

CBP Trade Strategy

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Strategic Vision

- Vision – A Multilayered Risk Management Approach to ensure legitimate trade is facilitated across US borders
- Concepts
 - ∅ Risk Management
 - ∅ Advance Information
 - ∅ Partnerships
- Trade Environment
 - ∅ ACE & Targeting Tools changing
 - ∅ Growing complexity of trade – laws, processes and players
 - ∅ New and less experienced staff in trade arena
 - ∅ Sophisticated trade community



Goal One - Facilitate Legitimate Trade and Ensure Compliance

- Improve risk assessment and targeting based on advance information to identify and facilitate compliant imports.
- Strengthen partnerships with the trade community, other U.S. government agencies and international organizations to ensure compliance.
- Expand pre-entry and post-release verification programs to reduce cargo delays at the border.



Goal 2 - Enforce Trade Laws and Collect Accurate Revenue

- Improve risk analysis and targeting through information sharing with the trade community, other U.S. government agencies, and international organizations to identify trade law violations.
- Apply consistent and swift enforcement actions to deter and address trade law violations and ensure lawful revenue collection.
- Employ trade expertise to set priorities, direct national trade policy, and verify compliance.



Goal 3 - Advance National and Economic Security

- Protect U.S. consumers through the secure and trusted import of safe agriculture and goods.
- Protect domestic industry from unfair trade practices related to IPR, textiles, and dumping.
- Advance DHS and CBP security priorities and assist other U.S. government agencies with primary concerns.
- Strengthen national trade policy by influencing the development of actionable trade laws and regulations that enable CBP to more effectively administer trade policy.



Goal 4 - Intensify Modernization of CBP's Trade Processes

- Streamline trade processes and enhance delivery of services to stakeholders through automated, account-based, and paperless processes and technology.
- Strengthen trade expertise and ensure a skilled workforce capable of effectively executing CBP's mission.
- Ensure organizational preparedness and commitment to change to realize the benefits of modernization.



Keys to Success

- Knowledge & Expertise
 - ∅ Trade Programs and laws & regulations
- Enforcement Capability
 - ∅ Swift, consistent, enforcement action
 - ∅ Layered approach – pre-entry and post-entry verifications
 - ∅ Modernize processes and technology
- Leveraged Partnerships
 - ∅ Trade Community, Other U.S. Government Agencies, International Organizations and Governments
- Risk Management
 - ∅ Focus on Priority Trade Issues
 - ∅ Use advance information and cooperation with Partners to improve targeting



Next Steps

o Implement Strategy

- n Identify how we can further our goals under the CBP Trade Strategy while maintaining our momentum on security initiatives.
- n Concentrate on areas where we already reflect the CBP Trade Strategy; document them; and include them as measurable components of our performance plans.
- n Zero in on key areas where we can further the CBP Trade Strategy and build those initiatives into our action plans.

o Assess Results

- n Regularly measure our progress against the CBP trade strategy to confirm that our efforts are relevant and needed to achieve our goals.

