



COMBATING
ILLICIT TRADE SUMMIT
OF CUSTOMS DIRECTORS-GENERAL

Americas Region

26 - 27 MARCH 2024 | PANAMA CITY

**FEATURING CUSTOMS DIRECTORS-GENERAL
FROM OVER 30 COUNTRIES IN THE AMERICAS REGION**

*The Summit provides a unique opportunity to
connect with key stakeholders in the fight against
illicit trade in the Americas region.*



CONVENED BY



WELCOME to the First Combatting Illicit Trade Summit of Customs Directors-General in the America's Region.

On behalf of La Autoridad Nacional de Aduanas de Panama (ANA) and the Transnational Alliance to Combat Illicit Trade (TRACIT) we are pleased to convene this important meeting and to address the challenges and harms that illicit trade presents to our prosperity, society and security.

Customs agencies have an essential role in combating illicit trade and this Summit is uniquely oriented to address the challenge of Customs agencies in defending national economies from illicit trade. The topics selected for discussion present issues common to Customs agencies in the fight against illicit trade, such as the rapid growth in small packages and air cargo, balancing controls in free zones and structural vulnerabilities that facilitate illicit trade.

It is our hope that the discussions will yield fruitful benefits in the exchange of experiences and best practices in the fight against illicit trade. Our work during the Summit will also enable a network where we can work together collectively over the next year to share information and build capacities.

In the spirit of collaboration, we welcome and appreciate your engagement and commitment to combating illicit trade within the Americas region.



JEFFREY P. HARDY
DIRECTOR-GENERAL
TRACIT



TAYRA BARSALLO
DIRECTOR-GENERAL
ANA

CUSTOMS DIRECTOR-GENERALS





MONDAY, MARCH 25

- 14h00 - 19h30** **REGISTRATION AND BADGE PICKUP**
- 15h15 **Buses depart Hotel RIU Lobby for Panama Canal Tour**
- 16h00 **Directors-General Tour of Panama Canal**
- 18h15 **Buses depart Canal to dinner venue**
- 19h30 **DIRECTORS-GENERAL RECEPTION AND DINNER**
SPONSORED BY S2 GLOBAL

TUESDAY, MARCH 26

ROUNDTABLE SUMMIT WITH CUSTOMS DIRECTORS-GENERAL

- 09h00 - 10h30** **WELCOME AND KEYNOTE REMARKS**
- Master of Ceremony: Eliécer Vásquez, Panama Ministry of Foreign Affairs*
- **Javier Enrique Caraballo Salazar**, Procurador General de la Nación, Panamá
 - **Jeffrey Hardy**, Director-General, TRACIT
 - **Phil Hamilton**, CEO, Countercheck
 - **Superintendent Fernando Waldir Núñez Jáuregui**, Superintendencia Nacional de Aduanas y de Administración Tributaria (SUNAT) de Peru and WCO Vice Chair for Americas and Caribbean Region
- INAUGURATION OF THE 1ST ILLICIT TRADE SUMMIT AMERICAS**
- **Tayra Barsallo**, Director-General, National Customs Authority of Panama
- 10h30-11h00** **COFFEE BREAK**
SPONSORED BY PROCTER & GAMBLE

11h00-13h30 **DG DIALOGUE SESSIONS 1 & 2**

- 11h00-12h15** **1-MITIGATING ILLICIT TRADE IN SMALL PACKAGES**
- Discussants will address the rapid growth in illicit trade in small parcels, especially air cargo, along with the need to improve advance data sharing and targeting of narcotics and wildlife.*
- Introduction: Pete Flores, Acting Deputy Commissioner, US Customs and Border Protection (CBP), United States*
- Discussants:**
- **Cláudia Thomaz**, Undersecretary of Customs Administration - Special Secretariat of the Federal Revenue of Brazil
 - **Alejandra Arriaza Loeb**, National Director, National Customs Service, Chile
 - **General Juan Manuel Diaz Organitos**, Chief of Cabinet of Customs. Mexico
 - **Sherman Emmanuel**, Comptroller of Customs & Excise, St. Lucia

SCHEDULE OF EVENTS (CONT.)

TUESDAY, MARCH 26 (CONT.)

12h15-13h30

2-EXPANDING COLLABORATIONS TO STRENGTHEN BORDER CONTROL

Discussants will address the value of expanding collaboration among customs authorities across borders and with enforcement agencies, postal services, international organizations, and the private sector.

Introduction: *Ivonne Higuero, Secretary-General, CITES*

Discussants:

- **Rosana Ángela Lodovico**, General Director of Customs, Federal Administration of Public Revenue, Argentina
- **Mélanie Maisonneuve**, Director, International Network Americas Region, Canada Border Services Agency, Canada
- **Maria Gabriela Ochoa Ochoa**, Director of Customs, Ecuador
- **Tayra Barsallo**, Director-General, National Customs Authority of Panama
- **Randy Barnby**, Vice President, S2 Global

13h30-14h45

LUNCH

15h00 -17h30

DG DIALOGUE SESSIONS 3 & 4

15h00 -16h15

3-CONTROLLING ILLICIT TRADE IN FREE TRADE ZONES

Discussants will address the challenge of balancing controls and measures to improve controls in FTZs.

Introduction: *Giomar González, Executive Director, Business Alliance for Secure Commerce, Panama*

Discussants:

- **James McColm**, Acting Deputy Director Compliance, World Customs Organization
- **Leonor Sanhueza**, Project Lead, Working Party on Countering Illicit Trade, OECD
- **Claudia Patricia Marín Jaramillo**, Customs Management Director, National Tax and Customs Directorate, Colombia
- **Cristian Montiel Torres**, Deputy Director General of Customs, Costa Rica
- **Eduardo Rodríguez**, Asesor del Director General de Aduanas, Dominican Republic
- **Tayra Barsallo**, Director-General, National Customs Authority of Panama

16h15 -17h30

4-STRUCTURAL VULNERABILITIES TO ILLICIT TRADE

Discussants will address remedies and best practices to reduce customs' vulnerability to illicit trade stemming from complex and fragmented regulatory frameworks, including Customs powers, relationships with rights holders, and work prioritization.

Introduction: *James McColm, Acting Deputy Director Compliance, WCO*

Discussants:

- **Raul Antonio Medrano Ruiz**, Deputy Director of Legal Affairs, Customs of El Salvador
- **Engineer William Dennis Quixtan**, Interim Chief of Customs, Guatemala
- **Jaime Pablo Borgiani Lusby**, Director of Customs, Uruguay
- **Brandy Porter**, Acting Director, Pharmaceuticals, Health and Chemicals, Customs and Border Protection, United States
- **Julie Mejia**, Director of Global brand Protection-LA, Procter & Gamble

TUESDAY, MARCH 26 (CONT.)

17h30-18h30

CLOSING REMARKS

- **Tayra Barsallo**, Director-General, National Customs Authority of Panama
 - **Alejandra Arriaza Loeb**, National Director, National Customs Service, Chile
- Presentation of joint statement and Group photo**

18h30-20h30

GALA RECEPTION SPONSORED BY DIAGEO

WEDNESDAY, MARCH 27

CONFERENCE PANELS

09h00-10h00

WELCOME AND KEYNOTE REMARKS

- **Tayra Barsallo**, Director-General, National Customs Authority of Panama
- **Jeffrey Hardy**, Director-General, TRACIT
- **Darren Bhola**, Supervisor of the Preventive Branch - Customs & Excise Department, Trinidad and Tobago

10h00-13h00

PANEL SESSIONS AND NETWORKING BREAK

10h00-11h15

5-ILLICIT TRADE IN PHARMACEUTICALS

Panelists will examine the trends and risks of illicit trade, highlighting negative impacts, challenges, effective remedies and ways to strengthen collaboration with customs authorities.

Moderator: Estella Mariel de Luca, Manager, REACT Latin America

Panelists:

- **Cláudia Thomaz**, Undersecretary of Customs Administration - Special Secretariat of the Federal Revenue of Brazil
- **Brandy Porter**, Acting Director, PHC, CBP, United States
- **Juan Carlos Buitrago**, CEO, Strategos IP, Police General - retired, Colombia
- **James McColm**, Acting Deputy Director Compliance, WCO
- **Stanislas Barro**, Head of Global Brand Protection, Novartis
- **Regina Zamith**, Director, Global Brand Protection, LATAM, Johnson & Johnson

11h15-11h45

COFFEE BREAK

SCHEDULE OF EVENTS (CONT.)

WEDNESDAY, MARCH 27 (CONT.)

11h45-13h00

6-ILLCIT TRADE IN ALCOHOL

Panelists will discuss the main challenges faced by customs authorities in countering the illicit trade in alcohol and how they can be overcome, including how the private sector can best contribute to the efforts of customs authorities.

Moderator: *Stefano Betti*, Deputy Director-General, TRACIT

Panelists:

- **Cláudia Thomaz**, Undersecretary of Customs Administration - Special Secretariat of the Federal Revenue of Brazil
- **Claudia Patricia Marín Jaramillo**, Customs Management Director, National Tax and Customs Directorate, Colombia
- **Cristian Montiel Torres**, Deputy Director General of Customs, Costa Rica
- **Eduardo Rodríguez**, Asesor del Director General de Aduanas, Dominican Republic
- **Isaac Morales**, Senior Director, Latin American and the Caribbean Spirits Alliance, FTI Consulting
- **Monica Ramirez**, Global Director, Corporate Affairs, Anheuser-Busch InBev

13h00-14h30

LUNCH

14h30-15h30

7-MOU SIGNING CEREMONY

- **Tayra Barsallo**, Director-General, National Customs Authority, Panama
- **Karina Liliana Serrudo Miranda**, Executive President, Customs, Bolivia

15h00-15h30

8-FIRESIDE CHAT ON FEMALE LEADERSHIP IN CUSTOMS

- **Rosana Ángela Lodovico**, General Director of Customs, Federal Administration of Public Revenue, Argentina
- **Mélanie Maisonneuve**, Director, International Network Americas Region, Canada Border Services Agency, Canada
- **Alejandra Arriaza Loeb**, National Director, National Customs Service, Chile
- **Claudia Patricia Marín Jaramillo**, Customs Management Director, National Tax and Customs Directorate, Colombia
- **Velma Ricketts Walker**, Chief Executive Officer, Jamaica Customs Agency
- **General Juan Manuel Díaz Organitos**, Chief of Cabinet of Customs, Mexico
- **Tayra Barsallo**, Director-General, National Customs Authority of Panama

15h30-18h30

PANEL SESSIONS

15h30-16h45

9-ILLCIT TRADE IN PESTICIDES

Panelists will address the main challenges faced by customs authorities in countering illicit trade in pesticides including illegal imports from China and India into the region.

Moderator: *Esteban Giudici*, Director of Programs, TRACIT

Panelists:

- **Mrs. Cláudia Thomaz**, Undersecretary of Customs Administration - Special Secretariat of the Federal Revenue of Brazil
- **Jaime Pablo Borgiani Lusby**, Director of Customs, Uruguay
- **Juan Carlos Buitrago**, CEO, Strategos IP, Police General - retired, Colombia
- **Wendel Correia**, Head of Global Anti-Illicit Trade and Head of Corporate Security LATAM, Syngenta

WEDNESDAY, MARCH 27 (CONT.)

16h45-18h00

10-ILLCIT TRADE IN COUNTERFEITS

Panelists will address the dangers behind counterfeit consumer products, negative consequences for consumer health and safety, and opportunities for brand owners to collaborate more effectively with local authorities - including information shared to brand owners and improving two-way communications.

Moderator: *Hugo Morán, Partner, MORAN IP*

Panelists:

- **Mrs. Claudia Patricia Marín Jaramillo**, Customs Management Director, National Tax and Customs Directorate, Colombia
- **Velma Ricketts Walker**, Chief Executive Officer, Jamaica Customs Agency
- **Brandy Porter**, Acting Director, PHC, CBP, United States
- **Ledye N. Machuca Álvarez**, Senior Prosecutor Specialized in Crimes against Intellectual Property and Computer Security, Panama
- **Julie Mejia**, Director of Global brand Protection-LA, Procter & Gamble
- **Maria-Elena Lambrano**, Head of Brand Protection-LA, Chanel

18h00

CLOSING AND CONFERENCE END

- **Tayra Barsallo**, Director-General, National Customs Authority, Panama
- **Jeffrey Hardy**, Director-General, TRACIT

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COMBATING ILLICIT TRADE SUMMIT OF CUSTOMS DIRECTORS-GENERAL

AMERICAS REGION



About the National Customs Authority of Panama

ANA's mission is to facilitate world trade, collect taxes efficiently, participate in national security and promote the sustainable development of the country. ANA controls, monitors and supervises the entry, exit and movement of goods, persons and means of transport through all borders, ports and airports of the country.



LEARN MORE: www.ana.gob.pa



About TRACIT

The Transnational Alliance to Combat Illicit Trade (TRACIT) is an independent, private sector initiative to mitigate the economic and social damages of illicit trade by strengthening government enforcement mechanisms and mobilizing businesses across industry sectors most impacted by illicit trade.



LEARN MORE: www.tracit.org