



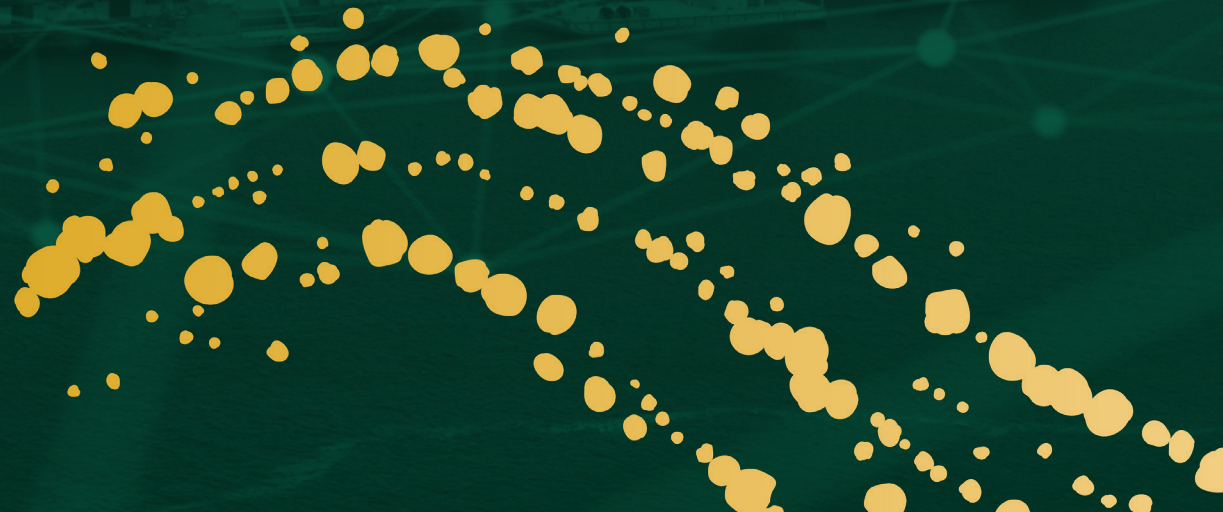
Australian Government
Simplified Trade System
Implementation Taskforce

Simplified Trade System Summit

Shape whole-of-government reforms, designed with business to create a simpler, more effective, and sustainable cross-border trade environment for Australia

Monday, 26 June 2023

Centrepiece, Melbourne Park



Event Overview

The Government committed an additional \$23.8 million in the 2023–24 Budget to continue initiatives to modernise and improve Australia’s international trade system, including delivering the simplified trade system reforms.

These important whole-of-government reforms will improve the experience for Australian businesses while strengthening border, biosecurity, and community protections. We need your help to develop and prioritise regulatory, processes, data, and digital reforms.

You are invited to attend the Simplified Trade System (STS) Summit. The Summit will be held on Monday 26 June 2023 at the Centrepiece, Melbourne Park.

The Summit is free to attend but places are limited so register now to help shape the future of Australia’s cross-border trade environment.

Who You’ll Meet

- CEOs and senior executives of companies engaged in international trade
- International trade and supply chain managers
- Customs brokers and freight forwarders
- Exporters and importers
- Government officials responsible for economic and trade policy and regulatory reform
- Leading academics
- Technology and digital solution providers
- Trade associations and industry representatives

Benefits of Attending

- Gain insights from industry leaders and international guests on streamlining cross-border trade
- Learn about new opportunities and challenges in the global trade landscape
- Collaborate and identify potential partnerships to enhance your business’s international trade capabilities
- Contribute to the development of the regulatory, process, data, and digital reforms that benefit you

Master of Ceremonies



Div Pillay

Chief Executive Officer of
MindTribes

Co-founder of **Culturally Diverse Women**

Key Speakers



Senator the Hon. Don Farrell
*Minister for Trade and Tourism
and Special Minister of State*



Paul Little AO
Chair

**Simplified Trade System
Industry Advisory Council**



Jennifer Westacott AO
Chief Executive Officer

**Business Council
of Australia**



Kaylene Zakharoff
*Deputy Commissioner, Strategy
and Capability Group*
Australian Border Force



Vincent Annunziato
*Director, Business
Transformation & Innovation
Division*

**U.S. Customs and Border
Protection**



Jeremy Hirschhorn
*Second Commissioner, Client
Engagement Group*

Australian Taxation Office



Professor Genevieve Bell AO
*Director of the School
of Cybernetics*

**Australian National
University**



Professor Peter Drysdale AO
Professor

Australian National University



Randall Brugeaud
Head

**Simplified Trade System
Implementation
Taskforce**



Erin Adams
*Product Compliance and
Industry Engagement
Manager*

Xero



James Baxter PSM
*First Assistant Secretary, Office
of Global Trade Negotiations*

**Department of Foreign
Affairs and Trade**



Chris Berg
*Co-founder and Co-Director, RMIT
Blockchain Innovation Hub*

RMIT University

Key Speakers



Sandro Bucchianeri
Chief Security Officer

National Australia Bank



Belinda Dennett
Corporate Affairs Director

Microsoft Australia and New Zealand



Michelle Dowdell
Chief Economist and Head of Division

Department of Industry, Science and Resources



Dr Craig Emerson
Director

Australian APEC Study Centre



Roger Fletcher OAM
Founder and Managing Director

Fletcher International Exports



Dr Jenny Gordon
Honorary Professor at the Centre for Social Research and Methods

Australian National University



Simon Hickey
Chief Executive Officer

Western Sydney Airport



Dr Paul Hubbard
Deputy Head

STS Implementation Taskforce



Andrew Hudson
Partner

Rigby Cooke Lawyers



Mark Kellett
Chief Executive Officer

UAC International



Sin Yong Loh
Director

Infocomm Media Development Authority



Jordan Hatch
First Assistant Secretary

Department of Finance

Key Speakers



Louise McGrath

*Head of Industry Development
and Policy*

AI Group



Maria Palazzolo

Chief Executive Officer

GS1



Kate Pounder

Chief Executive Officer

**Technology Council of
Australia**



Adam Rice

Cyber Security Advisor

CISCO



Matt Koval

Deputy Secretary

**Department of Agriculture,
Fisheries and Forestry**



Dr Alex Robson

Deputy Chair

Productivity Commission



Chris Sheehan

*Executive, Group
Investigations & Fraud*

National Australia Bank



Stela Solar

*Director, National
AI Centre*

CSIRO



Adam Stingemore

*General Manager, Engagement
and Communications*

Standards Australia



Mohita Zaheed

*First Assistant Secretary -
Labour Market, Environment*

The Treasury



Dianne Tipping

Chair

**Export Council
of Australia**



Adrian Turner

*Chief Executive Officer
and Board of Directors*

ExoFlare



Stephan Wolf

Chief Executive Officer

**Global Legal Entity
Identifier Foundation
(GLEIF)**



Richard White

*Chief Executive Officer
and Founder*

WiseTech Global

Agenda at a Glance

8:30am Registration and Arrival Tea & Coffee

9:00am MC Welcome | Grand Hall 2
Div Pillay, *Chief Executive Officer, MindTribes and Co-founder, Culturally Diverse Women*

9:05am Welcome to Country
Wurundjeri Elder Perry Wandin

9:10am Ministerial Address
Senator, the Hon Don Farrell, *Minister for Trade and Tourism and Special Minister of State*

9:20am Industry Address
Mr Paul Little AO, *Chair, STS Industry Advisory Council*

9:30am Ministerial Address
The Hon Clare O'Neil MP, *Minister for Home Affairs (Pre recorded message)*

9:40am Head of Taskforce Address
Mr Randall Brugeaud, *Head, Simplified Trade System Implementation Taskforce*

9:50am Keynote Address
Jennifer Westacott AO, *Chief Executive, Business Council of Australia*

10:20am Ministerial Address
Senator, the Hon Murray Watt, *Minister for Agriculture, Fisheries and Forestry (Pre recorded message)*

10:30am Morning Tea

11:00am Panel Discussion: Global trade outlook | Grand Hall 2
In an increasingly contested geopolitical environment, what is the outlook for international trade? What can we do to seize opportunities and mitigate risk? And how do we take advantage of the trade facilitation agenda to boost trade?
Dr Craig Emerson, *Director, Australian APEC Study Centre*
Dr Jenny Gordon, *Honorary Professor at the Centre for Social Research and Methods, Australian National University*
Simon Hickey, *Chief Executive Officer, Western Sydney Airport*
Facilitator: **James Baxter PSM**, *First Assistant Secretary, Office of Global Trade Negotiations, Department of Foreign Affairs and Trade*

11:45am Panel Discussion: Disrupt or adapt | Grand Hall 2
In a world characterised by rapid change, how do we embrace disruption to adapt and maximise the potential benefits? A unique opportunity to discuss emerging trends and the implications for cross-border trade reform and economic productivity.
Kate Pounder, *Chief Executive Officer, Technology Council of Australia*
Stela Solar, *Director, National Artificial Intelligence Centre, CSIRO*
Adrian Turner, *Chief Executive Officer, Board of Directors, ExoFlare*
Richard White, *Chief Executive Officer and Founder, WiseTech Global*
Facilitator: **Michelle Dowdell**, *Chief Economist and Head of Division, Department of Industry, Science and Resources*

12:30pm Lunch

Breakout Session One | Panel A: Grand Hall 2 | Panel B: Grand Hall 3

1:30pm

Panel A: Building blocks for paperless trade

Paperless trade has been a focus for governments and industry for many years. Removing paper from trade flows reduces risk and saves costs for business, and government. What are the lessons learned and actions required to realise the benefits of digitisation and data sharing, while continuing to support participation of SMEs and new traders?

Roger Fletcher OAM, *Managing Director and Founder, Fletcher International Exports*

Louise McGrath, *Head of Industry Development and Policy, Australian Industry Group*

Dianne Tipping, *Chair, Export Council of Australia*

Facilitator: **Matt Koval PSM**, *Deputy Secretary, Department of Agriculture, Fisheries and Forestry*

Panel B: Productivity and opportunities in international trade

International trade is critical to the Australian economy with our cross-border goods and trade now worth over one trillion dollars. Even small regulatory changes have the potential to unlock significant savings for government, business and consumers. What is the opportunity to lift productivity and create opportunities for Australian businesses.

Professor Peter Drysdale AO, *Professor, Australian National University*

Dr Alex Robson, *Deputy Chair, Productivity Commission*

Adam Stingemore, *General Manager, Engagement and Communications, Standards Australia*

Facilitator: **Mohita Zaheed**, *First Assistant Secretary, Labour Market, Environment, The Treasury*

Breakout Session Two | Panel A: Grand Hall 2 | Panel B: Grand Hall 3

2:15pm

Panel A: Trading with trust

The global international trade landscape is rapidly evolving. How do we maintain trust while maximising innovation. How can we maintain data protection and cyber security controls as we leverage digital identities and optimise data sharing between government, intermediaries and business.

Sandro Bucchianeri, *Chief Security Officer, National Australia Bank*

Adam Rice, *Cyber Security Advisor, CISCO*

Stephan Wolf, *Chief Executive Officer, Global Legal Entity Identifier Foundation (GLEIF)*

Facilitator: **Jordan Hatch**, *Assistant Secretary, Department of Finance*

Panel B: Navigating interoperability through data

Businesses use their own systems and data to reduce fraud and ensure regulatory compliance. The private sector has developed standards to classify and track goods through complex supply chains. There are good examples of where Government has made it easier for business to comply, the tax system is one of them. What are the opportunities to leverage natural business data and global standards to make it easier to comply and better manage risk?

Erin Adams, *Product Compliance and Industry Engagement Manager, Xero*

Maria Palazzolo, *Chief Executive Officer, GS1*

Chris Sheehan, *Executive, Group Investigations & Fraud, National Australia Bank*

Facilitator: **Jeremy Hirschhorn**, *Second Commissioner, Client Engagement Group, Australian Taxation Office*

3:00pm

Afternoon Tea

3:15pm Panel A: Global perspectives on trade modernisation - The international experience

Australia lags its key trading partners in international trade performance. What can we learn from other nations about their experience in modernising their trade environment?

Vincent Annunziato, *Director, Business Transformation & Innovation Division, U.S. Customs and Border Protection*

Mark Kellett, *Chief Executive Officer, UAC International*

Sin Yong Loh, *Director, Infocomm Media Development Authority*

Facilitator: **Kaylene Zakaroff**, *Deputy Commissioner, Strategy and Capability Group, Australian Border Force*

Panel B: Charting the course for digital regulation - Compliance by design

Australia's cross-border trade regulations have been introduced at different times to achieve historic revenue and regulatory outcomes. Current policy pressures to embed further regulatory goals, environmental, social and governance means regulation may need to do more. Rather than retrofitting new digital systems onto legacy regulatory regimes how can new regulations take full benefit of tomorrow's opportunities?

Chris Berg, *Co-founder and Co-director, RMIT Blockchain Innovation Hub, RMIT University*

Belinda Dennett, *Corporate Affairs Director, Microsoft Australia New Zealand*

Andrew Hudson, *Partner, Rigby Cooke Lawyers*

Facilitator: **Dr Paul Hubbard**, *Deputy Head, Simplified Trade System Implementation Taskforce*

4:00pm Closing Session Keynote | Grand Hall 2

In 2023, science fiction author William Gibson declared that the future is already here, it just unevenly distributed". This helps us make sense of the digital transformation taking place globally and impacted all sectors including trade. Genevieve Bell will reflect on the distribution of the past 2-3 years and tease out 5 threads to help decision makers better understand and think critically about the ways the individuals and group's function and engage to reveal glimpses of what's to come.

Professor Genevieve Bell AO, *Director of the School of Cybernetics, Australian National University*

4:30pm Networking event

5:30pm Event close



Simplified Trade System Summit
Powered by Public Sector Network



Venue Details:

Centrepiece, Melbourne Park
Olympic Blvd, Melbourne

Located centrally in the iconic Melbourne & Olympic Parks precinct, CENTREPIECE is easily accessible by car, tram, train or a short walk from the CBD and surrounds.

Situated at the edge of the city grid, CENTREPIECE is close to all the action Melbourne has to offer, but far enough from the hustle and bustle to be comparatively quiet and accessible.

