

The Netherlands 2012



IACM Annual Report

Official Journal of the International Association of
customs and Tax Museums



IACM ANNUAL REPORT 2012

OFFICIAL JOURNAL OF THE INTERNATIONAL
ASSOCIATION OF CUSTOMS AND TAX MUSEUMS

www.customsmuseums.org

EDITORIAL



Dear friends and colleagues of the IACM.

Nearly a year has already past since we had our annual conference and general assembly in Rotterdam and Antwerp. We had the honor and pleasure to visit the new museum in Rotterdam. Our dutch colleagues can be proud of their building and the interior. Modern aspects have been melted with old parts to become a jewelry of a museum. It must be a pleasure to work in these rooms and also the visitors will get fully satisfaction during their visit. Everybody who didn't attend our meeting, miss something.

But also our colleagues in Antwerp ere proud to present their new customs museum. A totally other style, but also very pleasant to visit. The exhibition gives an overview on customs life during the last decades in a visitor's easy comprehension. If you are in Antwerp, just have a look at the museum, you will not regret.

Another good news came from Vienna in Austria, where the customs museum build-up by our friend Ferdinand Hampl has found a new home and a new curator. So if you are in Austria, take contact with Helmut Gram and have a visit of the Austrian museum.

Our exhibition together with the WCO in Brussels is still actual and can be visited till October of this year. My thanks go first to the WCO, Mr Meyer and his staff who helped organizing this exhibition and also for the financial help from their side. I had the pleasure to be at the opening and I can only say "Great job". Therefore, my thanks go also to the members of the working group of IACM responsible for the exhibition and especially, Francis Huybrechts for the coordination and leading the working group, Jean-Pierre Reuter for the logistics and our helpful colleagues from the customs museum in Hamburg for the professional build-up of the exhibition. It is a very good advertising for our association.

We got also sad news from Sweden, where our long friend and colleague Mr J. Sixten Pekkari passed away some weeks ago. We will have him in memory for all he did for our association and for the Swedish customs museum.

When you are looking at this annual report, you will see that only half of our members have sent in an article on their museum and that is a pity. This is an excellent tool to present your museum, your association to a greater public as it is published on our Internet site. So please make a little effort and sent your article. It gives a better image for our association and your museum is represented.

Now, we are looking forward to our conference and general assembly in Baku / Azerbaijan at the end of the month. I'm sure our colleagues in Baku have foreseen an interesting program and I'm confident that we will have a successful meeting.

Henri Nimax

President IACM

Preface

Dear colleagues,



Seventy-five years ago, in 1937, The Dutch Taxation Museum was founded in Rotterdam under the inspired leadership of Prof. van der Poel. The museum started in a classroom in what was then the tax office by the River Maas. Van der Poel, who was also the founder and director of the Rijksbelastingacademie (National Taxation Academy), was a great proponent of observational teaching. For instance he wanted to illustrate his tax history classes with suitable objects and visual material. Unfortunately the tax office and the museum was totally destroyed in the bombing in early May 1940 when The Netherlands was occupied and engulfed in the Second World War. The collection also fell victim to the sea of flames. After this catastrophe, Van der Poel again set to work and, with the aid of colleagues in Holland and abroad, he managed to build a new collection at Parklaan 14.

In the 1990s, a major building project was led by Loes Peeperkorn. Two houses, numbers 14 and 16 were joined together by a glass hallway. More than 15 years later, the museum and its presentation were in need of renovation. Our presentations were out of date and more space was needed to to serve the public, including the guests of the Dutch Customs & Excise. As Taxation & Customs Museum, we are the visiting card of the Taxation Service and Customs & Excise and the museum is a PR instrument when need be, for instance when receiving national and international guests of the Customs but we are independent in our own PR and policy.




But what is the situation in the rest of the IACM? How do IACM members and the various Customs authorities think about this? A theme is born, the theme of the 20th conference of the IACM: 'Is your museum part of the Public Relations for the Customs organisation or not and what are the consequences? A theme that applies to all museums within the IACM. We are of course closely tied to our Customs and in my opinion, desirably or not, we have a PR function within those Customs Douanes, but we do of course want a large degree of independence to develop and implement our own museum (PR) as museum professionals.

Just as in 1996 and 2004, the conference will take place in Rotterdam in 2012 and just as in 1996 in cooperation with our colleagues from the National Museum of Customs and Excise in Antwerp. Alongside good and constructive cooperation, this provides a perfect union that reflects an era in which we have to be frugal with public money.

Yours sincerely,

Frans Fox
Director of the Taxation & Customs Museum

CONTENTS

Azerbaijan		7-8
Austria		9-10
Belgium		11-12
Czech Republic		13
Germany		14-15
Hungarian		16-17
Lithuania		18-19
Luxembourg		20
Netherlands		21-22
Sweden		23-24
Switzerland		25
USA		26

<u>WCO exhibition</u>	27 - 31
WCO headquarter Brussels	

Conference

General Assembly 2012 minutes	32 - 37
-------------------------------	---------

Group Photo	38
-------------	----

Photos	39 - 41
--------	---------

Next IACM conference 2013, Baku	42
---------------------------------	----

“The Relations of Museum and Customs Department”

Customs service plays an important role in implementation of the economic strategy of the Azerbaijani state and strengthening of the statehood foundation, and it protects economic interests and safety of the republic and struggles decisively against smuggling.

One of the subjects of traditional smuggling is cultural resources. The historical specimens detained and confiscated by the customs officers were placed by the State Customs Committee of the Republic of Azerbaijan besides the Customs History Museum established in the year 2006, also at other museums, libraries and religious establishments. As a result, 440 religious and historical books, 239 carpets and 578 different scientific, artistic and historical specimens have been delivered free of charge to museums, scientific institutes, religious establishments and other relevant entities.

The Azerbaijani Customs History Museum has become a member of International Council of Museums (ICOM) since June 2007, and International Association of Customs Museums (IACM) since September 2008.

The uniqueness of the collection preserved at the museum's branch is that there have been gathered over 600 specimens of machine art, sculpture and decorative and applied art not only from Azerbaijan, but also from Western Europe, Russia, and Eastern countries.

We would like to speak about the interesting history of the statue of Jesus Christ reflecting the activity of the State Customs Committee of the Republic of Azerbaijan. Presenting to the representative office of Roma Catholic Church by the State Customs Committee in the 2007 the detained and confiscated wooden statue of Jesus Christ made by the European craftsman in XIX century and being of great historical and religious importance and taken out of Azerbaijan by way of smuggling should be appreciated as one of the positive steps made by the Azerbaijani customs officers. The statue of Jesus Christ being of religious-historical importance presented by the Azerbaijani customs officers was placed in the first Catholic Church constructed in Baku.



The Azerbaijan Customs History Museum gathers the collection and launches regularly with great success the exhibitions on the topics “History of the Azerbaijani Customs in the Fine Art”, “The Azerbaijani Customs Standing on Guard of Cultural Heritage”, as well as “No to Drugs!” in Baku and in several foreign countries as well.

Today, the role of the customs service in struggling against the drug abuse which is considered as a great danger in the world is indispensable.

The first exhibition “No to Drugs!” demonstrated the painting and sculptural works of the modern Azerbaijani artists preserved at the museum's branch and these works have established one more section of museum collection.

The International Cartoon Contest “Molla Nasraddin-Azerbaijan” dedicated to the 105th anniversary of “Molla Nasraddin” satirical magazine under the slogan “No to Drugs!” was held in Baku city. The contest featured 670 caricatures of 307 artists from 63 countries was presented to the audience by common effort of the State Customs Committee, Ministry of Culture and Tourism, Artists’ Union, and with the help of Federation of Cartoonists Organizations (FECO) and Azerbaijan Union of Cartoonists. One section of the museum consists of the cartoons demonstrated at the exhibition.

... The beauty and friendly links, and intercourse morally inspire people and endow them high sense. The place where art pearls are gathered are the museums regardless their destination.



Folders, screen presentations, propaganda:

Austrian's re-opened museum goes public

Although the new Austrian customs museum in Vienna's eleventh district is visitable by request in advance only, the PR machinery started on time. Due to nearly perfect cooperation between the public relation department of Austria's Ministry of Finance and the new management of the customs museum plenty of different advertisement products were distributed nationwide, with which a comprehensive propaganda were heralded for the new exhibit: Thousand of bilingual flyers were printed (see at the IACM website), a museum presentation, to be used on TV screens, and one video were established. Each of the almost 11.000 employees of Ministry of Finance were informed about the new museum by „online news“, a web service at the home screen of „Bundesministerium für Finanzen“.

In last edition of „Finanz aktuell“, a quarterly printed copy, an article is published. On national holiday (October, 26th) a special poster with subject matter of the new museum was presented to the public, while Ministry of Finance participated on a huge authority exhibition in Vienna town-down. Obviously these PR operations were so successful that nearly all important decision maker of Austria's Ministry of Finance took part on the museum's open ceremony early this October.



The customs house of Vienna (A-1110 Vienna, Brehmstraße 14) is host of the new „Austrian Customs museum“, which invites to an antique journey through time. Tours and opening hours only by appointment and contact in advance with the new custodian Helmut Gram: Phone: +43 6645054840, Email: helmut.gram@aon.at or Post.Zoll-Museum@bmf.gv.at

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Our Museum – Who is it really for?

“Who are our target groups” is something that we are only recently starting to think about and act on in our design and development.

In essence, a quarter of a century ago, we started by building displays that told our story, our experiences of our collective pasts, and thus presentations which were essentially aimed at the active and retired colleagues, only.

This was not too surprising, as it was this interest that drove our predecessors in their passion for preservation of their favourite artefacts.

As time went by our colleagues became more and more eager to bring their families and friends along to spend time with them in our museum, sharing their own experiences at the customs administration.

Things ran very smoothly: our museum became better known and was therefore more easily acknowledged by the heads of the administration. A few customs officers were allowed to work fulltime for the museum and the administration was even willing to support us concerning logistics and finance.

Because of this acknowledgement and the extra support our museum board wishes to further the museum as a means of the PR for Belgian General Administration of Customs and Excise.

But to be honest, it is a win win situation.

On the one hand we gain a lot of new visitors by joining at family happenings, hosting international colleagues and guiding children on their school day out, but it also makes us think about ways to grab the attention of people who are strangers to our administration together with youngsters.

These people are interested in our past but they also seem very eager to learn about our many tasks today.

So our collection has been expanded with more artefacts originating from more recent focal points such as drugs, counterfeit goods and CITES.

Young people require fun, fast and visual information together with games. So we give them things to explore in ways they are accustomed to, such as electronics. It is their medium.

So we experienced that whatever we do, whatever our own goals and desires are, they will not last if we do not respond to the expectations supported by a broad range of the population. We need to have this in mind as we work through our various projects.

It is important to keep broadening our horizon. A solid and diversified target audience is a prime requirement for a successful future, along with a credible reputation for what we do and how we do it

Text: Ann Van Puymbroeck

Pictures: D&Amuseum

Picture 1: Two times a year we welcome international students from the WCO.



Picture 2 :Also young children find their way to our museum

The Czech Customs Museum and its Public Relations Strategy within the Czech Customs Administration Program

The accession of the Czech Republic into the European Union in May 2004 brought significant changes regarding the type of work of Customs Authorities including the overall organization structure. This historical milestone in the Czech Customs caused introduction of new innovative approach toward the issue of "Public Relations". It wasn't easy for the conservative part of the wide public to accept this new role of Customs Authorities. It was very important to spread information about the change from the former border crossing activities toward new customs priorities inland.

Even though it appeared at first as if the Customs Museum doesn't fit the mentioned Customs Administration's Program (expectations of Customs Museum Houses is to bring back to live the history reminiscence) it proved to be a good decision, because suitable presentation of history can be effectively used as information about modern Customs Administration that serves and protects the country's interests. In 2009, the Czech Customs Museum launched project called the "Visitation Day" or the "Open Door Day". Within this project many high school and university students visit twice a year the Customs Museum. Such a visit of the Museum is almost three hours long and it consists of presentation of all of the collections including a lecture. After this follows an introduction of the Customs Drug Enforcement Unit including presentation of their work while apprehending suspicious individuals and controlling suspicious premises involved in production, distribution and trafficking of illegal goods such as textile, cigarettes, alcohol, fake CDs, DVDs etc. Very popular is also demonstration of service dogs and the possibility to shoot from a service weapon under a supervision of experienced customs instructors.

Positive reactions from the visitors support the properly chosen strategy of "Public Relations". The museum exposition became very essential and popular part within the Czech Customs "Visitation Day" Program and it enhances and brings the presentation of current customs service to another and higher level. Actually it just cannot be otherwise, since even the famous Cicero said: "Future success closely depends on the knowledge of our history".



Public Relation in the German Customs Museum

Public relation (PR) in German Customs is divided into the external and the internal PR.

The external PR (section) is responsible for the contact with the general public and organizations outside of the customs administration such as press conferences, televised interviews and announcements in other media. The internal PR (section) aims to stimulate the corporate identity and to offer a platform for internal discussions among the officials of the customs administration.

According to this bipartite structure the PR of the German Customs Museum reflects these two aspects:

Concerning the external PR, the presentation of customs history is used to show correlations to contemporary issues such as the ending of the free zone in Hamburg on December, 31st 2012. About 50% of the permanent exhibition space of the museum shows the present tasks of Customs administration. Thus an important focus of the permanent exhibition and the travelling exhibitions is laid on topics like combating contraband, counterfeit goods, illegal trade of drugs and arms and the smuggling of endangered species.

Situated in the famous old warehouse district of Hamburg and housed in a history-charged old customs building, the customs museum it is also a perfect place for high-ranking delegations from all over the world.



With regard to the internal PR the customs museum has developed to a centre of corporate identity. It has become a place, where customs officers will not only find the historic roots of their profession but also see their current tasks explained and presented in a clear and convincing way. As a result the museum has become a popular destination for office outings, for internal conferences, staff summer-parties and many private visits of customs officers.

The internal PR also includes a nationwide support of customs PR, for example lending so-called „loan-boxes“ to other customs offices and supporting local exhibitions such as the 100th anniversary of the main customs office of Munich.



Public Relations in the Hungarian Customs and Tax History Museum

The Hungarian Customs and Tax History Museum functions as a unit within the structure of the Institute of Training, Health and Culture of the National Tax and Customs Administration of Hungary.

Therefore, we are trying to reach out to more than 22 thousand employees of the National Tax and Customs Administration (an organization which came into being after the merger of the Hungarian Customs and Finance Guard and the Tax and Financial Administration of Hungary) via several platforms. As a result, an increasing number of colleagues are taking part in our programmes or visit our exhibitions.

Besides that – as a thematic museum of a nationwide collection – we are present in the cultural and professional scene as well. The museum is in a fortunate situation: it was accommodated in a historic building located in the Museum Mile of Budapest. Due to its excellent position and the attractive late Art Nouveau style mansion our attendance has been improving. In the year 2012 the number of our visitors has exceeded 10 000 persons out of which 1000 visitors came from foreign countries.



We regularly take part in such nationwide events as the Night of the Museums and the Fall Festival of Museums striving to offer interesting programmes to all age-groups. Our events were so successful that in 2012 we received an invitation to the county seat of Kecskemét to introduce an affiliated exhibition and other programmes.

We are trying to enhance awareness of our museum in pavilion platform events. One of those is the Picnic of Museums organized in the backyard of the National Museum of Hungary – an event in which every museum in the country is represented. We are participating in sporting and student contests organized by the NTCA and also in the so-called Museum Mile of the Sziget Festival (elected as best festival by Hungarians and foreigners alike). In the preparations for such events we are in close cooperation with the Press and Communication Department of the National Tax and Customs Administration. Our aim is the same: to enhance the public profile of our museum, making a wide range of people familiar with its activities and promote the tax and customs

profession itself. The Department helps us with intra-organizational and public communication as well. We are given the opportunity to make publications in the professional journal (Finance Guard) of the National Tax and Customs Administration. We are making ourselves visible in the written and electronic press, radio and TV programmes through this Department.

We enjoy good relations with the General Directorate for Deployment of the National Tax and Customs Administration who provide assistance in several of our events. Their staff are making our events livelier with exciting sniffer dog, gun and commando shows.

We deem it important to present our activities to upcoming generations and the best tool for that is museum pedagogy; therefore, we organize many free time activities and interactive programmes to school groups and youngsters in general. “Be a finance guard yourself” and “hop on the motorcycle” are especially popular programmes in the framework of which youngsters have the opportunity to dress up as finance guards in the contemporary uniforms of 1970s and 1980s.

The joint work resulted in a record number of visitors in 2012. The numerous entries in the visitors’ book and our returning visitors are all indicating the success of our efforts.



Lithuanian Customs Museum is Open, Hospitable and Sociable

The Lithuanian Customs Museum was established in 1994 in the former premises of the Customs Laboratory. At first it was a place where historical and documentary information on the Lithuanian Customs of the past was collected and exhibited. Over seven thousand different exhibits were accumulated therein.

Later, the ideas about the creation of the Museum as a representative place of the institution started to occur. Consequently, it was decided to renovate the exhibition halls and to adapt them to the widest possible range of visitors.

In early 2008, the Museum was opened after a yearlong renovation. The old Museum was divided into several exposition halls, representing different periods of the history of the Lithuanian Customs.

Since the Customs history is closely related to the history of our state, different exhibition halls introduce to visitors different periods of our country's history from the Middle Ages to the present day. Students like such a historically consistent exhibition layout that often allows them to look for information necessary for their scientific works only in one particular hall. In summer, young people studying history do practical works at the Museum.



Today, the Museum is a place intended for cultural events, reception of distinguished guests and for civic education.

In addition to permanent expositions, temporary exhibitions are organized regularly in the Museum halls. The visitors of the Museum saw there the collection of antique maps, postcard sets of the late 19th and early 20th century, historical engravings, i.e. values lent to the Museum by collectors. In recent years, photographers' thematic exhibitions, events related to the Customs history, meetings, discussions of culture people were started to be organised at the Museum. The Museum is becoming more and more often a gathering place for intellectuals.



The Customs Museum has been implementing for already five years an educational program for schoolchildren "Smuggling from XVth Century to Present Days". This programme introduces to the 5th-12th class schoolchildren the Customs history together with the explanations of how the illegal transport of goods makes harm to the state, traders

and every person. The teachers of secondary schools include a visit to the Museum into a civic education course that helps to develop civically responsible individuals loving their country.

Every autumn, senior schoolchildren take part in a history lesson organised at the Medininkai road post, i.e. the place where Soviet OMON troops assassinated in 1991 7 unarmed officers from the Customs, State Border Guard and Police. The only surviving witness of this tragedy, customs officer Tomas Šernas,

delivers this lesson. The schoolchildren have an opportunity to visit an old construction wagon, where six officers on guard of the state border were shot dead, and where a memorial to perpetuate their memory has been established. Every year, this history lesson becomes increasingly popular among schoolchildren.

In order to attract to the Museum more visitors, we advertise it during public events, i.e. international exhibitions or city holidays.

The Museum exists in a virtual space as well. There is a separate section dedicated to the Museum on the Lithuanian Customs website. This year we have created a profile on the social networking site Facebook, which in a few weeks have attracted more than 120 people and its popularity continues to grow.

The address of the Lithuanian Customs Museum:

Customs Museum – Branch of the Customs Department under the Ministry of Finance of the Republic of Lithuania
Jeruzalės g. 25, Vilnius
LT-08420
Lithuania

The contact person is Indrė Ramanavičienė, Chief Inspector of the Communication Division of the Customs Department.

(tel.: +370 5 232 74 68, e-mail: indre.ramanaviciene@cust.lt).



Since its official opening in 2004, the Luxembourgish customs museum had a staff of only one halftime job, the so-called curator, who eventually was assisted by volunteers emerging from the museum association.

An own public relation department never existed, and doesn't exist either now. Promotion on national level was of course made by the national tourist office.

Nevertheless promotion ever has been on a greater scale by an internal network. Customs museum always had the right men on the right place.

As so, the director of the administration and the president of the trade union are president, resp. vice-president of the customs association, and nearly all customs officers in the official department of customs public relation are also members of the committee of the association. We also find members of the association in the different sports and cultural institutions of the customs administration.

A visit of the museum has been an entire part of the probationary year for young candidates for a career in the administration.

Promotion for the customs museum is collateral to events organized by the customs administration and departments, for instance exhibitions about CITES and piracy in the malls of greater department stores.

Actually different things have changed.

The customs office building in Esch/Alzette, which houses the museum, will be demolished and reconstructed on the same site, but this will take several years.

The museum had to close to public, and all promotions in the publishing's of the national tourist office have been stopped.

The bigger part of the collection and the exhibition has meanwhile been stocked in the cellars of the national museum.

An expedience part of the collection will be shown in glass cases in the directory and in the entrances and encounter halls of the customs offices.

Our museum will not be forgotten in the minds of the public. We may face the future in confidence.

As soon as the customs office in Esch/Alzette will reopen, our museum will reopen too. And we don't forget the perspective of a common museum of customs, police, fire departments, postal offices and railways to be created in Petange even in this decenny.



The museum as marketing instrument for Customs

Or: what we are primarily by not being it

As host museum for the IACM in 2012 we were asked to answer the question: is the Taxation & Customs Museum a marketing instrument for Customs? As an educator and communicator for the museum, I am eager to answer this question because it directly evokes a reaction in me.

My primary reaction as an employee of the museum was (and is): no! We are not merely a billboard for the service. The cherry on the cake of the wonderful world of a customs officer. We are more than that! We are something ourselves!

This reaction immediately underlines the sensitivities that have been exposed with such a direct question. A museum linked to a government institution often has a difficult double role. It has to prove itself in the world of museums. It has to show that it is not just an archive for 'old government junk', but really does tell a story, guards history and teaches. But it also has to prove to the institution it resides under that it has a right to exist, that it is sensible to invest in it and that there is a future in history.

The great fear of a government museum is to be written off as a stuffy showcase that may in the end get closed by budget cuts because no one within the organisation itself feels any bond to that strange museum.

When the Taxation & Customs Museum closed its doors in 2010 for major rebuilding work and renovation, it was decided to take a good look at the relationship with the relevant services. And to our great joy, these turned out to be pretty good. Of course there's always room for improvement, but the basis was very good.

So what is that basis?

The basis was that the museum had managed to shape itself as a knowledge centre, as a constantly changing work of reference, but also as a colleague focusing on service. The Customs Department was not only the one who paid our salaries, but a supportive party.

And that is the crux of the matter. The Dutch Customs has given the museum a possibility to choose its own way and to support it in that, not to lead. As a result, the museum has been able to develop and find the right balance between information, securing history and representing the service.



The improvements

As previously stated, there's always room for improvement. And in our specific case, that will primarily be in close cooperation between the education department of the museum and the information department of the Customs Service. By strengthening the existing bonds and making new ones, the museum is now better able to perform its educational tasks and more broadly. This is also very important as the museum regards education as a core task.

Families, pupils, young people and adults enter into a dialogue about taxation history, cultural heritage and the museum. Educational programmes and guided tours are tuned to the interest and level of knowledge of the visitors. The museum is an invitation to look, ask questions, discuss and create.

And in doing that, we also show the essence of what and who the Dutch (Taxation Service and) Customs is.

In other words: we may not be an official marketing channel for the Customs. But through cooperation and practising our craftsmanship, we are that.

And we enjoy it.

Rhea Bogaart

Educator



The Swedish Customs Museum

The Swedish Customs Museum is located in the central part of Stockholm and is integrated with other departments at Swedish Customs's head office.

From an organisational standpoint, the Customs Museum is part of the Communications and Public Relations Department.

The Customs Museum previously belonged to the Administration Department at the head office but has been part of the Communications and Public Relations Department since 2009. Swedish Customs's management views the Customs Museum as a living part of Swedish Customs's overall communication plan and one of Swedish Customs's channels for public relations, which is why, at organisational level, it belongs to the Communications and Public Relations Department.

A set of visions, goals and related assignments have been drafted for the Customs Museum. These documents provide a more detailed explanation of the Customs Museum's role in the public sphere.

- The Customs Museum is an open forum where people can meet against the backdrop of Swedish Customs's rich history.
- Visitors will be met in a welcoming and friendly manner.
- The Customs Museum is a source of knowledge for those who are interested in customs history but is also intended for everyone.
- Swedish Customs runs its museum for the benefit of all members of the general public.

Our goal is to make the Customs Museum a continuously developing and evolving part of the Swedish customs services. It should be a forum for history, as well as for present day and future events.

The Customs Museum's mission is to preserve the history of the Swedish customs services, nurture its legacy and artefacts and be a public window for today's customs operations. The Customs Museum shall also be an open forum where people can meet and enhance their expertise.

The Customs Museum has been assigned by the Director-General of Swedish Customs to bring Swedish customs history to life, attract visitors and promote the image of a modern authority which is

undergoing continuous development.

The museum's activities are centred around a number of permanent exhibitions which are supplemented each year with temporary themed presentations. The themes of the permanent exhibitions are "Alla tiders tull i stan" ("Stockholm customs through the years") and "Smuggling and Control". A new permanent exhibition, which has been given the working title "A Modern Customs Service" is under construction.

How do we market Customs Museum?

The Customs Museum can be found at the Swedish Customs's website tullverket.se. Each week advertisements are placed in Sweden's three largest newspapers. An advertising campaign is carried out in the Stockholm underground at least once a year. The Customs Museum is represented on a number of culture maps in the form of separate advertisements. The Customs Museum is a member of Svenskt Kulturarv, the Association of Swedish Museums, Sveriges verksmuseer and Stockholms Museiinformatorer. The Customs Museum is, of course, a member of International Association of Customs Museums organisation. Each year the Customs Museum issues an annual publication, ARGUS, in collaboration with Swedish Customs' historical association.

J. Sixten Pekkari

Head of the Customs Museum

Pictures from the exhibition The Swedish Customs Museum

"What has the lady under the skirt?"



"A part of a smuggling-car"



Public relations: is the museum a part of the Swiss Federal Customs Administration's public relations work?

The Swiss Customs Museum in Cantine di Gandria plays an important role in the internal and external communication of the Federal Customs Administration (FCA). The museum provides a broad overview of the multifaceted tasks carried out by Swiss Customs. Housed in an old border-guard post right on the Italo-Swiss border, the museum exhibits a number of customs-related topics: smuggling of goods, drugs searches, white-collar crime, migration, precious metal control, species protection, and protection of cultural property. Visitors can gain an understanding of the day-to-day work of Swiss customs agents and border guards, from the time of the founding of the Swiss Confederation in 1848 to the present day.

The Customs Museum is thus an important part of the FCA's public relations work. It helps the public to appreciate and understand the added value of this important state task, for the economy and for society in general.

Maria Moser-Menna



U.S. Customs and Border Protection's History Program:

Telling the Story Behind the Agency

The CBP History Program is administered through the Office of Public Affairs, and in addition to chronicling and illustrating the history of the agency, the History Program plays an important role in educating the public about the work of CBP. The History Program engages the public through exhibitions of artifacts, monthly postings on CBP's website, and regular segments in Frontline magazine.

A key objective is to demonstrate how CBP's work affects all aspects of life. An example is by telling the story of the famous cherry trees in the parks of Washington, D.C. Most people who visit Washington do not know that these trees represent a second gift from the people of Japan to the United States. Nor do they know that the destruction of the first trees was due to disease and insect infestation.

The destruction of the cherry trees also led to the passage of the Plant Quarantine Law of 1912 – a law that CBP still enforces one hundred years later. An article in Frontline magazine explains what happened and why it is important to the ongoing work of CBP. An electronic version of the magazine is maintained on the CBP website and the article may be found at <http://www.cbp.gov/frontline/summer2012/>.

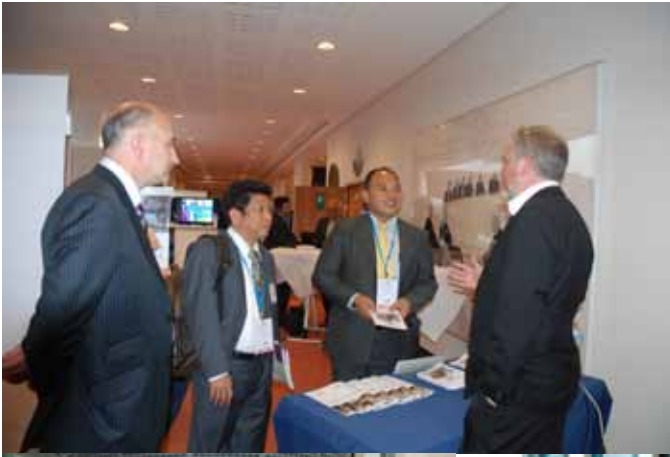
Other research and exhibitions chronicle how a court case involving duties on oranges eventually defined citizenship for individuals who live in U.S. territories that are not states of the union. The History Program's exhibition program ranges from demonstrating how CBP prevents counterfeit merchandise from being "dumped" onto American markets to the creation of CBP following the 9/11 attacks on America.

David D. McKinney, Ph.D.

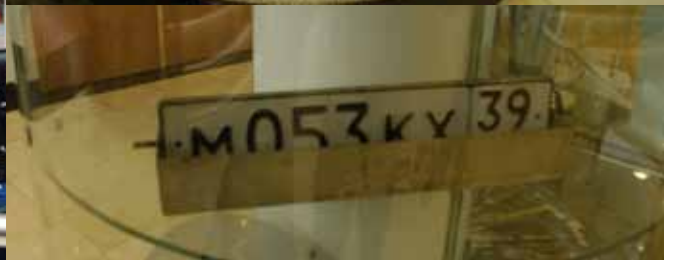
Chief Historian

**World Customs Organisation
Exhibition june - octobre 2013
Brussels**











Notes General Meeting IACM Assembly

Rotterdam, 27th September 2012

IACM representatives of the following countries were present; Azerbaijan, Austria, Belgium, Czech Republic, Finland, France, Germany, Lithuania, Luxembourg, The Netherlands, Norway, Slovak Republic, Sweden, Switzerland, United States of America.

1. Opening

President Henri Nimax opens the IACM General Assembly 2012.

President's annual report: The economic situation is a problem. More than half of our members is not present today due to this.

What happened since our last meeting?

Three aspiring new members have come forward, they will present themselves today.

Our association should be known to other associations, we strive for more attention within the customs world. Sadly, due to before mentioned economic situation, we had to cancel the exhibition "Hidden Treasures" as it was money consuming project, for which we do not have the means today.

A French student at university has done some research in association with some IACM members and he will present his project to the delegates tomorrow.

The president thanks Jon Eggertsen, the IACM secretary, for all his work in the passed year. The treasurer Francis Huijbrechts, has proven very reliable, and is also thanked for all his efforts this year. The president also thanks Frans Fox, Wim van Es and Erna Tieman of the Rotterdam Tax & Customs Museum for organizing this year's General Assembly.

The president is sorry to have to announce that this year's annual report is not complete. He expresses his disappointment on the input from a number of member countries. The association has access to cheap communication means, but does not seem to use it well enough. *The president expresses his wish for all members to better their lives next year.*

2. Presentations aspiring IACM member candidates

- Mr David McKinney representing the United States of America

"We start with a little history on the organization: The US customs services preceded in 1789, but the Customs and Border Protection celebrates their 10th anniversary in March 2013.

Our storyline does not only cover the history of taxation, but also the history of the navy coast guard, and, in fact, the development of the United States from sea to shiny sea. Our field is broad and links to multiple public and social topics in American history as well as current affairs.

We came together as a federal agency, due to the sad events on September 11th 2001. The attacks triggered a review of the customs department, and called for a centralized border and protection system for all ports of entry.

Our storyline goes from 'mundane' customs and declarations, to customs connected with the first landing on the moon. We have copies of the customs declarations from astronauts who returned from their visit to the moon. In fact, the first person Neil Armstrong met when returning to earth, was a customs officer.

To explain things a little further; the first astronauts brought back moon rocks as souvenirs. After this, other astronauts on their subsequent travels to the moon, took more moon rocks with them as gifts. Of course these stones found their way to the black market, and were subject to theft. The Manhattan customs special agents, have actually after an exhilarating search, recovered one stolen moon rock. This is but one example of how complex the story of customs is for us.

We try to tell the story of how CBP influences all aspects of the US and international life. Both as an

agency as well as a history carrier. We thrive to facilitate legitimate trade, stop illegal and criminal actions. We do realize they neither begin nor stop at the border. Verification teams go out to producers and traders long before their products meet our borders, to make sure even production processes are safe and following regulations. We try to tell their story as well. Our history program, like our organization is very young, we try to make, what I'd like to call implemented progress, we opened a small gallery last year, 'We will always remember' in remembrance of the 9-11 events. We try to introduce the public to aspects of our history. Not just customs, but also immigration.

We are excited to be here, we like to learn from you, we see you doing wonderful things with your exhibitions. We've been tasked by our leadership to try and show today's youths that public services are a viable and appropriate career path for the young.

We hope that our application is successful. We would like to see how you do things, and on our part we hope to contribute to a better understanding of CBP. We would also like to learn to see how we look from the outside.

Personally I am excited to be here, we hope to be allowed membership of the IACM"

- Mrs Indre Ramanaviciene representing Lithuania.

"The Lithuanian Customs museum was established in 1994, in 2008 it was completely renovated. Video and interactive exhibitions were added. We now own a visually attractive location. Our concept stems from baggage, boxes and shipment styles.

In the 11-12th centuries was the start of the customs organization, we have artifacts (skins, hides, timber) from those dates.

The collapse of our country in 1795 caused the system to be reviewed. Between 1795 -1915 we were annexed by the Russian empire. We have postcards, pictures and documents from that era, used as wall decorations. Contraband saved our culture; books and other cultural artifacts were smuggled into the country, so our language and culture was preserved.

Between the World Wars 1918 - 1940 customs officers were important, we have tried to recreate the original workplaces. The job of customs officer in those days was prestigious, and covered specific domains. From those days we exhibit tools and even recreated small hideouts, that are interactive for the public.

From 1940 - 1990 our country was occupied by the Soviets, because of this, we have not much to exhibit from this period of time. We exhibit mostly top contraband of Soviet times, usually brought into the country by sailors.

During the revolution in 1991 Russian Special Forces killed unarmed customs officers, we opened an exhibition in remembrance. We display authentic logbooks, and personal belongings of the men killed, trying to remember. On the 1st of July every year, high officials and family members commemorate.

We present our find exhibition in a sea container. Themes are: smuggling and souvenirs that have been taken in by customs, like counterfeited trademarks.

We end our tour in the halls of souvenirs and gifts, where we also showcase temporary exhibitions. For more information on our museum, please visit www.cust.it. The Lithuanian Customs Museum is free of charge. In our museum one can feel, touch and even smell the customs history.

Our educational programs cover smuggling since Middle Ages to our days. We strive to create awareness for younger people and kids. We find that since we opened smuggling has lowered."

- Mr Roman Moravec representing the Slovak Republic

"We thrive to tell the history of the financial administration of and the history of customs. Or maybe, better put: history from the customs point of view.

Our main objective was to create an environment from which to bring to the people the history of customs. We had to do a lot of paperwork and submitted it to our Minister of the Interior. A procedure we had to follow. Our national laws made for a lot of bureaucracy.

In 2011 we were officially established as a civil association, approved by the Minister of the Interior.

We are not given any support from customs administration, we are just being allowed and are all dependent on donations. On May 5th 2012 we were officially founded, in Bratislava, where we occupy an old customs building dating from the 19th century. On the 17th of June 2012, we were allowed to be called a museum.

Mission of the Slovak Customs Museum: Public education, history of customs in the past, but also history of the finance administration, regarding historical moments.

Collection of artifacts and history research. Museum purpose. We work and participate in publications to help public understand what kind of roots we have, we also thrive to make the building a monument.

There is a memory stone in front of our building, remembering finance guard officers and customs officers that were killed during wars.

We work hard on publications, scientific research and a bigger workspace.

We currently own 70 square metres of space and are trying to get something bigger.

Our building is tiny, next to a bridge that has been blown up by the retreating German army in 1945. We thought it the ideal place to set up our museum. It used to be a toll building, later grocery line office and even later a customs office. It is close to the university and harbor. Display outside of building is possible because of rebuilding of the bridge.

Volunteers, ex-officers and current officers helped build the building. Opening day was on the 5th of May 2012, for this we have been working together with a historical group. We started with a very small exhibition, tried to set up a regular office and focused at era 1938, trying to keep in line with the buildings history.

We are trying to raise money through, honor weapons - production of the sable, used for customs officers, they can buy this artifact and the money goes towards the museum. Issued stamps, combination of Slovak and Czech stamps. We participated in the night of museums, we welcomed 1000 visitors in one day, and thus were voted best-visited newcomer of this year. Placement of our museum is very positive.

Basic data: the Customs museum is open from Monday - Friday on demand, and every weekend from 12 - 6. We have volunteers who act as tourguides. Retired and still working customs officers act as our lecturers.

The entrance is free; visitors pay on voluntary basis an entrance fee”.

3. Vote on candidate members

After voting by the present members of the IACM, the representatives of the USA, Lithuania and the Slovak Republic are welcomed as new IACM members by the General Assembly.

4. Presentation of the new Austrian Customs House in Vienna, by Mr Helmut Gramm.

Helmut Gramm has worked for 35 years for the Austrian Customs. He has only been a custodian, for a few months. The museum moved to a new location, just, 5 minutes away from the former location. Customs museum Vienna - Austrian Customs Museum, we are the official one, this should be mentioned, because other people have established museums by themselves. The museum is located on the 7th floor of an old Austrian Customs house.

A presentation in Prezi has been established. We are working on an English edition, but don't have it yet. Impression of a lot of uniforms, armamenys, caps and old instruments. In 10 days we will have a celebration party for opening in Vienna. If you'd like to come, we will arrange a guided tour. For our new exhibition we paid 100.000 Euro just for the glass screens, we had no problem getting that money from the customs organization, the new director is eager to help establish the museum. We now have four rooms for display. The museum is easy accessible by tram or subway; it is only a 5-minute ride from the center of Vienna.

5. Minutes of 19th IACM in Prague

The present IACM members have no remarks or comments on the minutes of the 19th IACM in Prague 2012. The minutes are accepted by the General Assembly.

6. Statutes

Jon Eggertsson, Secretary of IACM:

“I have a proposal concerning the establishing of new statutes.

We have talked about- and done a lot of work on- the statutes and rules. They are not up to date.

There is no consistency. We need to simplify and make them more user friendly. We have received 2 proposals, from Germany and France. This general assembly instructs the board to come forward with



a new set of rules and appeal, established with the help of ideas and wishes from the members, before March 1st 2013. Then all members go through it, react, and then the board will present you with final proposal before Baku. Then vote on that proposal in Baku”.

Votes on this proposal for revising the statutes;

10 in favor, proposal accepted,

Note from the IACM board; We need discipline in the deadlines, otherwise, work cannot be done. Jon will e-mail deadlines to all members.

7. Annual Report

Henri Nimax, president of the IACM pointed out that a lot of the IACM countries / members are missing in the 2011 Annual Report. Nimax: “Deadline has been extended twice, we need to decide whether we want this to continue or not. I think it is an important tool for publicity”.

France; It is important to us, but also for the future of the international organization, people ask about our mission etc, we need to continue to communicate.

Netherlands; It is more or less a tradition that it is a struggle to publish it in paper, perhaps revert to PDF and the website.

Henri Nimax: “A good example of how we are concerned with content, you can see we have dealt with many different subjects in our conferences, so within the organization, it makes sense to have a report like this. We need to go on. It also shows other organizations what we do. You can read and see what we are doing. I am in favor of keeping it, asking you; please first accept the deadlines, because there is a lot of work involved. Make a little effort, it is more interesting if we have 25 reports, instead of ten. It doesn't take too much time, 2/3-hrs work, add photographs and you are done”.

The General Assembly decides to maintain the Annual report.

France; If a member does not take part in the conference, they are still allowed to submit a contribution; point it out when sending the invitation.

Henri Nimax: “Normally the subject is the same as the subject was on the conference”.

Azerbaijan; We want to collect all presentations with no limit.

The IACM president summarizes the conclusions after a short discussion: “The subject for this years annual report will be ‘**Public Relations for the Customs Museum**’. Broaden the subject as far as you like, be inspired by this conference. Send your entries to our Dutch colleagues Wim van Es and Erna Tieman. They will produce the annual report. And send it to the board”.

Deadline: December 1st, 2012.

The Azerbaijan delegate asks permission to translate the Annual Report - regarding the articles on ‘Public Relations for the Customs Museum’ - for educational reasons.

The IACM board gives the Azerbaijan delegation permission for publication.

Wim van Es will e-mail all members an exact title and details of what is expected along with the deadline.

Please check the 2011 Annual Report whether your information (museum address, names, telephone numbers etc.) is correct, if not, please notify Jean-Pierre Reuter in Luxembourg. If not, your information will be wrong in the next Annual Report for the entire year.

11. Temporary exhibition WCO

The IACM president, Henri Nimax introduces this subject to the General Assembly: “I have already explained during my report, earlier this morning, that IACM representatives have discussed with Mr. Meyer, a representative of the World Customs Organisation - we will meet him this afternoon in Antwerp - the possibility of establishing a small temporary exhibition in the WCO building in Bruxelles. The WCO has 174 members, they pass through the building every year, so there is a proposition to make a small exhibition in order for us to get new members.

How will we organize this temporary exhibition? I am aware that some of our members have had bad experiences with similar projects. I say we look at a simple exhibition. We establish a small working group. They will try and gather mainly pictures of artifacts from all members, so in case of damage it is no problem. Can you agree with these plans?

The German delegation asks the IACM Board what the topic of this exhibition will be and what are we aiming for?

The answers of the Board: the topic will be the IACM in general and we aim for showing the existence of the IACM to the international world of Customs, to the public, and hopefully to get new members for the IACM.

Volunteers for the working group WCO Exhibition.

France, Germany and Luxembourg are volunteering. Netherlands would like to, but can't decide as of now. Francis Huijbrechts from Belgium will be coordinator of this working group.

The Azerbaijan representative asks if every member gets a specific area in the exhibition? The Board: The aim is to present our organization, but every member is invited to send in artifacts.

The German delegate suggests to focus on our association as a whole. "We should look for a variety of objects, highlighting every member state and what is important to us. WCO has probably high expectations".

The Slovak Republic representative mentions to keep in mind the clearance of artifacts by Belgian regulations.

The Dutch IACM member asks if we are willing in investing some of our own IACM money into this exhibition?

The Board replies: " We have to talk to our treasurer. We see this as an important PR event, so we should use a little bit of our funding for this purpose. This is a good opportunity. WCO has no money, so if we plan to do something like this, we probably need to invest anyhow".

The German delegation supports this proposal: "We should make a little decision here; how much money would we want to spend? As WCO is a platform for us to get new members, it is a good possibility to invest our money. Put that money to work".

The French delegates: " We totally agree, but we will have to wait for this afternoon to see what WCO wants. Who initiated this whole thing anyway?"

The IACM Board: " It seems to have come from both sides, the WCO celebrated their 60th anniversary this year, Luxembourg was asked to play with the band at their celebrations, during event discussions this came to surface".

It is up to the Working group WCO Exhibition to decide what direction we are going and to come with a concept for the exhibition in Bruxelles regarding loans, funding, planning etc.

The meeting is stopped and is continued on the 28th of September.

8. Future IACM conferences

The Azerbaijan delegation has shown a video to the IACM members concerning all kinds of information that is important for next years conference. Among this information were a couple of temporary offers for hotel reservations. They state; we advise you to decide on a hotel right now, so we can make use of the offered discount.

Reaction of the Board: " Which hotel would you recommend? We find it very early to decide on such a thing".

The Azerbaijan delegation will talk to the hotel again. In six months, they will send all members the correct information, rates and the choice of hotel. They also want to remind the IACM delegates to get their visa in time!

Subject of the 2013 IACM conference in Baku.

The Board asks the Azerbaijan delegation to clarify the two topics they have proposed by email. The Azerbaijan delegates reply: " I e-mailed you the explanations. The second topic has been touched on today. 'Relations of customs museums with creative and government agencies'"

The German representative asks if there is opportunity for suggestions for other topics? We would like to propose: " Internet - different approaches, including social media".

After short discussion the General Assembly chooses as subject for next year:

'Internet and social media for customs museums. Using new media, QR codes, Web 2.0 in museums'.

The Board concludes: "We have the 2013 conference in Baku covered. In 2014 the conference will be in Bordeaux, as they will be celebrating their 30th anniversary. For 2015 we are aiming for Denmark, but we need to wait for a definitive yes"

9. Miscellaneous

Francis Huijbrechts, coordinator of the WCO Exhibition Working group; Yesterday we spoke to the WCO - Mr. Meyer - and we have good news, there is money.

One of the things that is quite important is that we need to go there and see the location, We are not scheduled in entrance as we thought, but we get an exposition in separate room. Display cases are available, quite a number of them actually, they display gifts right now. Next year will be

the 20th anniversary IACM, this is good way to promote our organization. We plan to make the exhibition as diverse as possible. Try to tell the story of what we have in common. As to dates: we plan to open somewhere in the next year but before Baku. We have to decide this somewhere around the end of this year, after which we will send a proposition to WCO. Transportation and insurance shouldn't be a problem, no exact sum was mentioned, but there is financial room. Promotional link is quite important, wouldn't it be a good thing if the WCO became a member of IACM? So they could act as a permanent link or representative?

Reaction of the French delegation: Partners or members? We foresee a conflict with statutes and rules. Regarding to the Board the statutes and rules have to be revised anyway. One step at the time, we've got this link now and we should be proud of our accomplishments. Better connections for the future. Practical notes for the working group; 3 countries are in the group. Two members go and take pictures, send back ideas. Germany, France, Belgium. Jean - Pierre Reuter and Francis Huijbrechts will do this.

The Azerbaijan delegate asks: how will the exhibition be organized?

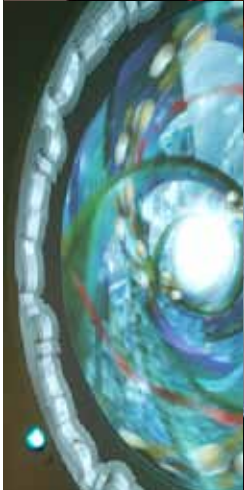
The IACM Board concludes: The Working group will make a concept and then all members are invited to send an artifact in. At least one object per country, but no more than three items. We give proxy to the working group. As there will be no other general assemblies before the exposition, we will send out and comment. Everyone should be able to contribute. A member is always free to mail one of the board members with questions, IACM board will forward to the working group. An IACM budget 5000 Euro is available. We don't need it, but in case of emergencies this is available.

10. Closing of conference

The President of the IACM, Henri Nimax expresses his words of thanks: "I would like to thanks our colleagues in Rotterdam, also to Francis Huijbrechts and Anne van Puymbroeck for the Belgium part of the conference in Antwerp and Kapellen. I hope you all have a good trip back, and I hope to find you all in good shape in Baku".









IACM Coference 2013
Baku, Azerbaijan 23 - 25 september



