



ai & reasonable care: meeting importer & broker obligations with confidence

Zoom Webinar

October 23, 2025

3:00PM EST

Event Sponsor: American Association of Exporters and Importers

Su Ross will be speaking on the webinar, "AI and Reasonable Care: Meeting Importer and Broker Obligations with Confidence" on October 22, 2025, for the American Association of Exporters and Importers.

About the webinar...

U.S. Customs and Border Protection (CBP) requires importers and their customs brokers to exercise reasonable care in ensuring compliance with all entry requirements. This includes accurate tariff classification, proper valuation, admissibility checks, country of origin declarations, maintenance of supporting documentation, and adherence to recordkeeping rules. For brokers, the responsibility extends further to "responsible supervision and control" over daily operations and filings.

With today's complex supply chains and rapid policy shifts, meeting these obligations has become increasingly difficult. AI tools can provide powerful support — helping companies manage data more efficiently, reduce errors, and identify risks before they lead to penalties.

In this 60-minute webinar, sponsored by Cassidy Levy Kent LLP experts from AAEI's AI Tools for Trade Compliance series will:

Review the obligations importers and brokers must meet under CBP's "reasonable care" standard.

Share practical examples of AI-enabled due diligence and documentation management.

Offer strategies for balancing human expertise with AI-driven insights to strengthen compliance programs.

Share resources, certifications, etc. in this area

Participants will leave with a clearer understanding of how AI can help importers

attorneys

Susan Kohn Ross

practice areas

international trade

regulatory



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and brokers uphold their obligations and build stronger, audit-ready compliance practices.

Speakers

- Myles Getlan, Partner, Cassidy Levy Kent LLP
- Phillip Poland, Senior Corporate Counsel, Regulatory Compliance, Illuminate USA
- **Su Ross, Cybersecurity & Privacy Practice Chair, Regulatory Practice Chair, Mitchell Silberberg & Knupp LLP**