4th Meeting of the STDF PPP Practitioner Group

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Amine Belkhadir, Morocco Project Manager
Yuri Saito, Community Engagement
Candice White, Knowledge Specialist
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.
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
IN PRACTICE
HOW WE DEVELOP OUR PROJECTS

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

Local Private Sector
Businesses, MSMEs, chambers of commerce

Government
Ministries, Customs, other border agencies

The Alliance
Public-private expertise, technical assistance, best practices, resources

Global Private Sector
Resources, networks, expertise in moving goods around the world, best practices
GLOBAL PROJECT PORTFOLIO

ePHYTO
- Morocco: Completed
- Madagascar: Implementing
- Colombia: Implementing
- Ecuador: Scoping

MIDDLE EAST & NORTH AFRICA
- Morocco: Implementing
- Jordan: Scoping
- Tunisia: Scoping

ASIA & THE PACIFIC
- Vietnam: Implementing
- Bangladesh: Scoping
- Cambodia: Scoping
- Indonesia: Scoping
- ASEAN Covid-19 + BAP: Scoping

LATIN AMERICA & THE CARIBBEAN
- Colombia: Completed
- Brazil: Implementing
- Colombia: Implementing
- Regional: AEO Implementing
- Ecuador: Scoping
- Guatemala: Scoping
- Peru: Scoping

SUB-SAHARAN AFRICA
- Kenya: Implementing
- Madagascar: Implementing
- Malawi: Implementing
- Nigeria: Implementing
- Senegal: Implementing
- Zambia: Implementing
- Botswana: BAP Scoping
- Mozambique: BAP Scoping
- Mozambique: BAP Scoping
- Senegal: BAP Scoping
- Uganda: Scoping

OTHER
- Completed - 1 project
- Implementing - 1 project
- Scoping - 15 projects (14 countries + 1 regional)

(Concept Note/Project Proposal in preparation)
EXAMPLE: COLOMBIA INVIMA

MAKING TRADE SIMPLER, FASTER AND MORE COST-EFFECTIVE

30% REDUCTION IN PHYSICAL INSPECTIONS from 100% to 70%

2 DAYS Physical inspection time

3 HRS REDUCTION IN BORDER CLEARANCE TIME

379 USD LESS TO MOVE A CONTAINER without physical inspection

8.8M USD SAVING

Colombian imports of food and beverages
EXAMPLE: COLOMBIA INVIMA

DELIVERING VALUE FOR MONEY
IN AID FOR TRADE

USD 1
BUSINESS CONTRIBUTION
in-kind value for every
USD 1 DONOR-FUNDED BUDGET

USD 1 INVESTMENT = USD 29 SAVING

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

Public and private sectors jointly walk project steps ... to achieve successful Trade Facilitation reform.
MSME ENGAGEMENT

• 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.)
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.
BUILDING AND SHARING KNOWLEDGE

- Lessons Learned in Engaging the Private Sector in Trade Facilitation Reform (published May 2020)
- Total Transport and Logistics Cost (TTLC) 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 SHAFFE (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?
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.