



TRADE INNOVATIONS

Trusted Trade Through Security and Compliance

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www.tradeinnovations.com www.trusted-trade.net

Customs
Compliance

Supply Chain
Security

Supply Chain
Strategy

Direct Filing
Solutions

Global
Expertise



Comprehensive Global Supply Chain Reviews

Trade Innovations specializes in two core competencies; import compliance and supply chain security. It is our philosophy that these two skill sets are inextricably linked and that a proficiency of both results in a much more compliant and vibrant supply chain. Our experience in the particulars of international trade gives us a distinct advantage over competitors who tend to be theoretical in their approach. Recognizing that cost effectiveness is a critical component of a global trade solution, the principals of TII bring their years of first hand experience in optimizing one of the nation's top supply chains to this practice. As part of our review, we can provide a benchmark of your relationship with your TSP based on industry best practices. International trade agreements and sourcing opportunities create enormous potential for competitive advantages. As a result, we provide an in-depth analysis of your sourcing operations and provide innovative and effective recommendations which are tailor made to your needs and vision. Trade Innovations is committed to providing our clients with a conclusive and detailed report of our findings along with proven recommendations and innovative solutions.

Customs Compliance Programs

The Trade Innovations team has extensive experience in the intricacies of compliance with customs laws, rules, and regulations. We specialize in designing import administration programs for small and medium sized importers and in providing comprehensive reviews of international trade operations as a precursor to a CBP Focused Assessment (FA) and to improve your level of customs compliance. The review focuses on ensuring an importer is meeting or exceeding the standards and burden of reasonable care by having adequate internal controls to effectively manage their importations into the United States. Trade Innovations reviews and examines every aspect of the import process; beginning with the vendor and sampling process and ending with liquidation and post-entry matters.

Supply Chain Security and Loss Prevention Programs

Trade Innovations is acutely qualified to assist you regarding all aspects of your Customs-Trade Partnership Against Terrorism (C-TPAT), Authorized Economic Operator (AEO), and loss prevention program. From the conception of the C-TPAT program, Trade Innovations Principals were deeply involved in assisting Customs in designing the philosophies and criteria that have been key to its success. Mike Laden continues to influence the formation of the global standard for supply chain security through the prestigious SAFE Working Group of the World Customs Organization.

Global Expertise

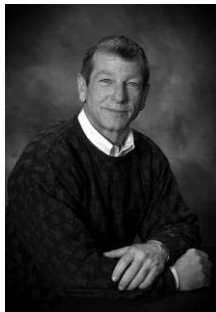
As member of the Trusted Trade Alliance, Trade Innovations is affiliated with four world-class customs compliance and supply chain security consulting companies. With "on the ground support" in Asia, Europe, and Latin America, Trade Innovations has the practical experience to ensure the successful implementation of compliance and security programs such as C-TPAT and AEO in its various forms. Our global supply chain services are unparalleled and the Trade Innovations team is committed to the success of our clients in moving their product securely and seamlessly around the globe.

Kelby Woodard, Principal:



Mr. Woodard spent eleven (11) years with a mass retailer located in Minneapolis, Minnesota as the Director of Supply Chain Assets Protection. In this capacity, he and his team were instrumental in providing supply chain security expertise to the legacy US Customs Service in the months and years following the attacks of September 11th. The result of these consultations was the formation of the Customs-Trade Partnership Against Terrorism (C-TPAT) program. His employer was one of the seven charter members of C-TPAT and has maintained a leadership position in defining new criteria and standards as a result of his efforts. Mr. Woodard has worked on several projects focused on the use of technology to secure global commerce. Mr. Woodard was responsible for a global security team that focused on risk analysis and mitigation strategies spanning a supply chain spread throughout 84 countries. Prior to his experience in the private sector, Mr. Woodard served with the U.S. Customs Service in Washington, DC. Mr. Woodard holds an MBA in International Business from the University of Dallas and Certificate of Global Security Management from Georgetown University. He has given numerous presentations around the world to groups such as the World Customs Organization (WCO), Retail Industry Leaders Association (RILA), International Cargo Security Council (ICSC), ECR Europe, RFID Journal Live, and Retail Forward Europe. Mr. Woodard has authored articles on the future of supply chains within the new global security context in Loss Prevention, International Security, Supply Chain Management Review, as well as numerous other periodicals.

Michael Laden, Principal:



Mr. Laden has almost 30 years of experience in the international trade industry, most recently as the President of a customs brokerage firm operating exclusively for and inside of a mass retailer. Mr. Laden has been licensed by US Customs since 1981. He served the maximum two term limit on the Commercial Operations Advisory Committee (COAC) providing advice on customs matters to the US Treasury Department and the Department of Homeland Security. He is a member of the CBP Trade Support Network (TSN) which is currently designing the next CBP computer architecture known as ACE (Automated Commercial Environment). He was the executive sponsor of a self-filing program for customs entries (>200,000 entries annually) and helped a mass retailer achieve the coveted ISA designation. Mr. Laden is also credited with developing some of the most creative and ingenious customs compliance programs, policies and procedures; allowing his employer to achieve unprecedented levels of compliance, while lowering associated landed costs. He was a founding and charter member of the Business Alliance for Customs Modernization. He has served on the Board of Governors for the American Association of Exporters and Importers (AAEI) since 1988, and is a past Chairman. He is also a member of the World Customs Organization's SAFE working Group and meets regularly in Brussels, Belgium to discuss issues affecting customs compliance, security and global trade. Mr. Laden has testified before the House Ways and Means Committee and the House Subcommittee on Appropriations concerning Customs Commercial Operations and Enforcement Policies. He has appeared before the Senate Finance Committee on matters related to container security and operations.