

PRESS RELEASE  
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### **BPE HIRES ANDREA APPELL AS SENIOR CONSULTANT**

*Industry leader expands business to better enable global shippers to improve import/export operations as well as manage increasingly complex security and regulatory requirements*

San Francisco, California, December 29, 2010. BPE, a leading provider of global trade compliance consulting services, announced that Andrea Appell joined BPE as a Senior Consultant. Andrea will support all BPE services including consulting on global trade compliance programs, supply chain technology solutions, training, compliance strategy and audits.

“We are so excited to have Andrea join our amazing team of experts” said Beth Peterson, President of BPE. “Andrea brings a wealth of global expertise and is tremendously skilled in implementing large scale compliance policies and programs.”

Andrea is a seasoned trade compliance expert working in international trade since 1997. As a licensed customs broker Andrea possesses not only fluency in all of the customs disciplines of classification, country of origin, and valuation, but also the valuable combination of a thorough understanding of worldwide regulatory requirements and the ability to interpret these laws and translate them into business practice.

Prior to BPE, Andrea held positions at Hewlett Packard, Urusan Consulting, Qiva, and FedEx Trade Networks. In each of these positions, Andrea expertly designed, developed, and implemented programs, processes, and standards that reduced expense and minimized risk.

During her tenure at HP, Andrea successfully navigated the complex regulatory environment of the global leader in technology products. Andrea championed compliance by developing corporate policy and fostering partnerships with HP businesses and functions in order to evaluate trends, leverage best practices, surface and resolve problem areas, and provide recommendations for corrective actions. As a country of origin expert, Andrea also set global standards related to origin across all HP businesses and functions. At Urusan and Qiva, Andrea assisted clients with policy development and automating operational tasks, and while at FedEx Trade Networks Andrea helped clients optimize efficiency and decrease costs by simplifying and translating complicated global customs duty and tax information.

Outside of the office, Andrea is active in several U.S. trade associations and frequently presents and moderates panels at seminars focusing on best practices in compliance. Andrea has also served on the Board of Directors of Women in International Trade, Northern California for five years, the last three of which in the position of Vice President.

Andrea holds a Masters of Arts degree in History as well as Bachelor of Arts degrees in both History and Psychology.



#### About BPE:

Founded in 2004, BPE is a consulting and training firm facilitating global trade and strategy for multi-national shippers. BPE supports companies with their import compliance, export compliance and security operations. BPE's expertise includes a deep regulatory understanding of global compliance operations and practical knowledge of supply chain management and logistics. BPE has developed commercial global trade management and logistics technology solutions.

BPE is recognized as a leader in global trade compliance and education. BPE also brings experience as licensed customs brokers and leaders of international trade associations. BPE shares our knowledge and skills as Trade Ambassador to the U.S. Customs and Border Protection service. BPE's customers range from start-ups to Fortune 500 companies.

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