



GLOBAL ALLIANCE FOR TRADE FACILITATION

A public-private partnership
for trade-led growth



TRADE FACILITATION

The World Trade Organization's (WTO) Trade Facilitation Agreement (TFA) provides a unique opportunity to promote **inclusive growth** by making cross-border trade easier, quicker and less costly for businesses of all sizes.

In ratifying the TFA countries will **commit to a series of reforms** to reduce red-tape at borders — from measures on the release and clearance of goods, through to enhanced cooperation between border agencies. It is estimated that full implementation of the Agreement could **reduce trade costs by an average of 14.3%**.

A recent WTO study suggests that implementing TFA reforms could create around **20 million jobs** — the vast majority in developing countries. The Agreement will help developing countries diversify their exports and tap into global value chains. **More transparent and predictable border procedures** will also make it easier for small- and medium-sized businesses to connect with customers in foreign markets for the first time.

THE ROLE OF THE PRIVATE SECTOR

It is widely acknowledged that the private sector can play a strategically important role in the implementation of trade facilitation reforms. The TFA encourages WTO members to **engage with the private sector** in implementing the agreement, including through the establishment of national trade facilitation committees.

Businesses, both local and global, can support governments by **identifying local challenges and opportunities** to enhance logistical and commercial links to global value chains. The private sector can also deliver technical expertise and resources to support targeted reform efforts.

However, global efforts to mobilize the business community to date have often been fragmented and local business awareness of the TFA remains weak in some regions. To deliver fully on the social and economic potential of the TFA, it will be essential to enhance business awareness and engagement — and in doing so **create bottom-up demand and support** for trade facilitation reforms.

The need to better **leverage private sector expertise** in implementing the TFA therefore calls for new approaches to development cooperation and, specifically, a new framework for public-private cooperation to help deliver commercially meaningful trade facilitation reforms.

THE GLOBAL ALLIANCE FOR TRADE FACILITATION

In this context three major private sector organizations — the **World Economic Forum**, the **International Chamber of Commerce** and the **Center for International Private Enterprise** — have joined forces in the Global Alliance for Trade Facilitation.

The Alliance is a **unique public-private platform** to leverage private sector expertise, leadership and resources to support effective trade facilitation reforms measured by real-world business metrics.

The Alliance's activities are supported by the governments of the United States, the United Kingdom, Canada and Germany and will also draw on contributions from businesses from a range of sectors and geographies.

With the overarching aim of accelerating ambitious trade facilitation reforms, the core activities of the Alliance will include:

- **Building understanding** of the benefits of trade facilitation within both the public and private sectors;
- **Establishing sustainable multi-stakeholder dialogues** on trade facilitation;
- **Mobilizing public-private partnerships** to drive change, engaging local businesses and associations;
- **Technical and financial assistance** in support of capacity building;
- **Benchmarking and evaluation** based on established business metrics.

It is envisioned that the Alliance will support efforts in **12 to 15 developing countries** on an annual rolling basis — while also working at global and regional levels to enhance stakeholder awareness of the importance of trade facilitation and of the role of public-private cooperation in implementing the TFA. To ensure **synergy with the activities of other international programmes**, the Alliance will actively engage with other international bodies, donors and associations.

With the full political endorsement of national governments, the Alliance's in-country projects will leverage the expertise and resources of leading companies and international organizations — as well as providing a platform for local business communities to **identify trade bottlenecks** and to work collaboratively with governments to support effective reforms.

The Alliance's flagship **Trade Facilitation Index** will provide a yardstick of country-level progress and create a competitive incentive for countries to implement trade facilitation reforms — making them **more attractive for trade and investment** and empowering their local business community.

For further information please visit www.tradefacilitation.org or contact the Alliance Secretariat at info@tradefacilitation.org

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