



Coalitions of Change: Public-Private Synergies in Trade Facilitation

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GLOBAL ALLIANCE FOR TRADE FACILITATION

WHO WE ARE



HOST ORGANISATIONS



IN COOPERATION WITH



SUPPORTED BY

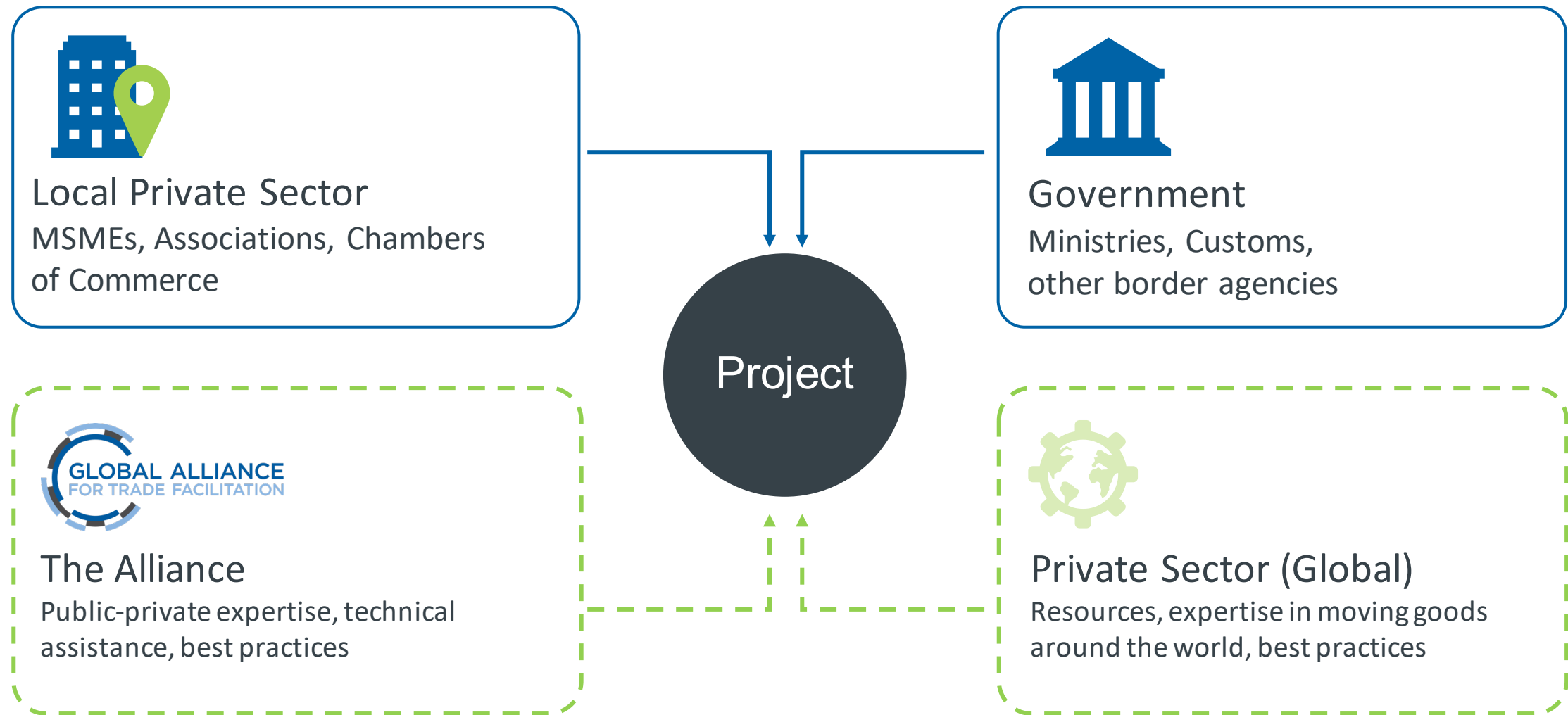


PRIVATE SECTOR PARTNERS INCLUDING



GLOBAL ALLIANCE FOR TRADE FACILITATION

OUR APPROACH

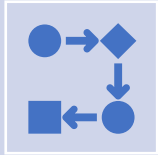


GLOBAL ALLIANCE FOR TRADE FACILITATION

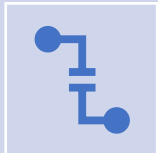
GLOBAL BUSINESS PARTNERS INCLUDE



WHY COLLABORATION?



To get big things done, we need to work together.



Big problems are typically the result of small inefficiencies scattered across many different parts of the process.



Private sector collaboration (the users) is essential for the system to work.



“

No snowflake in an avalanche
ever feels responsible.

— *Voltaire*



OBSTACLES

Silo mindset is the default configuration

Limited understanding of the entire process and the user experience

Competing mandates

Organizational dysfunctions

Lack of incentives to collaborate

Lack of unifying vision

Low trust

Institutional values, beliefs, and identities play a critical role

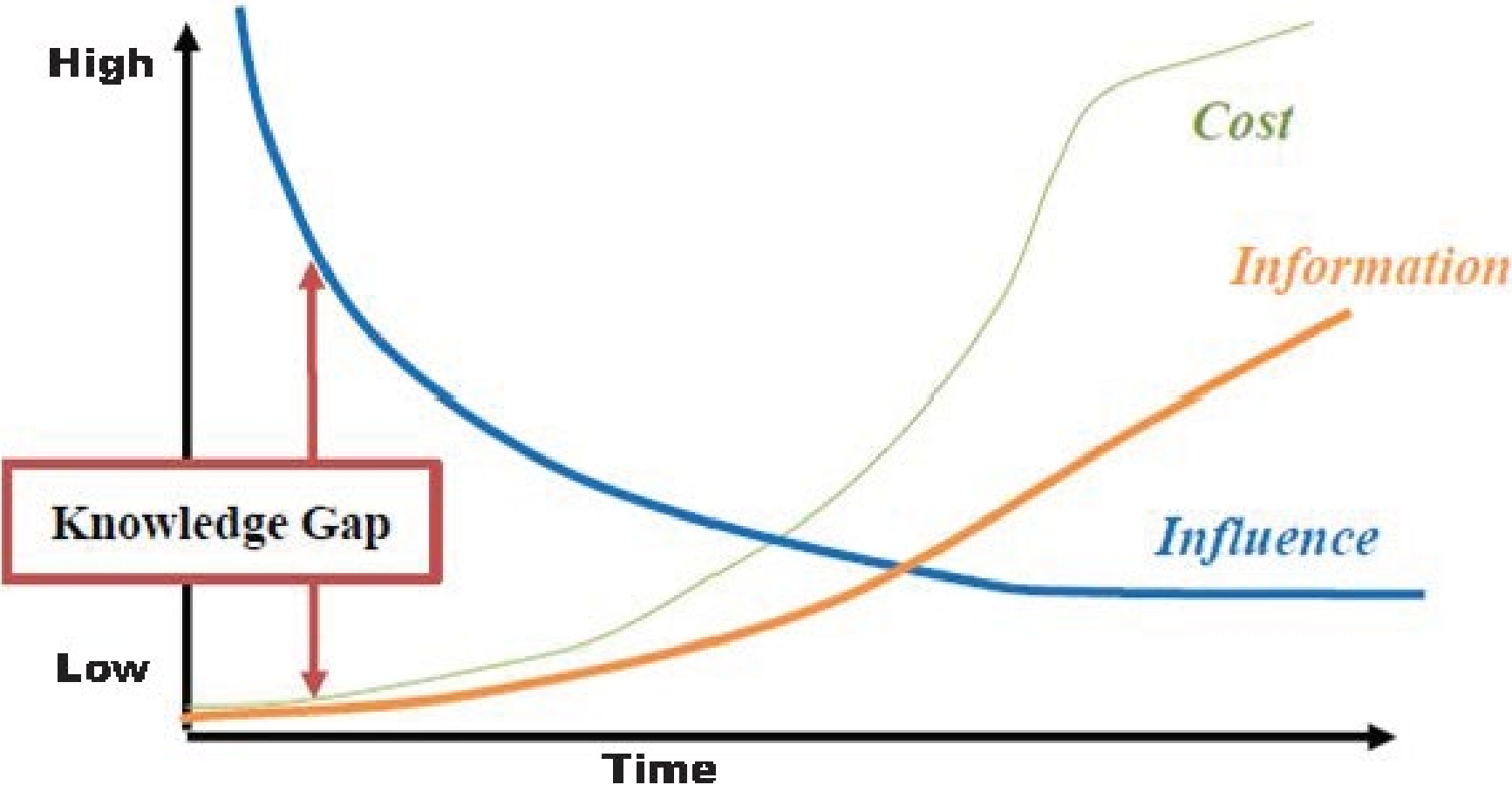
Traditional PPDs are characterized by:

- Vague discussions and broad topics
- Horror stories
- Lack of data
- Limited representation of the private sector

TRADITIONAL APPROACH VS OUR APPROACH

<u>TRADITIONAL APPROACH</u>	<u>OUR APPROACH</u>
Innovation belongs to experts and senior leaders.	We're all responsible for innovation . Co-creation of solutions.
Dialogue between government and private sector is limited or non-existent.	Extensive dialogue and interactions in an environment of mutual respect .
Private sector = the regulated or the adversary.	Private sector = strategic partner + force multiplier
Focus is on solutions.	Focus on problems and root causes .
Conversation is adversarial and unproductive.	Constructive dialogue in pursuit of understanding, learning, and opportunities for improvement.
Discussion is vaguely defined, generalities abound.	Conversations are highly targeted and clearly defined.
Focus on individuals (finger pointing).	Focus on systems and processes.
Fragmented view of trade, silo approach.	Holistic multifaceted view.

COALITION FORMATION PHASE



COALITION FORMATION PHASE: CORE VALUES



Efficient
bureaucracy =
competitive
advantage



Trade is a joint
responsibility



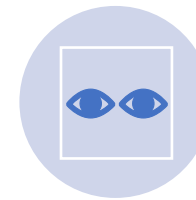
We come to the
table as equals



Trade as a
fundamental right,
an engine for growth



Commitment to
continuous
improvement



Unified vision



Empathy

IMPLEMENTATION PHASE



Emphasis on creating a safe space



Emphasis on creating momentum



Remind people the values, the why of the project and who we are serving

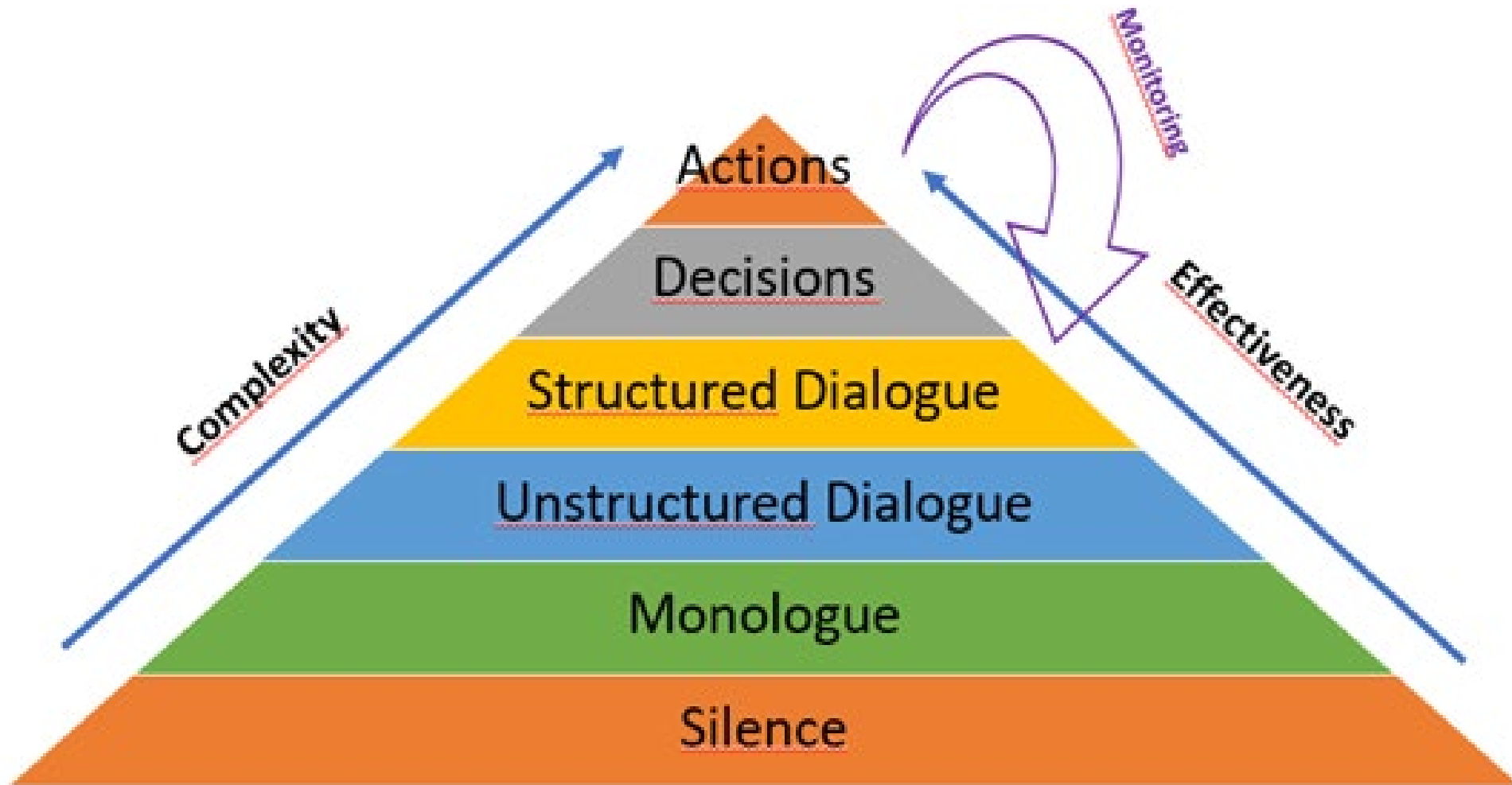


Fuzzy thinking (the nebula!) and vague ideas are our enemies



Ensure all private sector stakeholders are at the table

6 LEVELS OF PUBLIC PRIVATE DIALOGUE





DRIVING INCLUSIVE TRADE: EMPOWERING SMEs and WOBs TO SEIZE NEARSHORING AND GLOBAL VALUE CHAIN OPPORTUNITIES



OUR DONORS



IN-PERSON OBSERVATIONS



IN-PERSON OBSERVATIONS



COUNTERPART TEAMS TO SUPPORT PROJECT IMPLEMENTATION



TERMS OF REFERENCE

TASK FORCE – COUNTERPART TEAMS TO SUPPORT PROJECT IMPLEMENTATION AND EVALUATION

Each participating agency will appoint a Task Force to support project implementation and evaluation.

The members of the Task Force (TF) will serve as the main point of contact in each beneficiary country and will be responsible for providing the necessary support to successfully implement and evaluate the project.

The main responsibilities of the TF are the following:

1. **Serve as the go-to person** for any project activity related to their government agency.
2. **Support overall project implementation** throughout the life of the project.
3. **Gain a strong understanding** of all relevant project activities. Become fully familiar with the scope, activities, stakeholders and objective of the project.
4. **Provide access to data, regulations, acts, reports...** related to the project (problem identification, baseline data).
5. **Fill out questionnaires**, answer any questions about how the organization works (processes, legislation, human resources...), and **help circulate questionnaires** with relevant stakeholders.

PINNACLE PARTNERSHIP PYRAMID



Pinnacle Partnership Pyramid – A Tier System to Classify Private Sector Partners

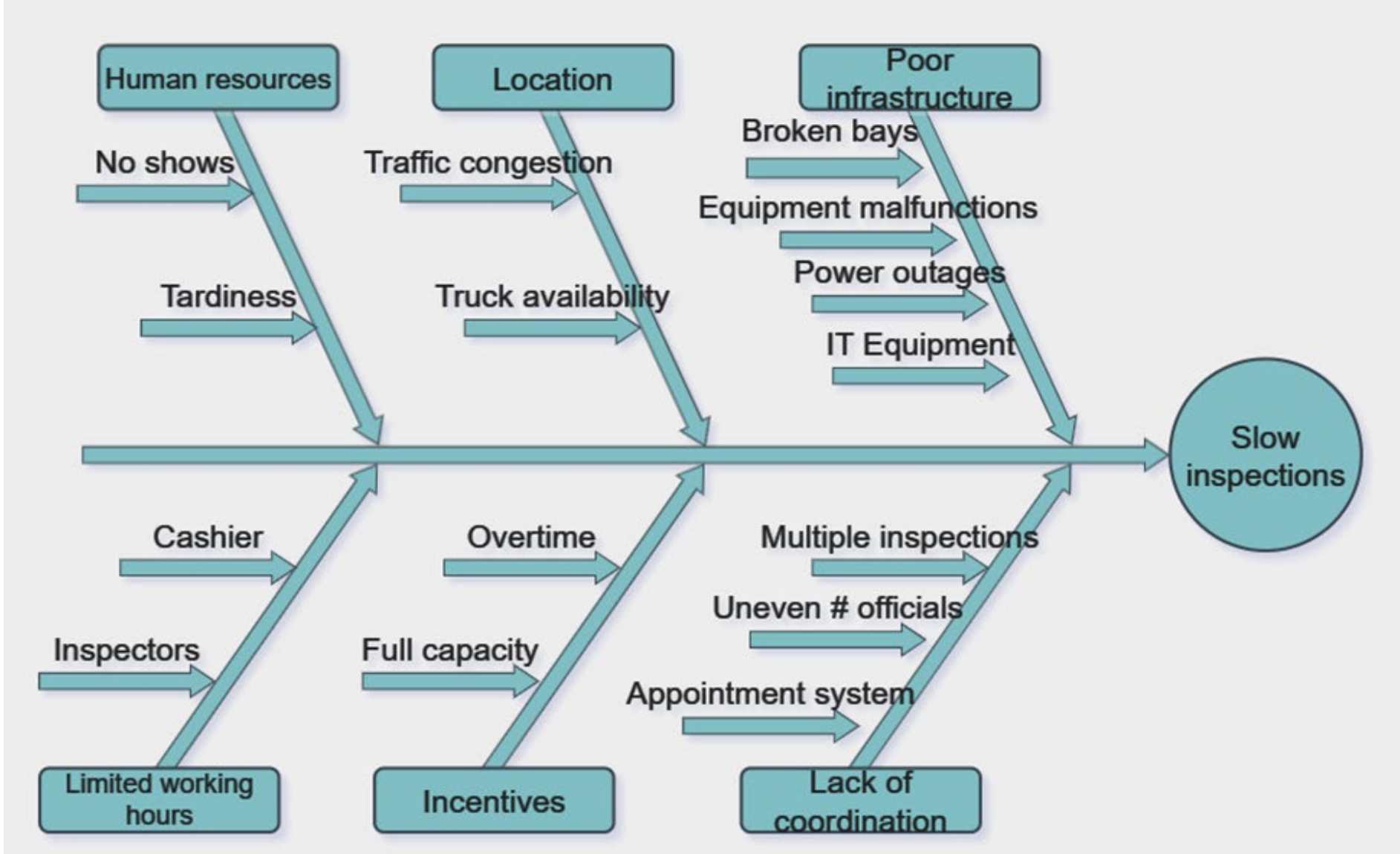
Overview:

- Our project's success hinges on the **active participation of diverse stakeholders (public and private)**. To recognize and categorize the varying levels of involvement and support provided by our stakeholders, I have established a three-tier system: Bronze, Silver, and Gold.

Tier System:

- Bronze Level: focus on logistical and promotional support.
 - Activities: This level includes stakeholders who provide essential support in organizing events, disseminating project activities, and publicizing procurement opportunities. They play a key role in ensuring smooth logistics and effective communication.
 - Examples:
 - Facilitate office space and conference rooms for meetings and events.
 - Disseminate procurement opportunities and notices.
 - Promote project-related events and workshops.
 - Participate in project related events.
- Silver Level: focus on content creation and advisory services.
 - Activities: Silver-level stakeholders are more deeply engaged, contributing human

PUBLIC PRIVATE JOINT DIAGNOSIS



INFORMATION SHARING



Nombre de la actividad	Objetivo	Audiencia	Organizador	Lugar (Ciudad)	Fecha (DD/MM/AA)
La juventud como Factor Innovador en el Comercio Internacional		Jovenes del sector agropecuario	TRASA/ADOEXPO	ADOEXPO	27 de octubre, 2023
Exportacion para emprendedores		Sector agropecuario	TRASA/ADOEXPO	ADOEXPO	17 de noviembre, 2023
Pro-Mujeres Industriales	Enseñar a nuestras mipymes industriales los elementos fundamentales para exportar, incluyendo la aplicación de acuerdos comerciales.	Mujeres industriales	PROINDUSTRIA Y PROMIPYME	PROINDUSTRIA/PROMIPYME	A DEFINIR
Introduccion a las normas de origen	Enseñar los elementos fundamentales para que las empresas de mujeres puedan identificar todo lo relacionado a los esquemas de importacion y exportacion, incluyendo aprovecharse de los tratados comerciales.	MIPyMIS MUJERES	PROINDUSTRIA	PROINDUSTRIA	ENERO 2024
Introduccion a los Tratados Comerciales	Enseñar los elementos fundamentales para que las empresas de mujeres puedan identificar todo lo relacionado a los esquemas de importacion y exportacion, incluyendo aprovecharse de los tratados comerciales.	MIPyMIS MUJERES	PROINDUSTRIA	PROINDUSTRIA	ENERO 2024
Conferencia La Mujer de Hoy en la Industria	Intercambiar experiencias internacionales con tecnicos.				DICIEMBRE

Fomento al comercio electrónico	A través de estas capacitaciones se les enseñará a las mipymes participantes a realizar: análisis sectoriales, vigilancia competitiva, buscar modelos y herramientas de negocios en el ámbito tecnológico, herramientas de comercio electrónico, entre otros.	dirigida a las mipymes industriales	PROINDUSTRIA	PROINDUSTRIA	A DEFINIR
Permisología Legal (ciclos de capacitaciones o un diplomado)	Capacitación para incluir aspectos relacionados al registro sanitario, autorizaciones medioambientales, registro industrial, Entre otros. En las mismas también tocamos los aspectos relacionados con certificaciones de calidad. Esto con la finalidad de preparar a nuestras industrias para requerimientos internacionales.	dirigida a las mipymes industriales	PROINDUSTRIA	PROINDUSTRIA	ENERO 2024
Trazabilidad y codificación de productos para comercio exterior	Capacitar a las empresas para que puedan tener un buen sistema de monitoreo, seguimiento, evaluación y toma de decisiones de todo el proceso productivo de su empresa.	Dirigido Pymes mujeres	PROINDUSTRIA	PROINDUSTRIA	DICIEMBRE 2023
Mentoria en signos distintivos y patentes de invencion para mujeres industriales	Identificar las necesidades de signos distintivos y patentes de invencion para mujeres industriales y suplirles de los mismos.	MIPyMIS MUJERES	PROINDUSTRIA	PROINDUSTRIA	ENERO 2024
Automatizacion de los procesos basados en diagnosticos de gestion	Eficientizar los procesos a traves del aumento de su produccion diaria.	Pymis	PROINDUSTRIA	PROINDUSTRIA	Marzo 2024
Programa de certificacion de buenas practicas de manufactura	Adquirir capacidad para producir de forma mas eficiente y cumplir con las normas de inocuidad segun los requerimientos internacionales y politicas internas que contribuyan con la buena manipulacion e higiene de los alimentos. Conocimiento y aplicabilidad de las buenas practicas de manufactura a los fines de que las mismas puedan internacionalizar sus productos.	Agroindustrias	PROINDUSTRIA	PROINDUSTRIA	Febrero 2024
	Identificar las necesidades de las industrias tractoras para crear un programa que ayude				

FORGING SUSTAINABLE LOCAL PUBLIC PRIVATE PARTNERSHIPS (HOW WE DO IT)



Forging Sustainable Local Public Private Partnerships through Trade Facilitation

INSIGHTS FROM THE GLOBAL ALLIANCE
FOR TRADE FACILITATION

<https://www.tradefacilitation.org/content/uploads/2024/02/forging-public-private-partnerships-through-trade-facilitation-insights-from-the-alliance.pdf>

ACTIONABLE IDEAS



Request the creation of public-private working groups with clearly defined roles, responsibilities for every project



If process reengineering is involved: consider government and private sector to lead the process mapping exercise



If technology is involved: i) ensure private sector participates in the design of the system and UATs, ii) request service level agreements



Praise inter-agency and public-private collaboration when you see it



Encourage in-person observations of processes in both sides



Identify champions and change agents



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