

LAURA CAROLA BERETTA

Telephone 02 4782 71 10 07 50
Fax 02 4782 71 10 07 50
Mobile 347 82 71 10 07 50
E-mails la.beretta@unibocconi.it
Nationality Italian
Date of birth 17/11/1968

PRESENT POSITIONS

(January 2000 →)

Customs and Trade Law freelance consultant (Annex 1 lists some of the projects done)

Working with companies, trade associations, tax law firms.

- Practice areas: origin, origin marking, tariff classification, customs value, free trade agreements implementation, global duty saving strategies, export control, lobbying *vis-à-vis* national authorities and EU Commission

(November 2009 →)

Senior Advisor, Italy, Trusted Trade Alliance

http://www.trusted-trade.net/en/about/team.htm#beretta_head

(January 2000 →)

SDA Professor, SDA Bocconi School of Management, Operations & Technology Management Unit

- Teaching activity: coordination and lectures in courses destined to both manufacturing companies and Italian customs agents
- Member of the faculty of the following masters:
 - o Executive MBA Serale, in Italian (2007-2009)
 - o Executive MBA Unicredit, in English (2008)
 - o MAFED, Master in Fashion Experience & Design Management, in English (since 2006), in English
 - o MBA Part Time, In Italian (2007)
 - o MDT, Master in Diritto Tributario (since 2011)
 - o MEMIT, Master in Economia e Management dei Trasporti, della Logistica e delle Infrastrutture, in Italian (since 2006)
 - o MIEM, MBA in International Economics and Management, in English (2005)
 - o MFB, Master in Food and Beverage, in English (since 2009)

- MPM, Master in Public Management, in English (2005-2009)
- Scientific coordination of seminars and workshops highlighting the impact of the major developments in trade and customs regulation on the business world. Last event organized: "The Made in Italy and its 1000 rules: impact and perspectives for the business world", 29 November 2010

(October 2008 →)

Lecturer of International Trade Law, Bocconi University, in English

RELEVANT REMARKS

Global network of contacts with:

- Remarkable customs & trade experts operating in other EU and non-EU countries
- Governmental bodies negotiating, defining and applying customs & trade rules and procedures
- EU Commission DGs (TAXUD, Trade and Enterprise)
- Multilateral organizations: World Trade Organization and the World Customs Organization

INTERNATIONAL EXPERIENCE

(October 2008 →)

SUPSI – University of Applied Sciences and Arts of Southern Switzerland, Lugano, Switzerland

Member of the faculty of the Master in Tax Law

(August 2007 – November 2008)

Technical Assistance for MINCETUR (Ministerio de Comercio Exterior y Turismo), Perú, regarding the customs implications arising during the negotiation of a free trade agreement between the Andean Community and the European Union.

Activity: Seminars for the ministries, chambers of commerce, customs administrations, in Spanish; final report (pp. 1-69) "Practical Guide on Rules of Origin to Export Towards the EU", in Spanish

(September 2008)

Technical assistance to the Albanian customs regarding the origin rules of the association and stabilization agreements between the European Union and the Western Balkans, in English

(April – June 2008)

Technical Assistance in favour of Guatemalan negotiators in the context of the negotiation of a free trade agreement between Central America and the European Union. Issues dealt with: negotiating a free trade agreement with the European Union, origin rules, origin marking, tariff classification, geographical indications.

Seminars and a brief final report (pp. 1-7), in Spanish

(February 2004)

Visiting professor, School of Business and Management of Poitiers (ESCEM Groupe), France, in English

PREVIOUS POSITIONS

(2006 – 2008)

Lecturer in Customs Techniques, University of Macerata

(2001 – 2004)

Lecturer:

- University of Valle d'Aosta (2003)
- University of Milan, Master di Diritto e Finanza degli Scambi Internazionali (2002-2003)
- University of Bologna, Istituto di Diritto Islamico (2002-2003)
- University of Lecce, ISUFI Istituto Superiore Universitario di Formazione Interdisciplinare (2001-2002)
- SDA Bocconi School of Management (2000-2001)

(1997 – 2000)

Other experiences

- University di Brescia, co-lecturer with prof. Claudio Dordi (1999- 2000)
- Lele Beretta Diffusione Moda, Milano, export manager (1990-1997)

EDUCATION AND TRAINING

- ICPA EU Conference, Brussels, 2011
- World Customs Forum, Seattle, 2009
- C 5 Forum on Customs Compliance, Brussels, 2009
- WCO, Course on Customs Valuation and Transfer Pricing, Brussels, 2009
- WCO, Course on Tariff Classification, Brussels, 2009
- **Ph.D in International Law and Economics**, Bocconi University (2008). Final thesis: "Rules of origin in the GATT-WTO law"
- Vermulst, Waer & Verhaege international trade law firm (EC customs, anti-dumping), Brussels, (2000)
- SDA Bocconi School of Management – Milan, post graduate course in EC Customs Law (1999)
- Università degli Studi di Milano, graduated *cum laude* in Political Sciences. Final dissertation on: "Regional integration in the Asia-Pacific area and the law of the WTO" (1997)
- Academy of the International Court of Justice - The Hague, course in International Trade Law

LANGUAGES

Italian	Mother tongue
English	Excellent
Spanish	Excellent
French	Good

PUBLIC SPEAKING

2011

"Getting a grip on customs regulations: towards the AEO certification", ANIE (Confindustria) Associazione Nazionale Imprese Elettrotecniche ed Elettroniche, Milano, 15 March 2011

2010

"The Made in Italy and its 1000 rules: impacts and perspectives", SDA Bocconi School of Management, 29 November 2010

"New laws for protecting the Made in Italy", Paradigma, 18 May 2010

"Pros and Cons of the relationship between origin marking and rules of origin: strategic and operational issues", INDICAM – Istituto di Centromarca per la Lotta alla Contraffazione, 25 February 2010

2009

"Origin marking legislation: customs implications resulting from the developments in the Italian regulations", ANIE (Confindustria) Associazione Nazionale Imprese Elettrotecniche ed Elettroniche, Milano, 30 September 2009

"Setting out a company customs policy", ANIE (Confindustria) Associazione Nazionale Imprese Elettrotecniche ed Elettroniche, Milano, 11 February 2009

"Origin marking in a WTO, European and US perspective: strategic and operational issues", ANIE (Confindustria) Associazione Nazionale Imprese Elettrotecniche ed Elettroniche, Milano, 25 May 2009

"Managing the supplier's declaration on preferential origin", ANIE (Confindustria) Associazione Nazionale Imprese Elettrotecniche ed Elettroniche, Milano, 9 June 2009

"Paneuromediterranean origin cumulation and investment strategies", ANIE (Confindustria) Associazione Nazionale Imprese Elettrotecniche ed Elettroniche, Milano, 16th June 2009

"Tariff classification in the electronic sector: multilateral and EC regulations", ANIE (Confindustria) Associazione Nazionale Imprese Elettrotecniche ed Elettroniche, Milano, 30 June 2009

"Customs valuation: multilateral and EC regulations", ANIE (Confindustria) Associazione Nazionale Imprese Elettrotecniche ed Elettroniche, Milano, 9 July 2009

"AEO and customs compliance: benefits for the Italian firms", ANIE (Confindustria) Associazione Nazionale Imprese Elettrotecniche ed Elettroniche, Milano, 16 July 2009

2008

"Origin of goods and market regulation", SISPI, Università La Sapienza, Consiglio Nazionale Forense, 12 June 2008

"The function of origin rules in the US – Perù Free Trade Agreement", Sociedad Nacional des Industrias, Lima, Perù, in Spanish, 27 October 2007

"L'origine dei prodotti e l'indicazione *Made in Italy*: risparmio, *compliance* e tutela della competitività", ANIE (Confindustria), Associazione Nazionale Imprese Elettrotecniche ed Elettroniche, Milano, June 2007

PUBLICATIONS

- "La tutela giuridica del Made in Italy", in Bertoli G., Valdani E., "Mercati internazionali e marketing", Egea, 2010
- "Managing trade and customs issues: the growing importance of rules of origin", in O'Connor A. *et al*, in *Managing Trade, Economies and International Business*, Palgrave Macmillan, 2010
- "Attenzione al caro dazio per le importazioni dalla Cina", in *Telex Anie, rivista della Federazione Nazionale Imprese Elettrotecniche ed Elettroniche*, 2009
- "Com'è fallace la legge sull'origine", in *Via Sarfatti 25*, Bocconi University, Nov. 2009
- "La legislazione sul 'Made in...' che piace soltanto agli italiani", *Via Sarfatti 25*, Bocconi University, Oct. 2009
- "Il Made in Italy e la politica doganale aziendale", in *Via Sarfatti 25*, May 2009
- "Individuazione e gestione dei costi nelle operazioni doganali: competitività a rischio?", in Beretta L., Di Meo A., Gandellini G., *Il management dell'Internazionalizzazione*, II° ed., API Ravenna, API Ravenna, 2009
- "Oltre le violazioni della proprietà intellettuale: la violazione del marchio di origine. Le risposte italiane ed europee" in Manderieux L., Juillon M., (a cura di), *Mediare e rimediare: la contraffazione in prospettiva franco-italiana ed internazionale*, Aracne Editrice, 2008
- "La variabile doganale come strumento di risparmio nelle operazioni commerciali internazionali", in Beretta L., Di Meo A., Gandellini G., *Il management dell'Internazionalizzazione*, API Ravenna, 2008
- "Made in Italy: l'ultima sentenza della Cassazione e le questioni della tutela delle imprese italiane", in *Telex Anie, rivista della Federazione Nazionale Imprese Elettrotecniche ed Elettroniche*, 2007

- "Made in Italy: la Cassazione perde di vista imprese e consumatori", in *Economia e Management*, Rivista di Direzione Aziendale, SDA Bocconi School of Management, 2007
- Marchi di origine e indicazioni geografiche, www.lavoce.info, 2004
- "Come il Trade Barriers Regulation ha 'salvato' il prestigio del Made in Italy", in *I Casi di Commercio Internazionale*, Ipsoa, 2004
- "I rapporti commerciali tra Unione europea e Giordania", in *Commercio internazionale*, Ipsoa, 2003
- "Le relazioni commerciali della Comunità europea con gli Stati terzi", in *L'origine delle merci nell'Unione europea*, Ipsoa, 2003
- "Le regole di origine preferenziali della Comunità europea con gli Stati terzi", in *L'origine delle merci nell'Unione europea*, Ipsoa, 2003
- "Il Meccanismo di esame delle politiche commerciali (MEPC): trasparenza e prevedibilità del sistema multilaterale degli scambi", in *Economia e Management*, Rivista di Direzione Aziendale, SDA Bocconi, 2002
- "Il ruolo della variabile doganale nella valutazione dei mercati di esportazione", in Guerini C., *Export Marketing*, Egea, 2002
- "Croazia verso il via libera per le merci comunitarie", in *Commercio Internazionale*, Ipsoa, 2002
- Le regole di origine nel commercio internazionale: un fattore critico negli investimenti internazionali, in *Economia e Management*, Rivista di Direzione Aziendale, SDA Bocconi, 2000
- "Rules of origin in international trade agreements: a comparative analysis between NAFTA, MERCOSUR and European Union", in Valladao A. *et al*, *EU-MERCOSUR Free Trade Area*, Editions des Presses de Sciences Po, Parigi, 2000

ANNEX I – SELECTED PROJECTS

INDUSTRY	ISSUE	ACHIEVEMENT	REMARKS
Electrical machinery	Tariff classification	Duty saving	
Home Design	Tariff classification	<i>Ex-post</i> duty refund	
Electrical machinery	Tariff classification	Compliance program; exclusion from the application of the 20% Turkish luxury tax on imports	
Food	Chinese SPS standard	Verification of the status of the Chinese law; avoidance to export products that would have not admitted for importation by the Chinese customs authorities	WTO/China; swift solution thanks to the personal contacts in the WTO and Chinese Permanent Mission to the UN
Luxury eyewear	EU preferential and non-preferential origin; US origin marking practice concerning the replacement parts; customs valuation; customs procedures	Overall compliance strategy	Multi-country project
Eyewear	Origin marking	Suppliers selection, outsourcing strategy	Multi-country project
Footwear	EU anti-dumping	Strategy to avoid the AD duties on imports into the EU	
Jewelry	Origin marking	Trade compliance	Multi-country project
Aluminum	Lobbying activity	Avoid the duty suspension; keeping the current duty on aluminum imports is crucial to the survival of the refined aluminum industry	Italian authorities, EU associations and EU Commission targeted
Electronic machinery	Dual use	Trade compliance	
Components destined to military use	Export control	Trade compliance	
Chemical sector	EU preferential origin	Optimization of internal procedures	
Automotive	EU preferential and non-preferential origin	Optimization of internal procedures	
Toys	EU Customs value	Customs compliance	
Fasteners	EU anti-dumping	Strategy to avoid the AD duties on imports into the EU	

