Building trust through public-private partnerships for trade facilitation

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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.
LATEST PROJECTS

- Strengthening of the single window and digitisation of phytosanitary procedures in Ecuador
- Modernisation of port arrival and departure processes for vessels in Guatemala
- Automation of the import process for agro-industrial products in Senegal
- Advance rulings on tariff classification, valuation, and origin in Madagascar
What?
A case study to measure trust 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 (openness in sharing information and discussing problems). Findings indicate that the new Customs administration was a turning point and that the Alliance and Centre project activities provided a key vehicle for building trust.
TRUST CASE STUDY
FINDINGS: OVER 2/3RDs OF RESPONDENTS REPORT INCREASED TRUST

Effectiveness of Centre and Alliance activities in facilitating trust

<table>
<thead>
<tr>
<th>Activity</th>
<th>Private Sector</th>
<th>Public Sector</th>
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<tr>
<td>The leadership within customs and the private sector associations</td>
<td>5.7</td>
<td>5.5</td>
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<tr>
<td>The Alliance staff working on the project</td>
<td>5.7</td>
<td>5.4</td>
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<td>The INVIMA project</td>
<td>3.9</td>
<td>4.3</td>
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<td>Progress and momentum on the Centre Project</td>
<td>5.5</td>
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<td>Meetings relating to the Centre Project</td>
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<td>Training sessions</td>
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<td>Consultation or collaboration on proposed regulations and rulings</td>
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<td>Project workshops or events relating to the Centre Project</td>
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<tr>
<td>Public-private dialogues during project scoping</td>
<td>5.4</td>
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Change in trust towards the other sector in the last 4 years

- **Private Sector views:** 67% trust has increased, 27% trust has not changed, 7% trust has decreased
- **Public Sector views:** 67% trust has increased, 33% trust has not changed, 7% trust has decreased

“*It’s different nowadays. We share information – sensitive information with DIAN...The companies, and the directors of the companies, feel safe giving that information...now every week we call to report specific situations...that demonstrates that trust has increased a lot between us.*” - Private sector interview respondent

“The Alliance is essential as a key player...they have provided us with more tools for such a public-private partnership.” – Public sector interview respondent