SMART CUSTOMS AND DATA GOVERNANCE

INCU INTERNATIONAL CONFERENCE 2026

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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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.	
0900-0930	Official Opening & Welcoming Remarks	**Professor David Widdowson** President, International Network of Customs Universities **Professor Chen Hui** President, Shanghai Customs University **Department of General Operations, GACC** **Department of International Cooperation, GACC** **Shanghai Customs**	
0930-0950	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 PUDONG NEW DISTRICT SHANGHAI, CHINA

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, Sweden **Panel:** Elvin Mejidov, Academy of the State Customs Committee of the Republic of Azerbaijan Ozlem Baser, Cable International, Australia Jonathan Koh, Trade Facilitation Pte Ltd, Singapore Sifan Wu, Shanghai Customs, China
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 interopable 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, Australia **Panel:** Dr Chris Dallimore, University of Meunster, Germany Silivia Vosa, Charles Sturt University, Australia A/Professor Paulo Rocha, University of Stavanger, Norway Joseph Mauitoga, Fiji National University, Fiji A/Professor Xin Zhou, Shanghai Customs University, China
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, Australia **Panel:** Ehtesham Hoque, IMF Jonathan Koh, Trade Facilitation Pte Ltd, Singapore 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:** Silivia Vosa, Charles Sturt University, Australia **Panel:** Cuong Ba Tran, ASEAN Secretariat A/Prof. Phan Thi Thu Hien, Foreign Trade University, Vietnam Xiao Yang, Shanghai Customs University, China Elvin Mejidov, Academy of the State Customs Committee of the Republic of Azerbaijan Jinping Zhou, Shanghai Customs University, China	
1630-1700	Closing Remarks & Conference Close		
1700-1800	INCU Annual General Meeting	**Attendance by INCU 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)