

SMART CUSTOMS AND DATA GOVERNANCE INCUB INTERNATIONAL CONFERENCE 2026

incu



PROGRAM



MONDAY, 23 NOVEMBER 2026



NO. 11, LINGANG AVENUE
PUDONG NEW DISTRICT
SHANGHAI, CHINA

From 1400	Arrivals	Participant arrivals and accommodation check-in
1630-1800	Early Registration	Participants are invited to complete the early registration
1800-1930	Welcome Reception & Networking	

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SMART CUSTOMS AND DATA GOVERNANCE INCUB INTERNATIONAL CONFERENCE 2026



DAY 1



TUESDAY, 24 NOVEMBER 2026



NO. 11, LINGANG AVENUE
PUDONG NEW DISTRICT
SHANGHAI, CHINA

0800-0900 **Registration & Networking** Participants are invited to register if not already completed.

0900-0920 **Official Opening & Welcoming Remarks**

Professor David Widdowson
President, International Network of Customs Universities

Professor Chen Hui
President, Shanghai Customs University

0920-0950 **Keynote:** **Smart Customs and Data Governance from a WCO Perspective** (Virtual Presentation)

Speaker:
Ian Saunders
Secretary General
World Customs Organization

0950-1020 **Morning Tea/Networking**

1020-1040 **Keynote:** **The Future of Trade and Customs**

Speaker:
Lars Karlsson
Maersk

1040-1110 **Research Presentation**

Automating Origin Calculations: Key Considerations for Manufacturers with Complex Supply Chains
This research discusses the challenges and opportunities in automating origin calculations for businesses involved in cross-border trade.

Speaker:
Sylwia Nowak
University of Warwick, UK

1110-1140 **Photo Session** Group photo

1140-1300 **Lunch Break/Networking**

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DAY 1



TUESDAY, 24 NOVEMBER 2026



NO. 11, LINGANG AVENUE
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1300-1400 Group Discussion

AI-Assisted Trade Compliance: Where to from here?

AI tools for tariff classification, rules of origin determination, sanctions screening and customs valuation are reshaping trade compliance across both Customs and the private sector. This roundtable examines how they are being applied in practice, the accountability and liability questions they raise, and where AI-assisted compliance is heading.

Moderator: Lars Karlsson, Maersk

Panel: Academy of the State Customs Committee of the Republic of Azerbaijan (TBC)
Ozlem Baser, Cable International, Australia
Jonathan Koh, Trade Facilitation Pte Ltd
TBC - Shanghai Customs University

1400-1430 Research Presentation

Data-driven Border Enforcement: U.S. CBP Import Risk Management with Machine Learning

This research examines the application of machine learning, risk management, and interoperable data platforms to strengthen import enforcement and compliance.

Speaker:

Dr. Bonni van Blarcom

Customs & Border Management Services, LLC

1430-1500 Afternoon Tea/Networking

1500-1600 Group Discussion

Educating the Smart Customs Professional: WCO-recognised programmes

As Customs evolves into a data-centric, technology-driven discipline, the educational frameworks that underpin professional development must evolve with it. This roundtable examines what universities with PICARD-accredited courses are doing to keep pace with a rapidly changing operational environment.

Moderator: Professor David Widdowson, President, INCU

Panel: Dr Chris Dallimore, University of Meunster, Germany
Silvia Vosa, Charles Sturt University, Australia
A/Professor Paulo Rocha, University of Stavanger, Norway
Joseph Mauitoga, Fiji National University, Fiji
Shanghai Customs University (TBC)

1600-1630 Day 1 Wrap-up

1630-1800 Free Time

1800 Official Conference Dinner

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DAY 2



WEDNESDAY, 25 NOVEMBER 2026



NO. 11, LINGANG AVENUE
PUDONG NEW DISTRICT
SHANGHAI, CHINA

0830-
0900 Coffee & Networking

0900-
0920 **Keynote:**

**Customs on Autopilot:
Avoiding Skill Atrophy with AI**
Aviation's autopilot improved safety but
risked skills atrophy. How should
Customs train to preserve human
judgement as AI becomes ubiquitous?

Speaker:

Gub McNicoll

WiseTech Academy

0920-
0950 **Research
Presentation**

**Update on E-commerce Border
Clearance: A rocky start on the path
to innovation**
Governments are moving rapidly to
address the clearance challenges
associated with cross-border parcels,
but do the new policies embrace the
potential of today's technology?

Speaker:

**A/Professor Bryce
Blegen**

Trusted Trade Alliance

0950-
1020 **Morning
Tea/Networking**

1020-
1120 **Group Discussion**

'Smart' Customs: What does it really look like?
Smart Customs promises faster clearance, lower costs and reduced risk - but does
that reality match the rhetoric? This roundtable brings together Customs and Industry
to examine, from both sides of the counter, what data-driven border management
actually delivers in practice.
Moderator: Gub McNicoll, WiseTech Academy
Panel: Ehtesham Hoque, IMF
Jonathan Koh, Trade Facilitation Pte Ltd
Hong Nguyen, Hanoi Finance and Banking University, Vietnam
A/Professor Jisoo Yi, Dankook University, Republic of Korea

1120-
1250 **Research
Presentation**

**Smart Classification: AI, AHTN, and
Automated Customs Compliance
Workflows**

This research examines design,
accuracy and governance
considerations of automated systems
that can transform tariff classification
into an intelligent, auditable process.

Speakers:

Prof. Samuel Bautista
Regulatory Board for
Customs Brokers, PH
Sam Jarom B. Bautista
SURIPH

1250-
1400 **Lunch
Break/Networking**

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1400-
1430 Research
Presentation

Designing a Human-in-the-loop Framework for AI-based Predictive Targeting in Customs Risk Management

This research argues that AI-based predictive targeting should support, not replace, officer decision-making through validated, human-refined risk scoring.

Speaker:

Berlian Yoga Ardana
Indonesian Customs

1430-
1500 Research
Presentation

The challenge of managing Export Controls - how Technology and Data can help Corporates better manage Compliance Obligations

This research examines how machine learning and generative AI can modernize export control compliance amid expanding, multi-jurisdictional regulations.

Speakers:

Yingzhi Zhang
S&P Global
Byron McKinney
Dow Jones

1500-
1530 Afternoon
Tea/Networking

1530-
1630 Group Discussion

Supply Chain Transparency: Illuminating Trade Flows

Global supply chains are often complex and opaque, but compliance obligations increasingly demand visibility well beyond the immediate transaction. This roundtable examines what genuine supply chain transparency looks like in practice and what it means for both Customs and the businesses that move goods across borders.

Moderator: Silvia Vosa, Charles Sturt University

Panel: Cuong Ba Tran, ASEAN Secretariat
A/Prof. Phan Thi Thu Hien, Foreign Trade University, Vietnam
TBC - Shanghai Customs University
TBC - Shanghai Customs University

1630-
1700 Closing Remarks &
Conference Close

1700-
1800 INCUB Annual General
Meeting

Attendance by INCUB Members only

1900 Farewell Dinner

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DAY 3



THURSDAY, 26 NOVEMBER 2026



NO. 11, LINGANG AVENUE
PUDONG NEW DISTRICT
SHANGHAI, CHINA

0830-0900	Accommodation Check Out	Check out of SCU Accommodation & Load Luggage
0900	Depart from Lingang Campus by Coach	
0900-1030	Travel to the Bund	
1030-1330	Arrive at the Bund & Nanjing Road Walkway	Free time at the Bund and Nanjing Road Walkway (Sightseeing, Photos, Shopping, Lunch)
1330-1430	Gather at designated point and Travel	Coach to Pudong Airport (guests may also go to the airport separately according to their own schedule / mode of transport)

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