Final Presentation

CBP Team

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Agenda

• Summary of case study
• Our methodology
• Benefits List
• Literature Review
• Field Reports
  ▪ Port of Newark/JFK Mail Facility
    o Media Trends
    o Surge Model
• Survey Drafts
• Personal visit with assistant port director
Purpose of Completed Case Study

• Prepare a case study of the Pharmaceuticals, Chemicals, and Health Products CEE that will identify the areas that are effective or need improvement.

• Assess the overall impacts of this new system from a range of stakeholder perspectives.
Methodology

• Educating Ourselves
  o Webinars
  o Field Visits
  o Literature Review

• Gathering Information
  o Media Trends
  o Surge Model
  o Interviews
  o Survey Drafts
## Potential Benefits

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<th>IMPORTERS</th>
<th>CBP</th>
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<tr>
<td>• Increased communication</td>
<td>• Assistance with enforcement</td>
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<td>• Single point of contact</td>
<td>• Re-evaluation of risk</td>
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<td>• Paperwork handled electronically</td>
<td>• Electronic paperwork will increase efficiency</td>
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<td>• IPR seizures</td>
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<td>Potential Benefits</td>
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<td><strong>Brokers</strong></td>
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<tr>
<td>• Less of same paperwork</td>
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<td>• Depend on CBP to keep records</td>
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<td>• Better informed</td>
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<td><strong>General Population</strong></td>
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<td>• Enforcement of IPR violations</td>
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<td>• Reduction of counterfeit drugs at the market</td>
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<td>• Efficiency of mail delivery</td>
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Literature Review

• 2007 UVA C-TPAT Cost/Benefit Analysis
  o Findings
  o How it relates to CEEs

• 2012 COAC Survey
  o Goals/Format
  o Conclusions - Focus and Recommendations
  o What we can use

• 2013 CEE Customer Satisfaction Survey
  o Main Benefit of CEEs
CBP Port of Newark
Media Trends

Average Media Trend of Counterfeit Drugs

Year

Number of Mentions

Year
Survey

Questions List for Brokers

1. How often did you contact CBP before the establishment of the CEEs?
   a. Daily
   b. 3-4 times a week
   c. 1-2 times a week
   d. Less than once a week

2. About how often would you say are you in contact with your associated CEE?
   a. Daily
   b. 3-4 times a week
   c. 1-2 times a week
   d. Less than once a week

3. After the establishment of the CEEs have you noticed a change in the amount of time you spend on paperwork to get your cargo approved by CBP?
   a. Yes, I noticed a decrease in the time I spend.
   b. Yes, I noticed an increase in the time I spend.
   c. No, I noticed no change

4. Estimate how your overall workload changed after the establishment of the CEEs.
   a. Workload decreased by 1-5%
   b. Workload decreased by 6% or above
   c. No Change
   d. Workload increased

5. Have you noticed a change in the hold time for your cargo since CBP has transitioned to the CEEs?
   a. Yes, hold time decreased (make numerical values)
   b. Yes, hold time increased
   c. No, I noticed no change

6. If the hold time decreased, what would you attribute that to? (Choose all that apply)
   a. Rank in

Survey Questions for Companies

1. On average how much time does it take for your CEE to respond to your questions?
   a. Less than 1 hour.
   b. 1 - 3 hours.
   c. 3 - 12 hours.
   d. 12 - 24 hours.
   e. More than 24 hours

2. After the establishment of the CEEs have you noticed a change in the amount of time your cargo is held by CBP?
   a. Yes, I noticed a decrease in hold time
   b. Yes, I noticed an increase in hold time.
   c. No, I noticed no change

3. After the establishment of the CEEs have you noticed a change in the amount of time your cargo is held by FGAs (participating government agencies)?
   a. Yes, I noticed a decrease in hold time
   b. Yes, I noticed an increase in hold time
   c. No, I noticed no change

4. How often do you ask the CEEs for assistance?
   a. Very Often
   b. Somewhat Often
   c. Not Often
   d. We never contact them

5. How satisfied are you with the service the CEEs have provided?
   a. Very Satisfied
   b. Satisfied
   c. Neutral
Meeting with Assistant Port Director of Newark

• Still in Transition
  o As always, change is difficult.
  o Importance of localized employees.
  o Limitations of ACE.
  o Necessity for new technology.
  o Many companies and trade employees are unaware of CEEs.

• Workload
  o A large portion of documentation is still in paper form.
  o Automating the process would be fairly difficult.
  Individual expertise keeps the process running.
Meeting Continued

- **ISA**
  - Over 10,000 C-TPAT, much fewer ISA members.
  - Possible lack of incentive to join ISA.
  - Mainly used to ignore full-blown audits.
  - Possibility of relaxed requirements in the future.

- **Conclusions**
  - Transition will be very difficult.
  - Need to increase awareness of CEEs.
  - Must automate the documentation process.
  - Education of the workforce is necessary for success.
Observations and Considerations

• Positives
  o The CEE in NYC can be very beneficial for brokers, importers, CBP, and the general population
  o Most trusted partners are pleased with the service they are getting when they use the CEEs

• Issues
  o Many companies don’t use the CEEs
  o There needs to be more frequent surges for the overall impact of seizures to be significant
  o The CEEs have a while before the transition is fully complete

• Next Steps
Discussion