



## TRADE FACILITATION AGREEMENT 5<sup>TH</sup> ANNIVERSARY EVENT

### Session 4: Challenges and opportunities for TFA implementation

#### Innovative Cooperation: The experience of implementing the TFA from the ground up

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Representative, the Global Alliance for Trade Facilitation

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# GLOBAL ALLIANCE FOR TRADE FACILITATION

## WHO WE ARE



### HOST ORGANISATIONS



### IN COOPERATION WITH



### SUPPORTED BY



### PRIVATE SECTOR PARTNERS INCLUDING





# GLOBAL ALLIANCE FOR TRADE FACILITATION

## WHO WE ARE



We are a public private partnership for trade-led growth, supporting governments in developing and least developed countries in implementing the World Trade Organization's Trade Facilitation Agreement (TFA).



### WHAT WE DO

By emphasising digitalisation and delivering other best practices, Alliance projects cut through red tape and end costly delays at borders, bringing together governments and businesses of all sizes as equal partners to deliver targeted trade reforms.



### OUR PURPOSE

To boost trade competitiveness and business conditions, which are key drivers of inclusive economic growth and poverty reduction.



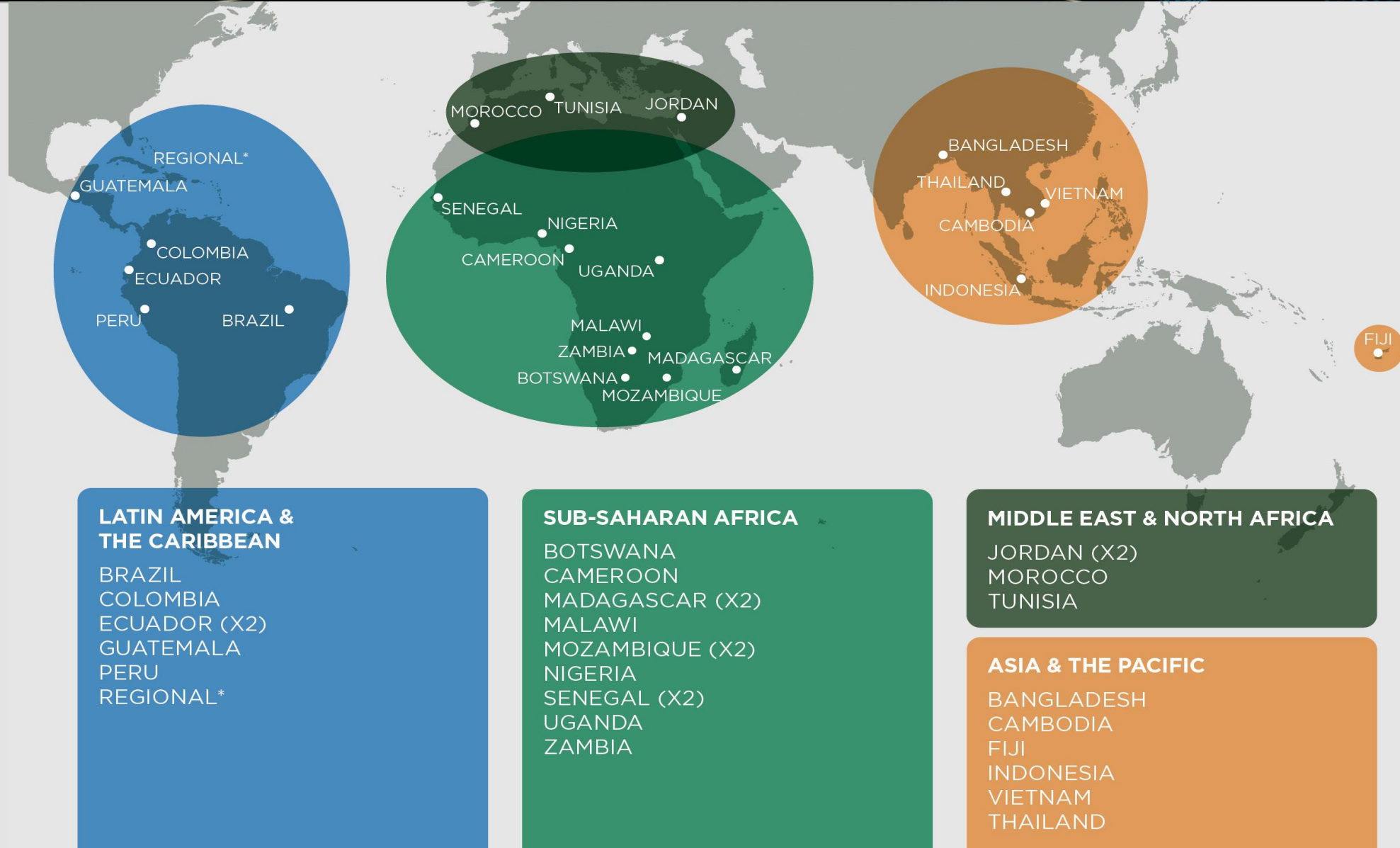
### OUR VISION

A world where cross-border trade is simple, fast, and cost-effective.



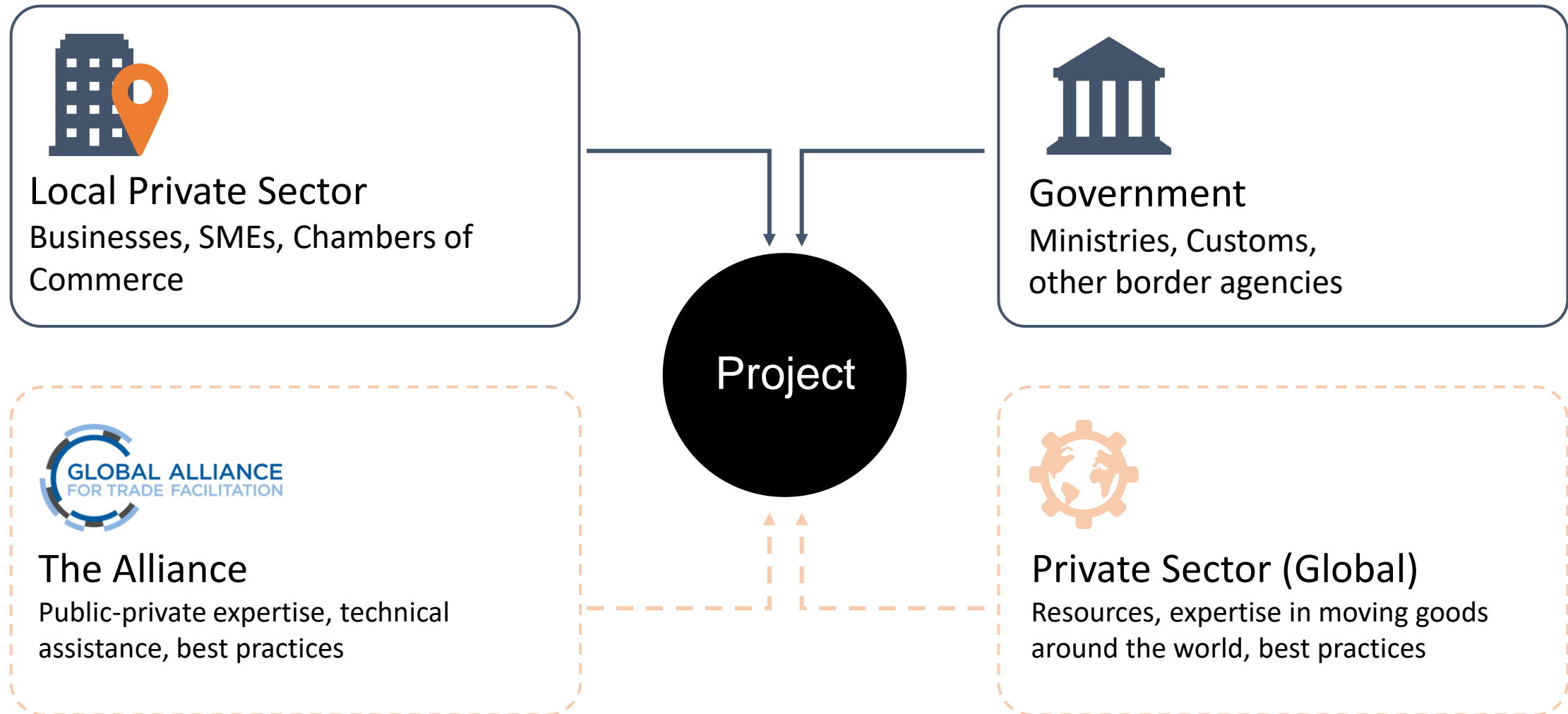
# GLOBAL ALLIANCE FOR TRADE FACILITATION

## OUR PRESENCE



## OUR APPROACH

### THE IMPORTANCE OF PARTNERSHIPS





## OUR APPROACH KEY ELEMENTS



- Focused and pragmatic with the TFA as our guide
- Agile and adaptable to remain relevant in evolving environments
- Private sector embedded in all activities
- Inclusive and impartial catalyst between government and private sector
- Quantifiable results showing impact on business and measuring return on donor investment



## RESULTS - COLOMBIA RISK MANAGEMENT

We worked with Colombia's National Food and Drug Surveillance Institute and the business community to introduce a risk-management system for food, beverages, medicines and medical devices.





## RESULTS - COLOMBIA

### ADVANCE RULINGS



The Alliance worked with the Colombian Customs and Tax Administration (DIAN) and the private sector to create a Center of Excellence to provide consistency in how customs classifies and treats automotive parts.

The Center has become a virtual hub for specialised automotive industry knowledge within DIAN. By centralising and harmonising decision-making on an industry-specific basis, it has created a more fluid and operational relationship between the public and private sectors.



- 70 days average reduction in processing and approval time
- Increased predictability and harmonisation



<https://www.dian.gov.co/aduanas/aspectecmercancias/SARP/Paginas/Inicio.aspx>





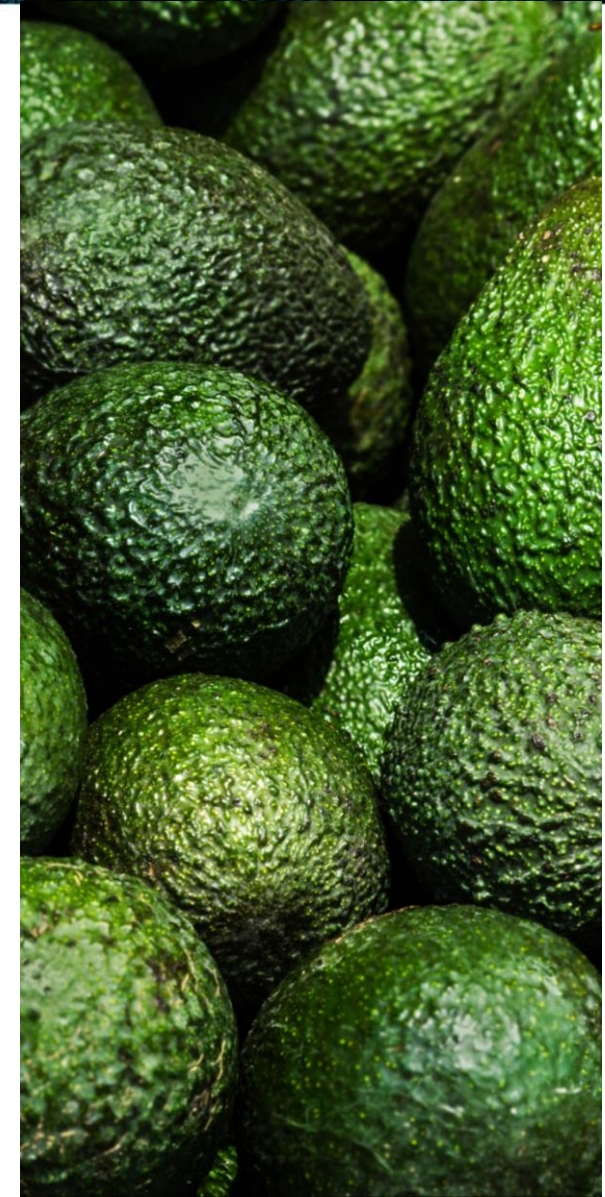
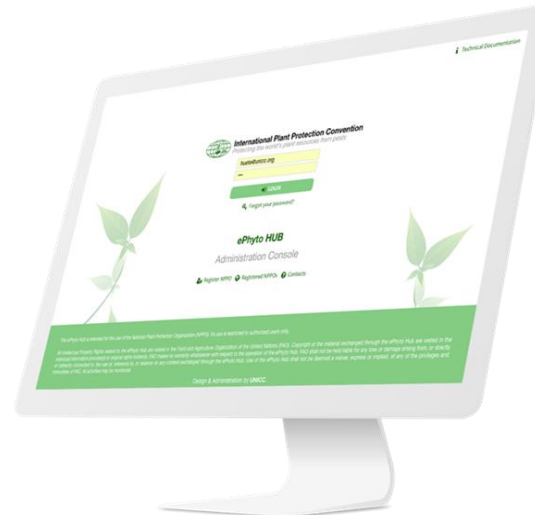
# COLOMBIA – IN PROGRESS

## RISK MANAGEMENT, ePHYTO



We are working with the Colombian Institute of Agriculture (ICA) and private sector stakeholders to:

- optimise ICA's existing risk management system
- introduce electronic phytosanitary certificates (ePhytos)



## OPPORTUNITIES WINS AND BRIGHT SPOTS



Private sector engagement



Strengthening public private  
dialogue



Private sector as an equal  
partner in shaping public  
reforms



Trust and co-creation



Measurement: Time & cost  
reduction






## FOR MORE INFORMATION

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