



International Trade and Customs Facilitation Training

Asian Pacific Business Institute
California State University, Los Angeles

Background:

As the World Trade Organization (WTO) prepares to launch a new round of multi-lateral trade negotiations and announce the entry of China into the WTO next month in Qatar, it is clearer than ever that greater international trade cooperation is a critical element in the economic, political and social stability of countries and indeed the world.

An integral part of the global trade infrastructure is the efficiency of the customs process. A well-managed customs administration, especially in a developing country, is an important ingredient of economic policy. In today's globalized economy, domestic producers require an efficient flow of raw materials, equipment, components and finished goods to support their operations. Governments, on the other hand, need greater customs efficiency in order to optimize customs revenue collections, protect the safety and welfare of citizens and environment, and meet the growing demands for consumer goods. Perhaps more important, countries need to modernize their customs to better compete for direct foreign investment and funding from international donor organizations.

Purpose of Training:

To assist a participating country in balancing the trade facilitation needs of the modern business environment with its customs

border enforcement and revenue collection priorities. The training will provide an overview of technical customs areas such as valuation and tariff classification, and address the increasingly important role of international business and public sector trade organizations, as well as NGO's, in advancing the global customs reform and modernization agenda. **Specific attention will be given to the interaction between the World Trade Organization (WTO), World Customs Organization (WCO) and International Chamber of Commerce (ICC).**

Specific Topics:

- Overview of International Trade Organizations
- World Trade Organization (WTO)
- The World Customs Organization (WC)
- The language of international trade
- Customs Valuation of Goods
- The Harmonized Tariff System (HTS):
- Customs-Business Partnerships: BASC (Business Anti-Smuggling Coalition)
- Kyoto Convention: Customs contributing to customs reform and modernization
- Integrity and Human Resource Development

Materials:

Technical publications of the World Customs Organizations (WCO), videos and case studies will also be used in the course. A field trip to a local customs unit will be arranged through the World Customs Organization (WCO) to permit students to exchange views with customs representatives and assess how local customs procedures differ from national and international standards..

Course Duration:

The course material listed above will be covered in a five-day session.

Instructor:

Fermin Cuza, Executive-in-Residence, California State University, Los Angeles. In addition, guest speakers will participate from the business community and world customs organizations.

Fermin Cuza is the Executive-in-Residence at California State University at Los Angeles, where he teaches and develops international trade courses, while serving as a liaison between the business community and the University's faculty and students. Mr. Cuza is the former senior vice president-Worldwide International Trade at Mattel, Inc., the worldwide leader in the design, manufacture and marketing of children's products.

Following a distinguished career within the U.S. Customs Service, Cuza joined Mattel in 1985 as Worldwide Director, Customs Administration, at a time when Mattel was rapidly increasing its international sales and marketing efforts. In 1992, his role again expanded when he was promoted to vice president-International Trade and Government and Consumer Affairs and Sr. vice president in 1997.



In his 15 years with U.S. Customs, Cuza rose quickly through the ranks from a customs inspector in 1971 to assistant district director of the San Diego region. As Director of Border Operations, Cuza was responsible for the U.S. Customs workforce at the five border crossings along the California-Mexico border, as well as the harbor, airport and bonded warehouse facilities in the headquarters port of San Diego.

A licensed U.S. Customs broker, Cuza serves on a number of advisory panels on trade and customs issues. The Secretary of the Treasury re-appointed him to six consecutive two-year terms on the U.S. Treasury's Advisory Committee on Customs Operations (1988-2000). In addition, he was appointed by Mayor Riordan to the International Trade Advisory Council and chaired former Congressman Steve Kuykendall's Trade Advisory Committee. Mr. Cuza has been appointed by the Chairman of the Paris based International Chamber of Commerce to chair the Chamber's Trade Regulations Committee. He is also past Chairman of the Foreign Trade Association of Southern California and Director of the American Association of Exporters/Importers.