



GLOBAL ALLIANCE FOR TRADE FACILITATION

4th Meeting of the STDF PPP Practitioner Group

29 April 2021

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OUR PURPOSE

To create new business opportunities, enabling greater economic and social development and reducing poverty

OUR VISION

A world where cross-border trade is simple, fast and cost-effective, creating new business opportunities, enabling greater economic and social development and reducing poverty.

OUR MISSION

To enhance trade facilitation by bringing together the public and private sectors as equal partners to identify and deliver commercially-meaningful reforms in developing and least developed countries.

HOST ORGANISATIONS



IN COOPERATION WITH



SUPPORTED BY



Global Affairs
Canada

Affaires mondiales
Canada



Federal Ministry
for Economic Cooperation
and Development



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
Danida



Australian Government
Department of Foreign Affairs and Trade

PRIVATE SECTOR PARTNERS INCLUDING



MAERSK



GLOBAL LEVEL PRIVATE SECTOR ENGAGEMENT



Quarterly calls and annual meeting of the Private Sector Working Group



Periodic requests for support

- Contribute **expertise, best practices and resources**
- **Connect us** with subsidiaries, clients and supply chain companies



Act as our ambassador

- Speak at events
- Write for the Alliance blog
- Get active on social media



Innovate with us

- Pitch ideas for projects
- Support hackathon contestants

54 companies

32 global business partners

USD 443,310 total in-kind contributions in 2020



Co-creation

Collaborative project identification and development between public and private sectors in project country

Business Action Projects

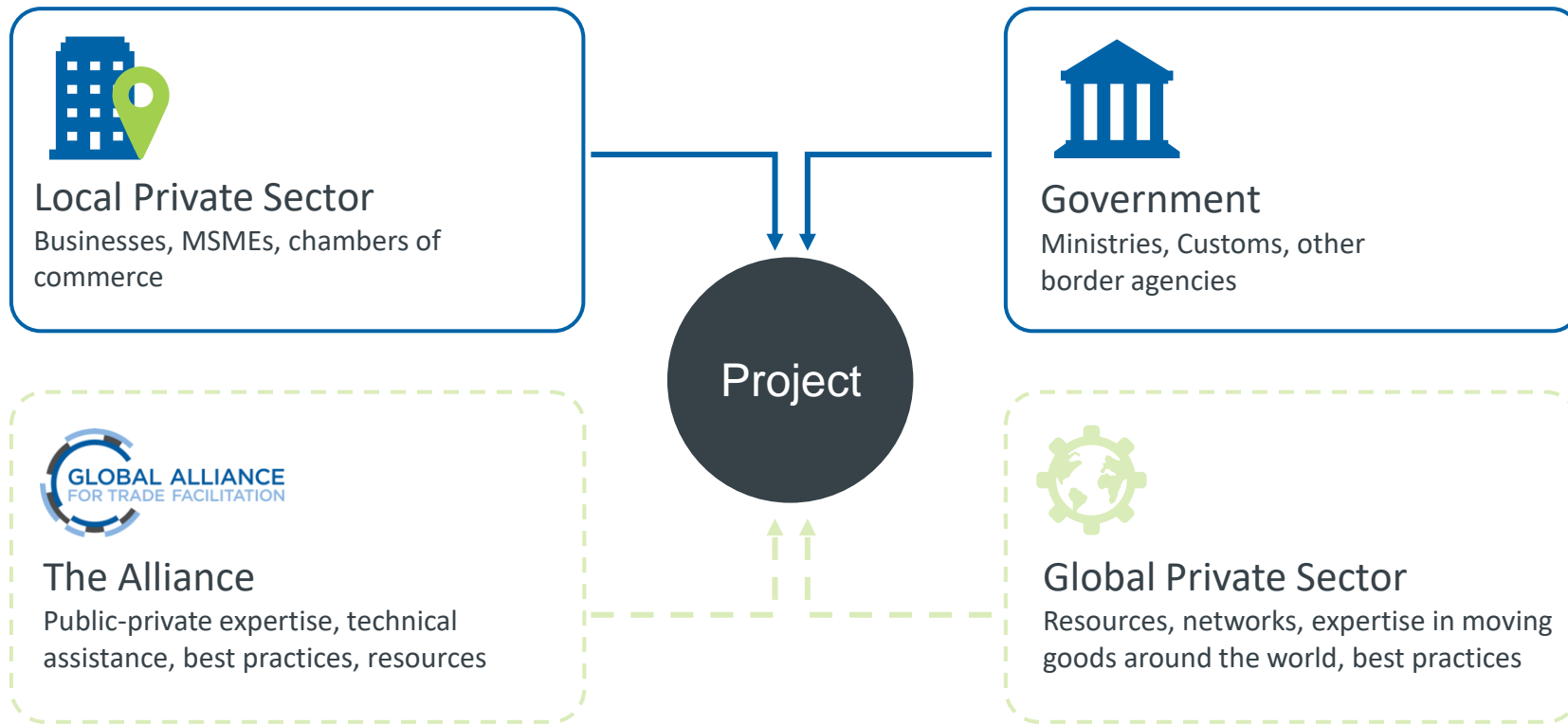
Highly-targeted, short-term projects deliverable in 6-18 months, driven by Alliance business partners

Upscaling projects

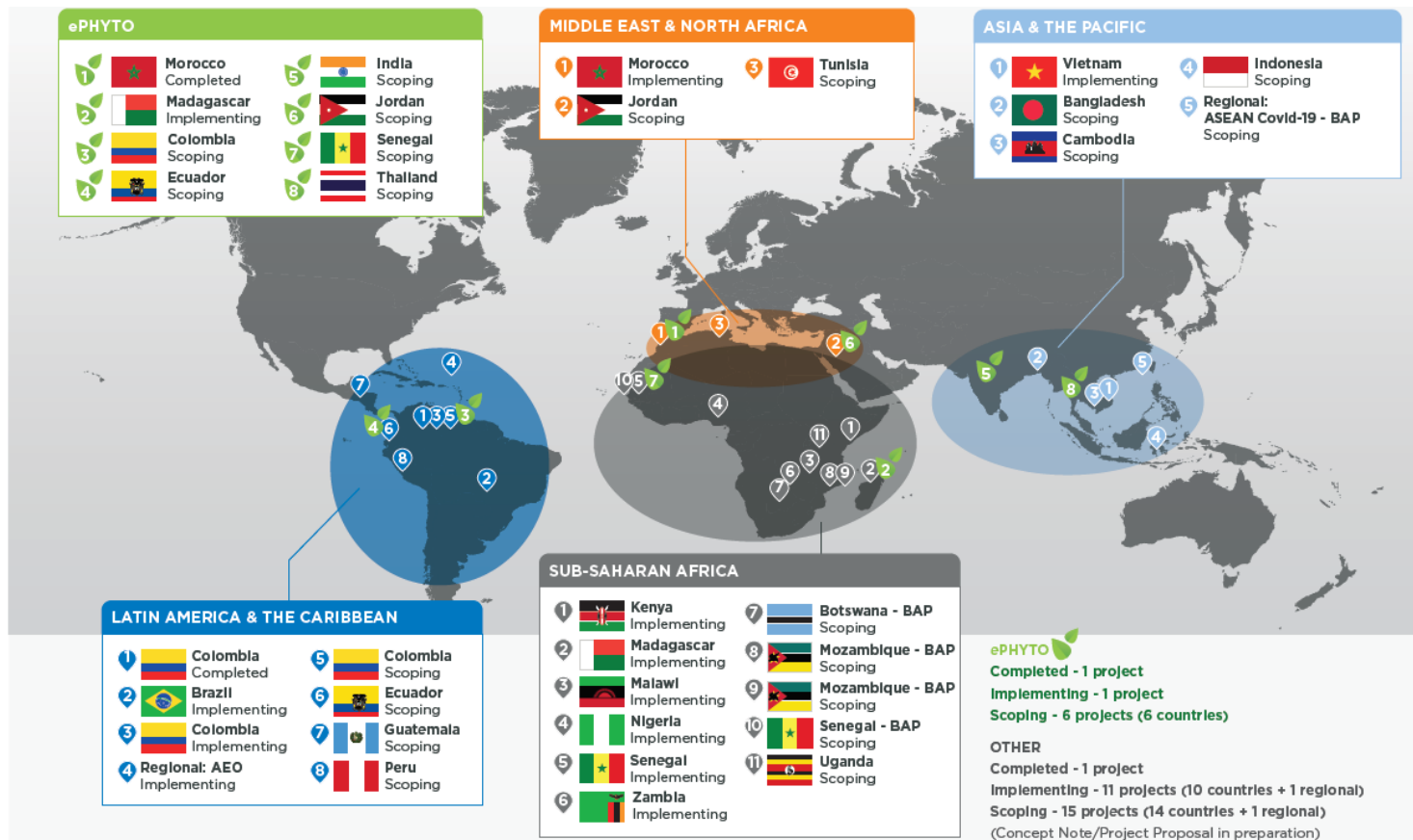
Expertise gained through successful project delivery is used to make a similar intervention in another country



THE IMPORTANCE OF PARTNERSHIPS



GLOBAL PROJECT PORTFOLIO



EXAMPLE: COLOMBIA INVIMA

MAKING TRADE SIMPLER, FASTER AND MORE COST-EFFECTIVE



EXAMPLE: COLOMBIA INVIMA

DELIVERING VALUE FOR MONEY IN AID FOR TRADE



Colombian imports of food and beverages

EXAMPLE: EPHYTO PROJECT IN MOROCCO

Implementing ePhyto in Morocco

CHALLENGES

- Paper documents physically transferred between different parties, prone to :
Errors – Loss – Counterfeiting
- Producing:
Slow trade - Spoiled goods – Charges - Frustrated customers and governments

OBJECTIVES

- **Safer, Faster and Cheaper** Trade
- **Reduced** administrative burden
- **Positioning** Morocco as leading country in Africa in terms of electronic certification

Project Partner

- National Office for Health Security of Food Products



Stakeholders

- Private Agri-trade sector
- Ministry of Trade
- Ministry of Agriculture
- Border Agencies

STATUS

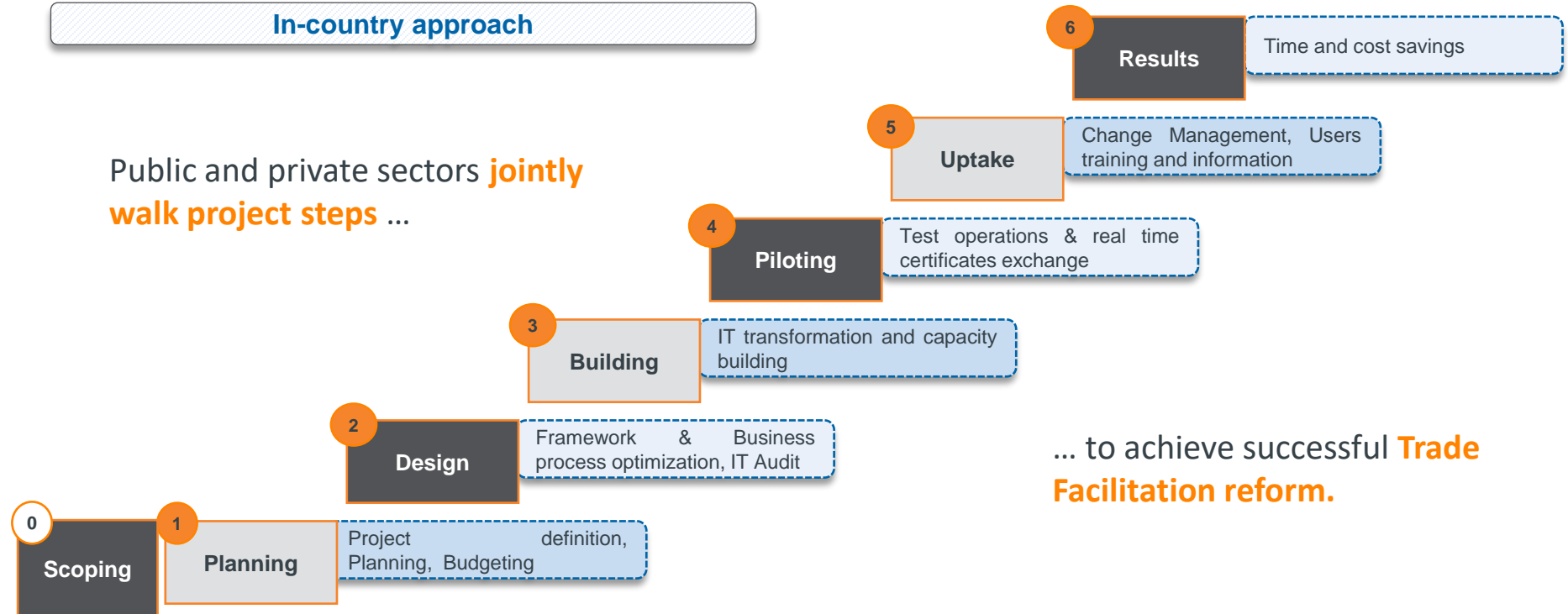
Achieved ✓

EXAMPLE: EPHYTO PROJECT IN MOROCCO

A public-private implementation approach

In-country approach

Public and private sectors **jointly**
walk project steps ...



... to achieve successful **Trade Facilitation reform.**

- Our mission is to ensure our projects are **MSME sensitive**
- This means:
 - Mainstreaming MSMEs into project design process and activities
 - Designing MSME-targeted project activities and reforms when necessary
 - Measuring project impact on MSMEs (size-disaggregation)
- Example: How ePhyto benefits MSMEs
 - Provides MSMEs with a **free and reliable web-based system**
 - The reduced **administrative burden** helps MSME **optimize their resources**
 - Reduces **vulnerability** of MSMEs **to uncertainty** (logistics, penalties, spoilage, etc.)

BUILDING PUBLIC-PRIVATE TRUST

What?

A case study to measure trust building between the public and private sectors

Why?

To test the hypothesis that the Alliance public-private approach builds trust between government and business, cementing reforms and paving the way for continued collaboration, sustainable project implementation and future reform

Approach

Trust experts completed a case study on the Colombia Centre project following anecdotal reporting from project stakeholders that it had increased cross-sector trust

Methodology

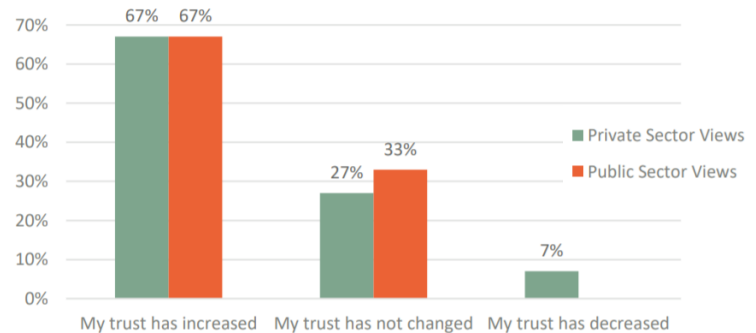
Qualitative data collected through interviews, focus group and documentation review

Quantitative data collected through survey

Findings

Previously a relationship characterized by lack of trust; today characterized by mutual understanding, pursuit of common interests and effective communication. Findings indicate that the new Customs administration was the turning point and that the Alliance and Centre project activities provided a key vehicle for building trust.

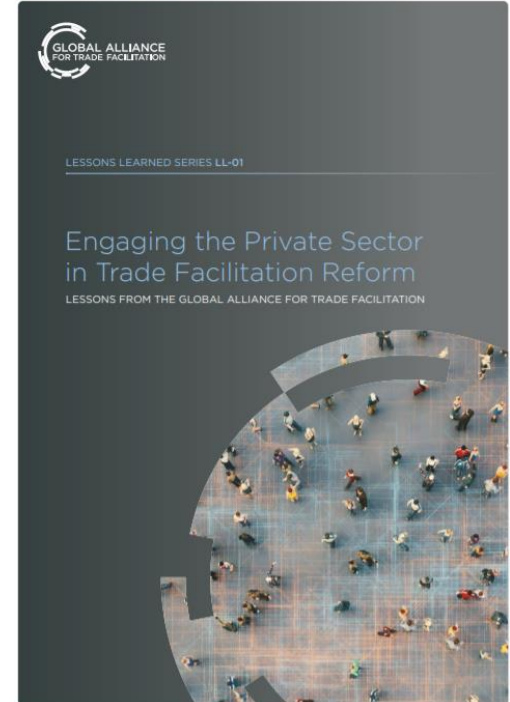
CHANGE IN TRUST TOWARDS THE OTHER SECTOR IN THE LAST FOUR YEARS



BUILDING AND SHARING KNOWLEDGE



- Lessons Learned in Engaging the Private Sector in Trade Facilitation Reform ([published May 2020](#))
- Total Transport and Logistics Cost (TTLIC) Methodological Note ([published September 2020](#))
- Lessons Learned in MSME Sensitizing Trade Facilitation Reform (paper forthcoming May 2021)
- ePhyto private sector webinar with IPPC, Freshfel and SHAFTE (May 2021)
- Case study on building and measuring trust between the public and private sectors in Colombia (paper forthcoming summer 2021)
- Measuring in-kind contributions of the private sector (methodology paper forthcoming summer 2021)
- ePhyto Toolkit (forthcoming late 2021)



DISCUSSION QUESTIONS



- What do you see as possible synergies between the Alliance's PPP approach to digitalization (including e-certification) and your work?
- Do you think the Alliance ePhyto implementation approach could work for other electronic certificates (e.g. veterinary, Codex Alimentarius)?
- How are you measuring project long-term sustainability? How does public-private trust play a role?
- What knowledge and lessons learned from the Alliance would you be interested in learning more about?

FOR MORE INFORMATION

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Engage with our communities



Stewardship Board

Nominate a global chief executive, chair or minister to sit on the principal-level board that provides strategic guidance to the Platform.



Project Working Groups

Nominate experts, policy-makers or senior executives to shape individual projects. Delegate secondees to drive specific initiatives forward in collaboration with others.



Global Future Council on International Trade and Investment

Our Global Future Council is an advisory group to our Stewardship Board, engaging specialists to explore new ideas for the trade and investment industry.