



# WORKING WITH US AS A GLOBAL BUSINESS FREQUENTLY ASKED QUESTIONS

## WHAT IS THE TFA AND HOW DOES THE ALLIANCE HELP TO IMPLEMENT IT?

All Alliance projects are specifically designed to help governments in developing and least-developed countries implement the Trade Facilitation Agreement (TFA). The TFA is a binding multilateral trade agreement between members of the World Trade Organization (WTO). It was concluded in December 2013 and officially entered into force in February 2017. The agreement is designed to tackle the barriers to trade posed by burdensome border requirements. These barriers make it harder for businesses of all sizes to trade internationally but hurt small and medium-sized enterprises the most.

By ratifying the agreement, countries commit to reducing red tape at borders—from measures to ensure quicker release and clearance of goods to better cooperation between border agencies. All Alliance projects directly address articles within the TFA. These reforms will increase transparency and efficiency, reduce bureaucracy and corruption and ultimately make trade simpler, faster and more cost-effective. The TFA is a unique opportunity to further development goals such as sustainable growth, poverty reduction and gender equality. Taken together, reforms have the potential to reduce trade costs by 14.3% on average and create around 20 million jobs, mostly in developing countries. Find out more about the TFA at [www.wto.org/tradefacilitation](http://www.wto.org/tradefacilitation).

## HOW IS THE ALLIANCE GOVERNED?

The Alliance is governed by a steering group comprising a representative from each donor government (United States, Canada, Germany and Denmark) as well as private sector representatives who serve on a two-year rotating basis.

The steering group approves the countries that we work in and our projects.

## HOW DO YOU SELECT WHICH COUNTRIES TO DELIVER PROJECTS IN?

The Alliance seeks to deliver projects in countries where there is a clear commitment from government to deliver trade facilitation reform and a willingness from both government and the local private sector to work together.

We look for opportunities to deliver highly targeted, measurable reforms.

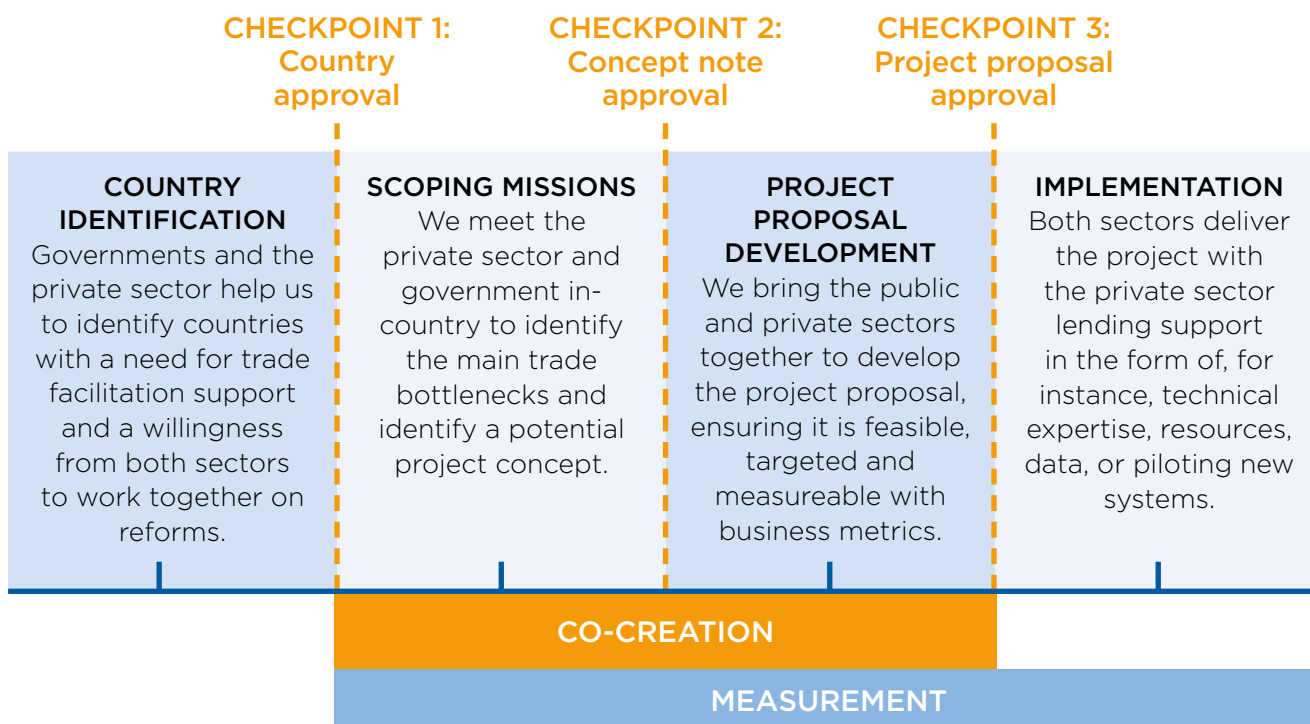
## HOW ARE ALLIANCE PROJECTS FUNDED?

The Alliance is funded by the donor governments of the United States, Canada, Germany and Denmark. Business contributes its resources and expertise in-kind.

## HOW DOES THE PROCESS OF DEVELOPING PROJECTS WORK?

The project development process has three stages. The steering group reviews and approves the development at each stage.

Businesses can contribute at all stages, although the type of support varies between projects.



## HOW DOES THE ALLIANCE MEASURE IMPACT?

Ultimately, the Alliance exists to help countries implement the Trade Facilitation Agreement, so we can measure our overall success by the number of TFA articles that are implemented.

In tracking the impact of our projects, we measure three principal things:

1. Like other trade facilitation initiatives, we measure the average **time and direct cost** for business in complying with border and documentary procedures. We gather this data partly from existing sources and collect some fresh data through our own methodology.
2. What makes the Alliance's approach unique and more commercially-relevant, is we also measure the **indirect costs** that businesses face. These are the costs that are triggered by delays or unpredictability at borders, such as spoiled goods or penalties for late delivery. This data is not readily available and requires targeted data collection from key stakeholders in international supply chains through our own methodology.
3. Finally, we measure **business confidence** by asking companies how predictable and stable they feel the time required for border compliance is. This is an important indicator of investor confidence.

It is well documented that reducing the time and cost of cross-border trade can increase exports and investment, which in turn can trigger economic growth and poverty reduction. Our team looks to gather additional data to analyse how those benefits manifest on the ground, for instance, any impact on small and medium-sized businesses or gender equality.

## WHAT MAKES WORKING WITH THE ALLIANCE DIFFERENT TO WORKING WITH OTHER TRADE FACILITATION INITIATIVES? HOW IS THE ALLIANCE STRUCTURED TO INVOLVE BUSINESSES?

Our approach to trade facilitation reform is to bring governments and businesses together as equal partners. In practice, this means that our business partners get directly involved in all elements of our work.

- Some Alliance partners are selected to serve on our **steering group** on a two-year rotational basis and advise on the overall strategic direction of the Alliance.
- Businesses can volunteer to be **project champions**, following one of our projects closely from start to finish and contributing resources to help in its development and implementation.
- Partners can participate in **two working groups** which aim to channel business input and resources.

The private sector working group connects our multinational partners into our work on the ground. We update the group every six weeks on project progress and we ask companies to contribute their resources, connect us with their in-country contacts and act as ambassadors for the Alliance.

The data working group brings together experts from the private sector with think tanks and other non-business entities to strengthen the design and evaluation of Alliance projects through data. It also works to identify opportunities to apply cutting-edge data analytics tools and technologies to Alliance projects.

- Your subsidiaries and companies in your supply chain can **participate in our projects** on the ground.

## WHICH COMPANIES ARE ALREADY WORKING WITH THE ALLIANCE?

The Alliance's official multinational partners include - Agility, ArdoVLM, BASF, BMW, Brambles, Cisco, DHL, Diageo, Dow Chemical, FCA Group, FedEx, HSBC, IATA, Kronos, Maersk, Pernod Ricard, Roanoke, UPS and Walmart.

To date, over 300 companies or business associations have participated in the Alliance's work either at the global level or on the ground.

## DOES CONTRIBUTING INVOLVE A FINANCIAL DONATION?

Businesses contribute their time, expertise and resources in-kind. We would welcome, but do not require, a financial contribution.

## HOW WILL THE ALLIANCE GIVE ME A PLATFORM?

Taking part in public-private dialogues facilitated by the Alliance can help your business to build constructive working relationships with project stakeholders.

Our partners act as our advocates at high-level meetings and events such as those organised by the World Economic Forum, World Trade Organization, International Chamber of Commerce, Centre for International Private Enterprise and the United Nations. We also look to profile our partners on the Alliance website and blog and in international and in-country media.

## ARE THERE ANY RESTRICTIONS ON WHICH SECTORS YOU WORK WITH?

The Alliance works with businesses from a wide range of sectors and we run a thorough due diligence process on all our official partners. We do not work with the defence or tobacco industries.

## CAN I JOIN THE ALLIANCE AT ANY TIME, AND CAN I WORK ON PROJECTS WHICH HAVE ALREADY STARTED?

Yes. Different stages of our projects require different types of support and we are always looking for new companies to get involved.

## HOW CAN I PROMOTE MY COMPANY'S INVOLVEMENT?

We value our partners' work to promote the Alliance and their involvement in it. As an official Alliance partner, we will share our communications toolkit with you and you can work with our communications team to promote your involvement through a wide range of channels.

## WILL MY BRAND BE USED BY THE ALLIANCE?

When you become an official Alliance partner we will ask for your permission to use your logo on our website and promotional materials. We will always work with your communications team to ensure we comply with your brand guidelines.

## WHAT IS THE PROCESS FOR BECOMING AN OFFICIAL ALLIANCE PARTNER?

The first step is an initial discussion with the Alliance team to better understand our work and where your business may wish to contribute. After undertaking our due diligence process, we ask partners to sign a letter of commitment for acceptance by the Alliance's steering group.

To talk to us about becoming an Alliance partner please contact [info@tradefacilitation.org](mailto:info@tradefacilitation.org).

### WHO WE ARE

The Global Alliance for Trade Facilitation is a public-private partnership for trade-led growth. We believe that international trade should be simple, fast and cost-effective, creating new business opportunities, enabling greater economic and social development and reducing poverty. Our work is designed to help governments in developing and least developed countries implement the World Trade Organization's Trade Facilitation Agreement. We bring together governments and businesses as equal partners to identify opportunities to address customs delays and unnecessary red-tape at borders, and design and deploy reforms that deliver commercially quantifiable results.

To get involved or for more information, please contact us at [info@tradefacilitation.org](mailto:info@tradefacilitation.org)

[www.tradefacilitation.org](http://www.tradefacilitation.org)

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