

# Customs 101 eManifest

Mitigate Risk, Avoid Penalties:  
Effective Compliance Support through Online Learning

## The Industry Issue

Since 9/11, we live in a new, security conscious world. For highway carriers bringing freight into Canada, knowledge and understanding of cross-border processes and regulations is critical. In addition, Canada's new electronic manifest requirement will be mandatory for all trucks entering Canada in June 2012, bringing new and stringent requirements for carriers, and fines for non-compliance. **Be prepared. Protect yourself.**

## The Solution: Online Learning that Works

To help organizations comply with customs-related regulations, APTA has partnered with Corridor Interactive, specialists in producing online learning to support policy and program implementation. Our goal is to provide customized, sustainable learning packages that are efficient, easy to use and will give your employees the knowledge, skills and resources they need to comply with Canadian Customs regulations and new ACI eManifest procedures that impact the trucking industry.

## Delivering Value

Customs and eManifest procedures are very specific and it is often difficult for employees and supervisors to remember their step-by-step responsibilities related to your organization's legislative compliance obligations. Through two separate courses, Corridor's online learning system provides information and resources that meet regulatory requirements and incorporate Canadian legal direction and best practices. Equipping employees with this essential knowledge places your company in a better position to comply with regulations and minimize exposure to penalties and legal risk.

## Customs 101 Overview

Customs 101 provides an overview of all Canadian Customs' regulations, processes and best practices, including "what to do when..." scenarios. This course is ideal for anyone who would benefit from a greater understanding of cross border regulations such as dispatchers, driver trainers, operations staff and supervisors. Course topics include:

- Learning about the Canada Border Services Agency and regulations that guide the Customs process.
- The border trade community and trade chain partners in the Customs process.
- Step-by-step border crossing process and procedures, including pre/post arrival responsibilities.



## eManifest Overview

Canada Customs' new ACI eManifest initiative will require a new way of crossing the border into Canada. This course is designed for employees who will be responsible for eManifest compliance and who already have a basic understanding of cross border processes, procedures and partners. Topics covered in this course include:

- An overview of the eManifest process and its benefits.
- How the eManifest reporting process works and the specifics on how to implement the procedures.
- Exceptions, exemptions, penalties and other government department requirements.

## Online Learning Benefits

The Customs 101 and eManifest online learning packages are thorough, convenient, economical and – most importantly – easy to use.

- New and existing staff are **quickly oriented** on Customs and eManifest business procedures through clear, consistent messaging. Enhanced on-the-job employee performance results in a reduced load for your customs specialists and mitigated AMPS penalties.
- **Regular course updates** ensure your employees have the most current information and resource materials at their fingertips.
- Employees can access their learning program through the internet **24/7, 365 days a year** at the office, on the road (via smartphone) or at home for the term of the license.
- Examples of **industry specific situations** tie course concepts to daily work responsibilities and give learners practical applications for what they have learned.
- Online learning eliminates travel and venue expenses associated with "live training", giving you an efficient, **cost-effective solution** for knowledge transfer.
- Companies have access to a **complete audit trail** of an employee's online learning history to track compliance, support due diligence and validate learning effectiveness.

## Delivering Industry Expertise

Customs and eManifest regulations can be challenging to absorb and cross-train staff. To teach this important material in the best way possible, these courses have been developed with Canada's preeminent Customs experts, Oryst Dydynsky and Denise Polesello of DAP International Trade Services. They have applied their 40+ years of industry experience, best practices and knowledge to equip learners with solid, straightforward information about cross-border processes and rules.

## About Corridor Interactive

Corridor Interactive is Canada's leading provider of interactive online learning programs. Corridor mitigates risk for its clients by providing sustainable online learning to support implementation of policies and programs. Unique tracking and monitoring features produce a detailed audit trail of the learning process as the basis for compliance, validation of effectiveness and due diligence. Corridor's exclusive access to industry experts allows us to create rich learning content that enables management and staff to understand and apply policy and programs effectively, thereby reducing legal and financial risk.

### For more information contact:

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