

Import Safety Initiatives

Strategic Framework for Continual Improvement in
Import Safety

Action Plan for Import Safety

CBP Action Plan for Import Safety



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Presidential Initiative

- Presidential Executive Order 13439
 - Dated July 18, 2007
- A Report to the President
 - Dated September 10, 2007
 - Protecting American Consumers Every Step of the Way: A strategic framework for continual improvement in import safety
- A Report to the President
 - Dated November 6, 2007
 - Action Plan for Import Safety: A roadmap for continual improvement



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Presidential Initiative

Approximately \$2 trillion of imported products entered the U.S. last year and experts project this will triple by 2015.

FY 2006, 825,000 importers brought shipments into the U.S. 45% (372,631) were one-time importers.

Federal government cannot and should not attempt to physically inspect every product entering the U.S.

Although it is not possible to eliminate all risk with imported products, being smarter requires us to find new ways to protect American consumers and continually improve the safety of our imports.



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Strategic Framework

Shift from reliance on “snapshots” at the border to interdict unsafe products, to a cost-effective, prevention-focused “Video” model that identifies and targets those critical points in the import life cycle where the risk of unsafe products is greatest and verifies the safety of products at those important phases.

Risk-based, prevention-focused model to help ensure that safety is built into products before they reach our borders.

- Prevention
- Intervention
- Response



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Immediate Actions

- Improve collaboration and information sharing with the private sector to improve the safety of imports
- Interoperability Acceleration-Instruct Executive Agencies to Complete Their Identification of Technical, Business and Legal Requirements for Operating Within the ACE/ITDS
- Global Collaboration—Instruct agencies to develop and increase international cooperation and collaboration
- Agreements with Foreign Governments



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Action Plan for Import Safety

- Developed around the Strategic Framework issued on September 12, 2007.
- Developed with input from U.S. departments and agencies, foreign governments, and the private sector.
- Contains 14 broad recommendations and 50 actions steps which:
 - Designate federal government leads
 - Involve actions by both the private and public sector
 - Consist of both short and long term actions



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Action Plan for Import Safety

14 Recommendations

- Safety Standards
- Certification
- Good Importer Practices*
- Penalties*
- Foreign Collaboration and Capacity Building
- Common Mission*
- Interoperability*
- Information Gathering*
- New Science
- Intellectual Property Protection*
- Recall
- Federal-State Rapid Response
- Technology
- Track-and-Trace

*CBP Focused Recommendations



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Action Plan for Import Safety

50 Action Steps to Implement Recommendations

- **Prevention:**
 - **Good Importer Practices:** Promote Good Importer Practices
 - **Penalties:** Strengthen Penalties and Take Strong Enforcement Actions to Ensure Accountability
- **Intervention:**
 - **Common Mission:** Harmonize Federal Government Procedures and Requirements for Processing Import Shipments
 - **Interoperability:** Complete a Single-Window Interface for the Intra-agency, Interagency and Private Sector Exchange of Import Data
 - **Information Gathering:** Create an Interactive Import-Safety Information Network
 - **Intellectual Property Protection:** Strengthen Protection of Intellectual Property Rights to Enhance Consumer Safety



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Action Plan for Import Safety--Prevention

- **Good Importer Practices: Promote Good Importer Practices**
 - Develop Good Importer Practices.
 - Partner with the importing community to foster the creation of voluntary certification programs for importers.

- **Penalties: Strengthen Penalties and Take Strong Enforcement Actions to Ensure Accountability**
 - Strengthen CBP's mitigation guidelines and increase the maximum penalties against importers who repeatedly import products that violate U.S. law.
 - Increase the dollar amount of bonds that importers or record must provide to reflect inflationary increases and risk.



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Action Plan for Import Safety--Intervention

- **Common Mission: Harmonize Federal Government Procedures and Requirements for Processing Import Shipments**
 - Develop uniform interdepartmental procedures, where appropriate, for clearing and controlling shipments at ports-of-entry.
 - Develop a strategic plan for rapid response to import-safety incidents.
 - Co-locate border officials from multiple agencies, where feasible, to enhance targeting and risk-management decisions on import safety.
 - Exercise commissioning and cross-designation authority to leverage federal resources to prevent unsafe products from reaching consumers in the U.S.



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Action Plan for Import Safety--Intervention

- **Interoperability: Complete a Single-Window Interface for the Intra-agency, Interagency and Private Sector Exchange of Import Data**
 - Require federal departments and agencies by the end of 2009 to have the capability to exchange commercial data and, to the extent allowable by law, communicate electronically with the importing community and other departments and agencies through ACE/ITDS.
 - Develop, as appropriate, within the Automated Targeting System (ATS), risk-based screening technologies to target high-risk products in a more effective way and facilitate the entry of low-risk products.
 - Develop an implementation plan for the integration of the Standard Establishment Data Service (SEDS) module into ACE/ITDS.



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Action Plan for Import Safety--Intervention

- Information Gathering: Create an Interactive Import-Safety Information Network
 - Expend upon existing public-private relationships to seek and share the importing community's recommendations and best practices with other federal departments and agencies for import safety and security purposes, and provide training in accessing this information.
 - Identify whether additional information is necessary to enhance import safety as allowed for under the SAFE Port Act.
 - Seek legislation that would provide CBP authority to extend reporting requirements for maritime shipments under the SAFE Port Act to all modes of transportation.
 - Develop a private-sector import-safety interactive information exchange process.



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Action Plan for Import Safety--Intervention

- Intellectual Property Protection: Strengthen Protection of Intellectual Property Rights to Enhance Consumer Safety
 - Focus the work of the interagency Strategy Targeting Organized Piracy (STOP) and the U.S. government-private sector Coalition against Counterfeiting and Piracy Initiative on import safety issues.
 - Expand information-sharing about counterfeit and other goods that infringe IPR among relevant U.S. departments and agencies to identify and target products, manufacturers and distributors with potential safety violations.
 - Encourage companies that have registered trademarks with the U.S. Patent and Trademark Office to record their registrations with CBP.



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CBP Immediate Actions for Import Safety

- Establish new Division within the Office of International Trade on Import Safety.
- Designate Import Safety as a Priority Trade Issue (PTI)
 - Merge with Agriculture PTI



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CBP Key Initiatives for Import Safety

- Include import safety as a component in ISA
- Revise Bond Guidelines
- Accelerate ACE/ITDS
 - Single Window
 - Sharing of Data
- Collaboration with other departments and agencies
 - Universal “Good Guy” list
 - Targeting/risk determinations
 - Data needs
 - Audits
 - Laboratories
 - Joint Operations
 - Good importer practices
 - Incentives
- Work with private industry to share information



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