



AICE
2021
21-24 JUNE

FREE ZONES: ENGINE OF SAFETY AND COMPLIANCE

TOWARDS CLEAN TRADE AND
A SECURE FUTURE

www.worldfzo.org/AICE2021 >



Organised by



WORLD FREE ZONES
ORGANIZATION



THE WORLD FREE ZONES ORGANIZATION IS HOSTING THE 7TH EDITION OF THE ANNUAL INTERNATIONAL CONFERENCE & EXHIBITION (AICE) 2021 IN DUBAI.

Held annually, the World FZO AICE is the world's "must attend" event for free zones and associated entities. It is an opportunity to build awareness among World FZO members and prominent participants from across the globe.

In 2021, the World FZO AICE will once again be held virtually, meaning you will have the opportunity to connect with a larger audience than ever before. Over the course of the four-day event, world-class speakers and senior policy makers, academics, multi-lateral organizations and global business leaders from over 150 countries come together with delegations from international free zones to share best practice and foster public awareness of the role and contribution to economic growth that free zones make.

Attendees benefit from broad-based insight on critical issues affecting free zones, as well as various networking opportunities with key international decision makers who have an impact on business, trade and investment.

WHEN | 21-24 JUNE 2021 | ONLINE

Find out more at www.worldfzo.org/AICE2021

INTRODUCTION

For the world gradually recovering from the ravages of the novel coronavirus (Covid-19) pandemic, the word 'safety' has assumed special significance. Undoubtedly, safety has multiple dimensions, not the least of which is people, material and process safety.

Central to the idea of safety is the need for strict compliance with certain well-settled standards of behavior. Most often, these standards are written as Codes of Conduct; but they may be unwritten too but widely and clearly understood for what they are, such as ethical behavior.

In the world's economic landscape, Free Zones hold a niche position. Their importance is increasing in the context of the growing interdependency among nations and among business entities. As an integral part of the global value chains, Free Zones perform a remarkable economic function. Also, FZs' economic rationale and operations are somewhat distinctive.



Because FZs are enclaves of excellence and enjoy policy concessions, they are also under the constant glare of the regulators and policymakers who want to ensure that the Codes of Conduct are strictly adhered to. In other words, FZs' business should not only be legitimate, but also 'seen to be' legitimate and in perfect compliance. Therefore, it devolves on FZs to ensure that their safety and compliance standards are firmly anchored and that the strong ethical moorings are not strained.

This gives FZs a phenomenal opportunity to lead the paradigm of safety and compliance, and thereby set an example, and in some sense, function as a lighthouse to other business entities in the turbulent waters of

the world trade. To play this stellar role FZs need appropriate tools including human, financial and technological resources. Also, FZs must have an unwavering commitment to ESG principles.

The World Free Zones Organization has introduced a new global compliance standard for clean trade in free zones with its Safe Zone Certification program. Now, FZ stakeholders can come together to explore ways to spread this program worldwide across the entire Global Value Chain of free zones for a cleaner, more compliant and more valuable free zone model. Through this standard, a new generation of modern, safe and clean zones is emerging.

A UNIQUE MIXED-FORMAT ONLINE EVENT

Recorded Video Interviews



- 20+ Experts and decision makers from public and private sector entities
- Each interview broadcast as package of individual clips featuring answers to separate questions



Edited Plenary Videos



- Five high-powered plenary sessions showcased in dedicated session videos
- Combinations of soundbites from different speakers
- Presenter segments to guide narrative content

Live Regional Webinars



- Designed to broaden scope of topics and to add audience interaction in new directions
- Video of each webinar to appear online the following day

Leadership Training



- Video based seminar for Free Zone leadership

Session Reports

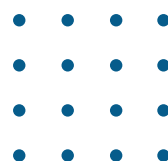


- Five reports compiled from insights of each speaker and from deep research on each topic
- Keynote analysis combined with five reports will form a book to be published after the event

Networking Solutions



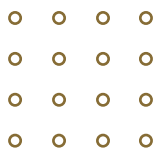
- Online microsite to offer connectivity opportunities to registered participants
- Direct messaging between audience members
- Direct messaging between speakers
- Messaging between audience members & speakers



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SPEAKERS



Dr. Mohammed Al Zarooni

Chairman, World FZO
United Arab Emirates



Dr. Samir Hamrouni

CEO, World FZO
United Arab Emirates



Ahmed Bin Lahej Al Falasi

Director General, Federal
Customs Authority
United Arab Emirates



Ahmed Bin Sulayem

Chairman & CEO, DMCC
United Arab Emirates



Ambar Ruiz

Director General of Free
Trade Zones, Ministry of
Commerce and Industry
Panama



Andres Valenciano

Minister of Trade
Costa Rica



Anton Moiseienko

Research Fellow, RUSI
United Kingdom



Bruno Delaye

President, Enterprise &
Diplomatie
France



David M. Luna

CEO and President, Luna
Global Networks &
Convergence Strategies, LLC
United States of America



Greg Hands

Minister of State for Trade
Policy
United Kingdom



Hanane Taidi

Director General, TIC Council
Belgium



Jan Hoffman

Chief Trade Logistic Branch
Division on Technology and
Logistic, UNCTAD
Switzerland



Juan Pablo Rivera Cabal

CEO, Zona Franca de Bogota
S.A.
Colombia



Karina Fernandez-Stark

Research Affiliate, Center on
Globalization, Governance
and Competitiveness
United States of America

SPEAKERS



Lars Karlsson

Managing Director,
KGH Global Consulting
Sweden



Mike Bhaskaran

Chief Operating Officer,
Logistic and Technology,
DP World
United Arab Emirates



Pamela Coke-Hamilton

Executive Director, ICT
Switzerland



Shannon Fura

Partner, Page Fura P.C.
United States of America



Tony Surtees

Co-Founder & CEO, Laava
Australia



Umberto Pretto

Secretary General, IRU
Switzerland



Velma Ricketts Walker

CEO / Commissioner,
Jamaica Customs Agency
Jamaica



Wamkele Meme

Secretary General, AFCFTA
Ghana



Xavier Anglada

Managing Director,
Accenture Digital Lead
United Arab Emirates



PLENARY SESSIONS

The annual event of World FZO – AICE 2021 – scheduled for 21st to 24th June 2021, has as central theme: Free Zones: Engine of Safety and Compliance – Towards Clean Trade and Secure Future.

In addition to the inaugural, five high-powered plenary sessions will discuss in-depth five topics related to the main theme. Envisaged as panel discussions, these sessions will host high level industry representatives, domain experts and policy analysts.

PROGRAM - Mon, Jun 21, 2021

13:00 - 14:00

Future of Global Value Chains

How should Business Entities respond to the emerging scenario and the role of Free Zones in building resilient value chain

GVCs are morphing and the process has been hastened by a combination of trade friction, the pandemic and of course revival of protectionist tendencies. There seems to be a pause in globalization, with limited clarity about its future. Countries are seen moving more towards regional cooperation. At the same time, resource endowments of countries have not had any marked change. So, what's the future of GVCs? How should business entities respond to the emerging scenario?

- Role of FZs in building resilient value chains
- Rising protectionism as threat to global economic legitimacy of FZs
- Safer FZs as enablers of compliance and providers of predictability of more integrated value chains
- Deterring illegal trade across sectors, addressing vulnerabilities in supply chain systems, reporting illegal activity, promoting sustainable resource management and protection against forced labor and other human rights abuses – the way forward.

Wamkele Keabetswe Meme, Secretary General, AFCTA, Ghana

Umberto Pretto, Secretary General, IRU, Switzerland

David M. Luna, CEO and President, Luna Global Networks & Convergence Strategies, LLC, United States of America

Karina Fernandez-Stark, Research Affiliate, Center on Globalization, Governance & Competitiveness, United States of America



10:30 - 11:30

Free Zones and Customs – Towards Renewed Partnership

Exploring Opportunities to foster stronger relationship between Customs and FZs that would deliver economic benefits to all stakeholders

The symbiotic relationship between FZs and Customs is well recognized. As border-control operators, Customs organizations are facilitators, overseers and in some sense, partners of FZs. Yet, there has to be an arms-length, but not adversarial, relationship between the two. This session will explore challenges, if any, to this relationship and opportunities for forging stronger partnership between FZs and Customs that would deliver economic benefits to all stakeholders.

- FZs and Customs – Is all well or? Where is it going?
- Mutual expectations of Customs and FZs in different geographies
- Interpretation of customs rules and dispute resolution mechanism

Ahmed Bin Lahej Al Falasi, Director General, Federal Customs Authority, United Arab Emirates

Velma Ricketts Walker, CEO / Commissioner, Jamaica Customs Agency, Jamaica

Shannon Fura, Partner, Page Fura P.C., United States of America

15:30 - 16:30

Technology Infusion to Ensure Safety and Compliance

How to embrace technology, promote transparency and stay in perfect compliance

It is well recognized that technology can potentially play a critical role in advancing speed, accuracy and transparency in business operations. Digital technology or digitalization is the way forward for businesses keen to stay in the forefront of change and capture economic benefit. Digital linking of FZs at three different levels (national, regional and global) will promote transparency, help share data and prevent fraud. How to embrace technology, reduce paperwork and stay in perfect compliance is the topic of discussion in this session.

Xavier Anglada, Managing Director, Accenture Digital Lead, United Arab Emirates

Mike Bhaskaran, Chief Operating Officer, Logistic and Technology, DP World, United Arab Emirates

Juan Pablo Rivera Cabal, CEO, Zona Franca de Bogota S.A., Colombia

Tony Surtees, Co-Founder & CEO, Laava, Australia

Lars Karlsson, MD, KGH Global Consulting, Sweden



PROGRAM - WED, JUN 23, 2021

10:30 - 11:30

Measurements and Standards

How to set objective standards for performance measurement and evaluate sustainability of FZs

Businesses have to evolve constantly and FZs are no exception. A system of Monitoring and Performance Evaluation is critical for course-correction if need be, and for planning strategies for the future. Because what can be measured can be regulated or controlled, FZs need objective measurement criteria and a set of standards. This session will highlight the importance of measurement and standards.

- Why are measurement and standards important?
- How to set objective standards for performance measurement
- Verification: Self-Certification v/s Third party verification
- How to evaluate sustainability of FZs?

Jan Hoffman, Chief Trade Logistic Branch Division on Technology and Logistic, UNCTAD, Switzerland

Hanane Taidi, DG, TIC Council, Belgium

Anton Moiseienko, Research Fellow, RUSI, United Kingdom

Ambar Ruiz, Directora General de Zona Francas, Ministerio de Comercio e Industrias, Panama

Bruno Delaye, President, Enterprise & Diplomatie, France

PROGRAM - THU, JUN 24, 2021

13:30 - 14:30

Compliance with UN SDGs

How can FZs as economic entities with social consciousness play a role in advancing sustainability principles

United Nations' Sustainable Development Goals (adopted in September 2015) are the benchmark for nations and business entities to strive toward. If one or more SDGs underpin every policy, every program, every investment and every business activity, the world can be a better place by 2030. As economic entities with social consciousness, FZs can play a role in advancing sustainability principles. This session will discuss strategies that would help move toward specified goals.

Pamela Coke-Hamilton, Executive Director, ICT, Switzerland

Andres Valenciano, Minister of Trade, Costa Rica

Ahmed Bin Sulayem, Chairman & CEO, DMCC, United Arab Emirates

Greg Hands, Minister of State for Trade Policy, United Kingdom

Jeffrey Hardy, Director General, TRACIT, United States of America

LEADERSHIP IN ADVERSITY

SEMINAR FOR DEVELOPING FREE ZONE LEADERS IN ADVERSITY

An AICE 2021 featured program

INTRODUCTION

In recent times, developed countries as well as developing countries are facing multiple challenges that act as hurdles retarding the pace of economic activity and growth. The world economy is characterized by slowing investment flows, decelerating global trade, slow jobs growth rate, demand concerns, lack of consumer confidence and above all, risk of protectionism.



It is critical to recognize that Free Zones are not immune to the developments and distortions in the wider marketplace. The rapid changes in the global marketplace have the potential to wash away whatever gains Free Zones might have made so far. In order to survive and flourish, Free Zones have to constantly endeavor to equip themselves with requisite skills – skills that would not only enhance the operational efficiency and sustainability of business but also empower them to build resilience and overcome the steady flow of challenges both present and future.

It follows that Leadership development in such adverse situation deserves to gain top priority especially at this point of time.

In this context, World FZO will deliver an online Video based Seminar – Leadership in Adversity – Seminar for developing executives from the Free Zone Ecosystem.

The Seminar will be delivered as part of AICE 2021 through a Video based Program which will enable participants to develop Resilience, Agility and Robust system.

DATES AND TIMES - TBC



SPONSORSHIP & PARTNERSHIPS AVAILABLE

Designed to give exceptional visibility leading up to, during and post-event.

PLATINUM SPONSOR

- Standalone logo at start and end of ALL main panel videos
- Standalone logo at start and end of summary panel video
- Standalone logo at start and end of ALL interview videos
- Mention in all press releases and marketing materials
- Mention in social media banners promoting event
- Sponsor logo included in the attendees survey
- Corporate video included in video library
- Logo on sponsor page within project book
- Corporate video on World FZO website
- 1 Keynote Speaker

US\$ 25,000

GOLD SPONSOR

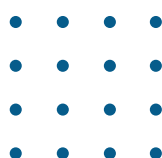
- Logo at start and end of selected main panel videos
- Logo at start and end of summary panel video
- Mention in all press releases and marketing materials
- Mention in social media banners promoting event
- Sponsor logo included in the attendees survey
- Corporate video included in video library
- Logo on sponsor page within project book
- Corporate video on World FZO website
- 1 speaker for panel interview

US\$ 15,000

SILVER SPONSOR

- Logo at start and end of selected main panel videos
- Logo at start and end of summary panel video
- Mention in all press releases and marketing materials
- Mention in social media banners promoting event
- Sponsor logo included in the attendees survey
- Corporate video included in video library
- Logo on sponsor page within project book
- Corporate video on World FZO website
- 1 exhibitor booth

US\$ 10,000



SPONSORSHIP & PARTNERSHIPS AVAILABLE

Designed to give exceptional visibility leading up to, during and post-event.

MAIN PANEL SPONSOR

- Logo at start of selected panel video
- Logo on sponsor page within project book
- Mention in all press releases and marketing materials
- Mention in social media banners promoting event
- Corporate video on World FZO website

US\$ 4,000

EXHIBITOR BOOTH

- Profile page with branding
- Links to website and social media channels
- List of representatives with chat feature
- Document library

US\$ 2,000

DIGITAL COUNTRY PRESENTATION

- Country Presentation bookings will be confirmed on a first come, first serve basis.
- Each country presentation will run for a duration of 30/60 minutes
- Presenters will create their own program – topics, speakers, format, etc. (Approval required from WorldFZO)
- A dedicated e-blast will be sent to the World FZO network to attract participants/attendees

US\$ 3,000

VIDEO PANEL SPONSOR

- Logo at start and end of selected panel video
- Logo on sponsors page within project book

US\$ 3,000

REPORT PANEL SPONSOR

- Logo on title page for selected panel within project book
- Logo on sponsors page within project book

US\$ 2,000

Contact events@worldfzo.org for more information.

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World FZO AICE 2021 – An online event produced by
the World Free Zones Organization

