23RD CONSECUTIVE YEAR OF THIS CONFERENCE

Can/Am BTA is an organization with far-reaching beneficial impact on the important issues of Border Management, Trade, Business and Travel between The World’s 2 Largest Trading Partners: Canada/United States.

“MUST INSURE EXPEDITED SECURE FLOW AT THE US/CANADA BORDER.”

Future Can/Am BTA Conferences:

- Portland, OR (w/PNWER) July 23-27, 2017
- Ottawa, Ontario May 6-8, 2018

Conference Highlights:
Excellent Speakers provided provocative insights plus areas of concern including planned present and future actions.
Reception held at the U.S. Ambassador’s Residence
Hosted by Charge d’Affaires Elizabeth Aubin

Speakers acknowledged Can/Am BTA’s leadership role:

Hon. John Manley P.C., President, Business Council of Canada
“Can/Am BTA is an amazing resource and really knows and understands how the border operates.”

Mark Holland, M.P., Parliamentary Secretary to Minister of Public Safety
“Thank you Can/Am BTA for your extensive effective support of Pre-clearance and your solid foundation for U.S./Canada border cooperation.”

Karen MacCrimmin, M.P., Parliamentary Secretary to Minister of Transport
“Transport Canada highly values the work of the Can/Am Border Trade Alliance.”

President John Ossowski, Canada Border Services Agency
“Can/Am BTA is an important group.”

Vice President Maurice Chenier, Canada Border Services Agency
“Can/Am BTA runs really well and is a major source of effective ideas and dialogue.”

Stuart Dwyer, Deputy Chief of Mission, U.S. Embassy to Canada
“I thank Can/Am BTA for the effective things it does.”
25th Anniversary of the Canadian/American Border Trade Alliance

It is with great pleasure that I congratulate the Canadian/American Border Trade Alliance on the occasion of its 25th anniversary.

Canada has no closer friend or ally than the United States. Our economies are deeply interconnected, with millions of good jobs on both sides of our border relying on a smooth flow of goods, services, and people between our countries. Our government understands the importance of this mutually beneficial relationship, and we will continue working to ensure that Canada and the United States enjoy economic prosperity and a growing middle class.

Since 1992, the Canadian/American Border Trade Alliance has been a strong voice for our commercial communities who are involved in cross-border trade. This organization has promoted better communication and smoother travel – both business and personal – thereby bringing Canada and the United States closer together as partners and as friends.

Congratulations once again to the members and contributors to the Canadian/American Border Trade Alliance on this 25th anniversary. Please accept my best wishes for continued success.

Ottawa
2017
CONFERENCE SPEAKERS AND THEIR MESSAGES

Can/Am BTA again put together a program for this Conference with noted speakers discussing issues and efforts that are timely, relevant, and truly matter.

Welcome to the CAN/AM BTA 2017 Ottawa Conference!

INTRODUCTORY REMARKS

BOB FRAZIER, Chair, Executive Board
CAN/AM BORDER TRADE ALLIANCE

Welcomed all on behalf of Can/Am BTA to its 25th anniversary celebration. This is a special event organized by Jim Phillips and I pay tribute to Helen Phillips, who for many years provided valuable support to Can/Am BTA. We have endured and grown since 1992 and are needed now more than ever. We live in the best place in the world and, despite irritants and flaws, enjoy an unmatched U.S.-Canada relationship unparalleled in the world today. Differing views are present such as: softwood lumber; dairy; NAFTA; but are a small minority and we must remember that we have far more issues that unite us and far fewer that demonstrate our differences. We are very pleased you are here with us. Thank you for participating and enjoy the conference.

BEYOND THE BORDER ACTION PLAN & ECONOMIC COMPETITIVENESS

Mark Holland, M.P., Parliamentary Secretary to Minister for Public Safety

The passing of legislation in Bill C-23 is a vital step. Pre-clearance will substantially add efficiency and effectiveness to both Security and Facilitation of legitimate Trade and Visitation. It is in the process of passage in Parliament and will then begin the same process in the Senate. Currently 12 million air travelers are pre-cleared at Canada airports by CBP Officers and in future may have Canadian Officers pre-clearing in the U.S. Bill C-21 Entry/Exit is also in the process of passage for CBSA to collect biographic data on all travelers and exchange with U.S. in a process the assures privacy protected. Highlighted NEXUS, FAST, new FTE process at Peace Bridge and Pac Highway and the Single Window initiative. Progress comes from innovative ideas, effective planning, and persistence.

VIEW FROM THE BRIDGES

Lew Holloway, General Manager, Niagara Falls Bridge Commission
Natalie Kinloch, Chief Operating Officer, Federal Bridge Corp.
Stan Korosec, Canadian Gov’t. Relations, Canadian Transit Company
Ron Rienas, General Manager, Peace Bridge
Provided excellent insightful perspectives at the border. Shared views of all of the bridges and the capital investments being made and the resulting improvements in border flow as a result. Highlighted process improvements: re-decking of the Peace Bridge while maintaining normal traffic levels; highlighted the benefit of no cash collection by CBP Officers and no paper manifests for empty trucks; Federal Bridge is in the major renewal phase at its bridges; plaza work at the Sioux; new emergency return at Blue Water; new Canadian facility at the 1000 Isle Bridge; described the phases and status of the Lewiston Bridge new U.S. plaza initiative, The Ambassador Bridge community project completely rehabbing a large vacant school property into a science center, small vegetable garden plots, and space for community support organizations was presented. Unanimously all bridges outlined the very deep concern for the lack of CBSA primary inspection staff causing unacceptable service levels causing avoiding delays and wait times at the border that must be eliminated by summer when travel peaks and especially this year with the expense the Canadian government has made to encourage visits for Canada’s 150 birthday.

**BEYOND THE BORDER STATUS**

Giovanni Matrisciano, Manager Pre-clearance, Public Safety Canada
Mike Leahy, Executive Director, Commercial Programs, CBSA

Provided an extensive and excellent briefing on: status of Beyond the Border (BtB) progress; detailed the Pre-clearance Canada Legislation progress and outlined steps to complete the Parliament and following Senate process for passage; and highlighted ongoing Trade Facilitation initiatives. Discussed BtB key foundation successes and the elements progressed in 2016 including Interactive Advance Passenger Information for air passengers. 2017-2018 will conclude: implementing and expanding Pre-clearance; passage of Entry/Exit legislation; completing the announced 3 major Port upgrades; and deployment of RFID technology at the border. Trade Facilitation initiatives include: FAST expansion; Entry/Exit installation; and Single Window.

**CANADA/US INTER-PARLIAMENTARY GROUP**

Senator Michael MacDonald, Co-Chair
Brian Masse, M.P., Co-Chair

Senator MacDonald and Member of Parliament Masse shared what the Canadian Section of the Canada-U.S. Inter-Parliamentary Group is doing on behalf of Canadians focusing on: the border; job creation; NAFTA; integrated supply chains; data-driven decision making; the knowledge economy; and other priority issues. Meetings and discussions held and planned in 2017 include: all of the Council of State Governments’ Regional meetings; Council of State Governments’ Annual National Meeting; National Governors’ Association; Congressional Visits in Washington with 80 members of the House and Senate. Issues at the various discussions included: cooperation in a range of natural resources; Cyber Security; and Trade between our two countries for joint economic prosperity.
With the U.S. counterparts, discussions included: joint interest bilateral issues of water issues; cooperation in International armed conflicts; border security and facilitation. Attending Private Sector/Public Sector collaboration discussions; Governor meetings; state legislator meetings; Federal legislator meetings, all are valuable opportunities to collaborate for mutual benefit, to build connections and raise issues.

TRANSPORTATION

Karen McCrimmon M.P. Parliamentary Secretary to Minister of Transport

Provided a very articulate reminder of the necessity to work together to promote shared economic issues and enhance the flow of people goods and services. Canada is determined to build a 21st century border and we are in this together. We share extensive networks of highway, railroads, rail terminals, airports and marine ports critical to our economies, mutual prosperity and mutual security. Canada’s integrated national strategy supports the Canadian traveller and trade. Canada will spend over $160 Billion over 12 years to implement that strategy. The National Trade Corridors Fund is a merit-based transfer program to strengthen the efficiency and resilience of National Trade Corridors, including Northern Infrastructure. One thing is certain “our transportation networks must be resilient and versatile enough to handle the needs of today, and the changing and growing demands of tomorrow.” Canada is creating the Canada Infrastructure Bank to invest in new infrastructure across Canada.

PARADE OF CHAMPIONS

The Can/Am BTA members and Conference attendees are the Champions and were treated to a surprise of a Bagpiper playing and leading them in parade from the meeting room through the main halls of the Chateau Laurier to a celebration lunch program where a congratulatory letter from Prime Minister Trudeau was read.

Hon. John Manley P.C., Can/Am BTA Senior Advisory Board
President, Business Council of Canada

John, as Canadian Deputy Prime Minister in 2002, opened our May 2002 Ottawa Conference and his advice from then was read: “none work so closely together as the U.S. and Canada,” “economic and national security are two sides of the same coin,” “the need for governments to maintain momentum is clear to deal with shared threats,” “we will need Can/Am BTA’s help to keep us on track.” Using those same lenses, John felt cooperation was and is well-formed and a reality. He made the strong point that the world today is a very different place and for the U.S. and Canada a new ball game. He was very pleased with the tenor and outcome of the meeting of the President and Prime Minister being warm and enthusiastic.
Asked if he was concerned with the skewed public perception re: softwood lumber, he reminded us that the first softwood lumber duty by the U.S. was initiated by President George Washington and it has been an irritant almost ever since. Also, we must remember that 98% of the $Billions of two-way trade between us is smooth and no problems so keep things in perspective. With regard to trade, North America is a competitive space and its economies collectively are very powerful global economic factors and beneficial to our competing globally. NAFTA is a 23-year-old agreement that certainly could use updating. The Business Council of Canada has a laser focus on identifying and being involved in any impendiments to trade. The bottom line is the Canada/U.S. shared land border MUST BE FLUID under whatever conditions we encounter.

**VIEW FROM RAIL**

Gerald Gauthier, VP, Public/Corporate Affairs, Railway Assoc. Canada

Presented a very effective view of Smart Rail Border Management Systems, Integration and Outreach “Pulling for Canada” including: an overview of rail business; secure rail; collaboration-systems; technology; Policy; CBSA systems issues—their impact on business; and CBSA’s outreach and communication. Rail is highly automated with high volume repetitive customers with a broad market reach of domestic within Canada and U.S., cross border and international west, east and south. Rail is highly controlled and a secure mode of transport 100% tracked continuously by RFID technology. CBSA needs to utilize existing CBP equipment and expertise in initiating large scale imaging (LSI) in the other direction that is long in place on the same track (thankfully discussion by CBSA with CBP is underway). CBP is automating rail export reporting by 2018 and we need CBSA to leverage on that. A true seamless U.S./Canada border rail operation requires joint agency systems and technologies integration. It is imperative that offloading and inspecting marine containers carried by rail at the actual border that is the practice today must cease and those inspections be made at the originating yard before the train leaves or at the destination yard in the other country as it arrives. CBSA outages and eManifest systems constraints being re-worked on by CBSA need solutions urgently. CBSA consultation with rail stakeholders on emerging regulations, systems and policies prior to their developing them to benefit from such dialogue is NOT occurring and would be a real win-win.

**INCREASING EFFICIENCY CROSSBORDER TRADE GLOBAL UPDATE**

Alex Greco, Public Affairs Manager, GS 1 Canada
GS 1 is a neutral user driven not-for-profit company developing global standards used in 150 countries by 1.5 million companies. Described the Canadian Single Window initiative. Improved product identification system will reduce product holds at the border and dramatically improve effective secure fluidity eliminating manual forms and manual input of data thereby reducing errors. CBSA is initiating a proof of concept pilot project to examine how a system using Global Trade Item Number (GTIN) and a national product registry can expedite clearance, lower cost by reducing delays, more effective deployment of resources and increasing predictability. The B20 Trade and Investment Task Force final report was completed recommending interoperable and non-discriminatory policies for eCommerce including data protection and cyber security initiatives. The APEC Global Data Standards (GDS) Pilot shows how use of global standards ensure supply chain integrity (both anti-counterfeit and product quality). Results showed a significant efficiency improvement and reduction of existing chokepoints.

The Canada/U.S. Border: Major Impact Achievements; Serious Problems Not Acted Upon or Newly Created; and Major Opportunities.

Jim Phillips, President & CEO, Can/Am Border Trade Alliance

Provided specific insights into each of the above categories including what needs to be done to maximize the benefits of the major impacts achieved.

**Major Achievements**: Pre-clearance Agreement Signed (needs enabling legislation passed in both countries); Ship Rider; NEXUS; Global Entry; FAST card (must keep focused that NEXUS is about number of Land Border crossings made with it not the number enrolled (currently less than 30% of crossings are NEXUS needs to be 60% plus); Designated Trusted Trader Programs (benefits from being designated need to be greatly increased and C-TPAT and PIP need to become a joint program--join one and get both); Cited the numerous extensive improvements made by CBP and CBSA and others in meaningful Beyond the Border progress; and cited the signed Customs Reauthorization Legislation that eliminates cash collection at the border by CBP Officers. **Serious Problems Not Acted Upon**: Mandatory eManifests for all trucks entering U.S. legislation is critical for eliminating delays at primary inspection and is a serious security risk and is in the process for 2017 enactment; 2) ALL TRUCK DRIVERS should be required to have a VRFID Drivers card coded for differing security levels, i.e., FAST, C-TPAT/PIP, Other, etc. (same technology as current FAST card as it would save 24 seconds per truck that currently are not FAST drivers); 3) Passport Canada should issue a VRFID card for Canadian citizens to use at the Land Border instead of the Canadian Passport (would save 24 seconds per person in both directions currently Canadians make 70% of all trips and spend 400,000 hours of wait time using Passports); 4) Rail inspections should be performed in the originating rail yard or the destination rail yard **NOT** at the border itself where it is difficult and costly.
Newly Created: 1) ESTA and ETA should be a single joint program like NEXUS; 2) APHIS wood packaging should be done at origin, i.e., Prince Rupert, and accepted at the border. If exemption is lifted for U.S./Canada only wood packaging movements, inspections have to occur **NOT** at the actual border.

**CANADA BORDER SERVICES AGENCY**

**John Ossowski, President, Canada Border Services Agency**
**Martin Bolduc, Vice President, Programs Branch**
**Maurice Chenier, Vice President, Information, Science, Technology**

John cited key priority action focuses: Single Window; eManifest; CARM; and 2017 Border Summer Action Plan. Key is how we work together to make the border better. Challenge is to find solutions. We are transforming Commercial approach, utilizing new and better technologies, modernizing processes all involving: significant change; re-engineering; and removing redundancy. CBP and CBSA plan together and are in close communication. Can/Am BTA is an essential part of interface with CBSA.

Martin discussed cost recovery, use of technology, his need to hear what works and what is needed. Cited the sea change of pre-clearance in all modes including cargo, co-location, and joint facilities to vastly improve cross border flow. Analysis of these elements currently being made. Cited need for true joint U.S./Canada Trusted Trader Programs. Stated comparison of the Canada and U.S. Single Window programs found 95% of data elements the same.

Maurice stated Canada Single Window must have all departments with activity at the border “all in” to be comprehensive and effective. Cited the GS 1 standards commodity information Proof of Concept Pilot to start. Working hard to finish eManifest with 6 of 8 releases made. Must get work flow right for freight forwarders. Committed to find and deal with the root cause when problems arise, not the symptoms. Reported CARM Request For Proposals was due on May 15. Believes technology is the electricity of success when used right. Reported on the success of Kiosk primary inspection introduction at airports to modify flow and improve throughput. Described the Electronic Declaration Card being introduced.

**TOURISM AND VISITATION - A CRITICAL ECONOMIC DRIVER**

**Bruce Agnew Moderator, Can/Am BTA Executive Board**
**Alroy Chan, Director, Corp. Development, Rocky Mountaineer**
**Greg Wirtz, President, Cruise Lines International Association**
**Pat Whalen, Director Niagara Global Tourism Institute**

Tourism currently involves 1.2 billion people globally, projected to 1.4 billion in 2020 and 1.8 billion in 2030. Canada had 14 million visitors in 2009, 19.6 million in 2015 and 2017 is on pace. It is a $35.5 billion industry in Canada employing 637,000 people.
The panel presented excellent view of the impressive and impactive Rocky Mountaineer Rail experience. A detailed view of the strong growth International Cruise business of $52 billion by 74 ships carrying 23 million people, half of which from the U.S. Industry is precise itinerary, high volume with short turn around, advance passenger manifest information, and relatively low risk. Every ship passenger level and make up is modeled to improve efficiency of the inspection service levels. Hopefully kiosks and mobile passport processes are soon to come to the industry. A very interesting description of the tourism magnitude in the Great Lakes region and New York-Toronto specific rail and other initiatives and developments were discussed along with the “Two-Nation Vacation” experience.

Deputy Chief of Mission Stuart Dwyer, United States Embassy

Our shared land border relationship must work. Issues and needs never let up and must be continually addressed as our economic prosperity is dependent on it. The U.S. and Canada share economic interests and commitments. Effective movement of people, goods, and knowledge across the border is essential. Pre-clearance implementation will enhance efficiency and effectiveness. CBP is fair and impartial. We must strengthen Trusted Trader programs, and encourage the Regulatory Cooperation Council to truly harmonize, NAFTA is over 20 years old and an update will be beneficial. Described the Select USA initiative by the Department of Commerce. Cited and encouraged the Cross Border Health Innovation Program started in Buffalo/Hamilton, etc. Pat Whalen had the vision and got the right people to buy in and get it started.

SUMMARY REMARKS

Pat Whalen, Executive Vice President
CAN/AM BORDER TRADE ALLIANCE

25th Anniversary, WOW! Can/Am BTA provides solutions, effectively articulating them to decision makers in both Canada and the U.S, and most become a reality. We advocate that Government individuals visit the border to see and understand it first hand. Congestion at the border directly affects quality of life and influences many to avoid crossing. We support NEXUS fully and believe it should be a 10-year card to reduce the renewal enrollment major delays. Governments are often slow moving so we believe starting pilots for visible proof of benefits in a short time frame should be expanded. Thank you all for attending as your positive experience makes it all worthwhile. See you in Washington, D.C. October 1-3.

Future Can/Am BTA Conferences

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Jim Phillips, President & CEO

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