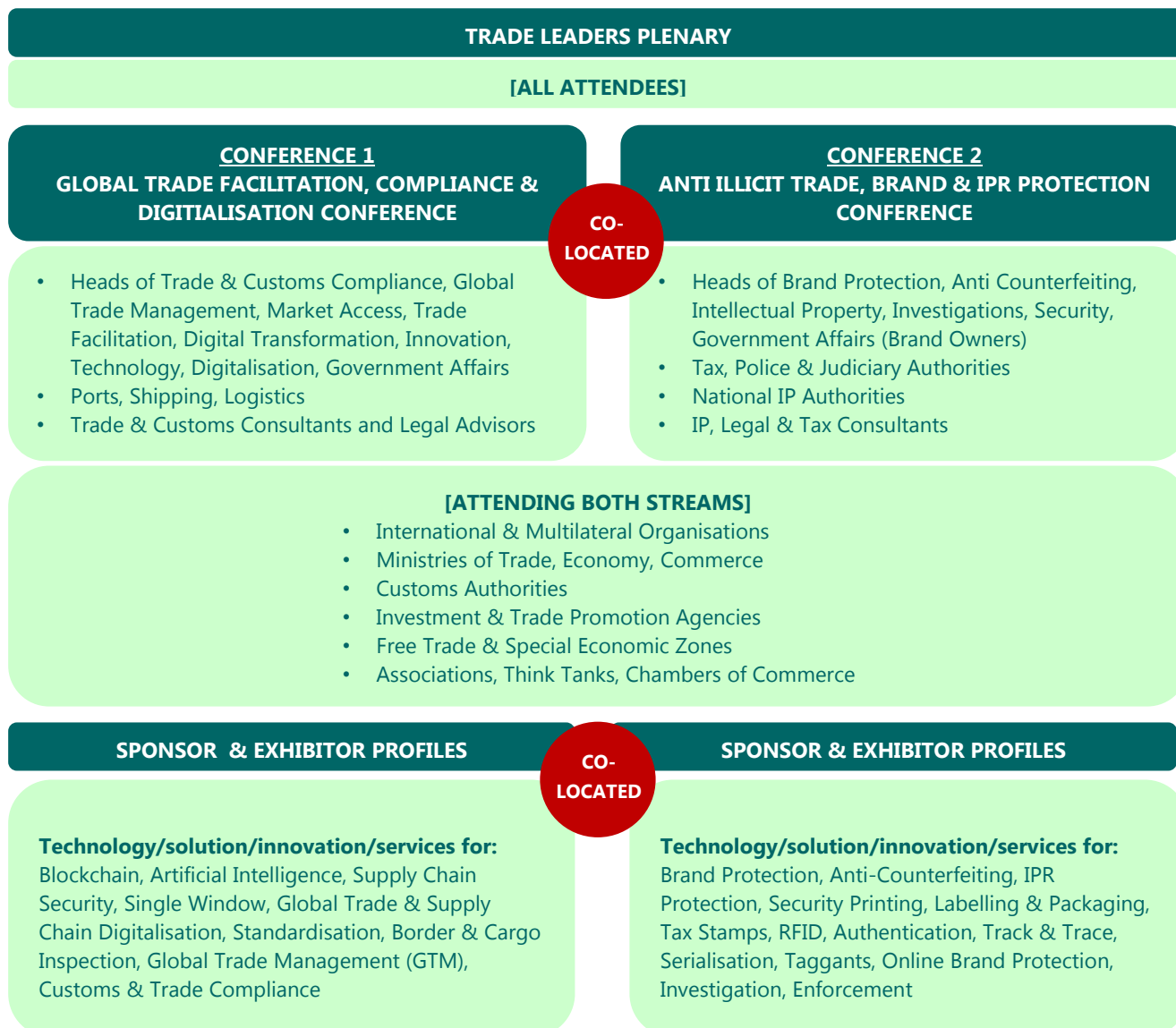
**GTDW**, now into its 19<sup>th</sup> edition, provides a connecting platform to global trade stakeholders to explore opportunities to facilitate and increase sustainable and seamless cross border trade and to detect and counter illicit trade by:

- 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?



## Lead Partner



## China Institutional Partners & Exhibitors



## Gold Sponsor



## Silver Sponsor



SHARJAH INVESTMENT AND  
DEVELOPMENT AUTHORITY

## Bronze Sponsor



## Presentation Partner



## International Institutional Partners & Exhibitors



## Global FDI Partner & Exhibitor



## GTDW Advisory Council Members



## 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](mailto: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

## 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



### Douglas McKay

VAT & Customs Director Asia Pacific, Lear Corporation



### Ethan Xu

Director, International Trade Compliance, Otis Elevator Co.



### Glyn Hughes

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



**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



**Thomas Bagge**

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



**Virginie Ticha**

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

**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**

**1030** Morning Refreshments

**1100 TRADE LEADERS ROUNDTABLE**

**Developing Strategic Collaborations between Trade Facilitation stakeholders to Create an Efficient Trade Environment**

**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?**
- Speakers:**
- Richard Morton, Secretary General, **International Port Community System Association (IPCSA)**
- 1445 Corporate Presentation (Sponsor) – A1**
- 1500 Afternoon Refreshments & Networking**
- 1530 Corporate Presentation**   
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.**
  - Ricardo Treviño Chapa, Deputy Secretary General, **World Customs Organization**
- 1645 Chairperson's Remarks & End of Day 1**

**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**
- 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 Quaadvlieg, 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	day 2	WEDNESDAY, 17 JUNE 2020 (CONFERENCE TWO) ANTI ILLICIT TRADE, BRAND & IPR PROTECTION CONFERENCE
0900	<b>Chairperson Opening Remarks</b>	0900	<b>Chairperson Opening Remarks</b>
0915	<b>Data and Digitalization for Optimization in Trade Logistics</b> Dr Jan Hoffmann, Chief, Trade Logistics Branch, DTL, <b>United Nations Conference on Trade &amp; Development (UNCTAD)</b>	0915	<b>Topic TBC</b>
0945	<b>Digital Revolution for African Trade and Export: ONE STOP SHOP on Belt and Road Initiative</b> Virginie Ticha, President, <b>International Federation of Consular Chambers for Africa (F.I.C.A.)</b>	0945	<b>Criminal Network Investigation: Best Practices from MCM</b> Miller Wang, Brand Protection Director & Legal Counsel, <b>MCM APAC</b>
1015	<b>Trade Policy on NTMs: Commonwealth's Experience</b> Dr Ali Salamat, Economic Adviser-Trade Economist, the Directorate of International Trade, Oceans and Natural Resources, <b>Commonwealth Secretariat, London</b>	1015	Corporate Presentation (Sponsor) – B3
1030	Morning Refreshments & Networking	1030	Morning Refreshments & Networking
1100	<b>PANEL DISCUSSION 3 Trade Compliance Practices</b>	1100	<b>PANEL DISCUSSION 2 If Technology is Fuelling Illicit Trade, What Can Governments and Brand Owners Do To Stay Ahead?</b>
1200	Corporate Presentation (Sponsor) – A3	1200	Corporate Presentation  <b>tesa scribos®</b> Christoph Stegemann, Director Sales & Business Development, Asia Pacific, <b>tesa scribos</b>
1215	Networking Lunch	1215	Networking Lunch
1315	<b>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</b> <b>Panelists:</b> • Dr Ali Salamat, Economic Adviser-Trade Economist, the Directorate of International Trade, Oceans and Natural Resources, <b>Commonwealth Secretariat, London</b> • Douglas McKay, VAT & Customs Director Asia Pacific, <b>Lear Corporation</b> • Ethan Xu, Director, International Trade Compliance, <b>Otis Elevator Co.</b>	1315	<b>PANEL DISCUSSION 3 How Can Effective Online Monitoring Strategies and Scanning Technologies Support Offline Investigations and Enforcement Efforts?</b> <b>Panelists:</b> • Louisa Xu, IP Manager, <b>Treasury Wine Estates</b>
1415	Corporate Presentation (Sponsor) – A4	1415	Corporate Presentation (Sponsor) – B5
1430	Afternoon Refreshments & Networking	1430	<b>PANEL DISCUSSION 4 Leveraging Consumer Engagement to Defend Against Illicit Trade: Improving Public Education and Awareness</b>
		1530	Corporate Presentation (Sponsor) – B6
		1545	<b>Chairperson's Closing Remarks &amp; End of Conference</b>
		1600	Networking & Refreshments

## 1500 **PANEL DISCUSSION 5** **Promoting Trade Facilitation through the Practices of Offshore Transfer Trade**

### **Panelists:**

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

## 1600 **PANEL DISCUSSION 6** **e-AWB Implementation of Import Air Freight – Xiamen Airport Project**

- Transforming traditional air freight logistics through E-AWB, E-Pouch and E-Freight
- Achieving end-to-end paperless pre-clearance process for air cargo
- Discussing time-saving, cost-saving and efficiency improvements

### **Panelists:**

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

## 1700 **Chairperson's Closing Remarks & End of Conference**

**day  
3**

**THURSDAY, 18 JUNE 2020  
SITE TOURS**

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

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



Lin-gang Special Area of China (Shanghai) Pilot Free Trade Zone is set south of Dazhi River and south of Pudong Airport. The development of Lin-gang Special Area is to start with Nanhui New Town, Lin-gang Equipment Industrial Zone, Xiaoyangshan Island and the southern part of Shanghai Pudong International Airport, etc. Lin-gang Special Area is located in the southeast of Shanghai, with Shanghai Pudong International Airport on its north and Yangshan International Port on its south. It is an important node on Shanghai Coastal Thoroughfare. Waterways, air routes, railways, highways, inland rivers and subway constitute a very convenient integrated transportation system,

which is a big advantage of Lin-gang Special Area.

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 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 with strong global market influence and competitiveness, fostered more mature institutions, build the core function to allocate the 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
The event is a <b>FREE TO ATTEND</b> capacity building event for: <b>PUBLIC SECTOR:</b> Customs & Tax Authorities, Ministries of Trade/Economy/Finance, IP, Police & Judiciary Authorities <b>PRIVATE SECTOR:</b> Heads of Brand Protection & Anti Counterfeiting and Heads of Trade & Customs Compliance. <i>NOTE: Your registration is not confirmed unless you receive confirmation from the organisers.</i>	<div><input type="checkbox"/> <b>USD 1,995</b> (Book &amp; pay by 28<sup>th</sup> Feb 2020)</div> <div><input type="checkbox"/> <b>USD 2,295</b> (Book &amp; pay by 30<sup>th</sup> April 2020)</div> <div><input type="checkbox"/> <b>USD 2,695</b> (From 1<sup>st</sup> May onwards)</div>

\*\* 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	
<b>ATTENDEE DETAILS</b>	<b>COMPANY DETAILS</b>
(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:
	Nature of Business:
Job Title:	Country:
Email:	
Office Tel:	<b>AUTHORIZATION</b>
Mobile:	Manager's Name:
Nationality:	
(3) Name (Dr/Mr/Mrs/Miss):	Job Title:
	Email:
Job Title:	Tel:
Email:	Fax:
Office Tel:	Mobile:
Mobile:	Signature (Mandatory):
Nationality:	

TERMS & CONDITION
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.
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.
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.
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.
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PAYMENT METHODS	
<input type="checkbox"/> <b>BANK / TELEGRAPHIC TRANSFER</b> Overseas delegates may pay by telegraphic transfer to <b>KW Group Sdn. Bhd.</b> (in 5 working days)  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)  All TT costs is the responsibility of the client - KW Group accepts no liability for payment charges	<input type="checkbox"/> <b>CREDIT CARD</b> Please note that a non-refundable 4% credit card administration fee applies.) Please email to <a href="mailto:tetsoon@kwconfex.com">tetsoon@kwconfex.com</a> for online credit card payment request.  For enquiries and registration: <b>KW Group Sdn Bhd (Malaysia)</b> A-2-11, Glomac Damansara, Jalan Damansara, Bukit Kiara, 60000 Kuala Lumpur, Malaysia Website: <a href="http://www.kwglobaltrade.com">www.kwglobaltrade.com</a>

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