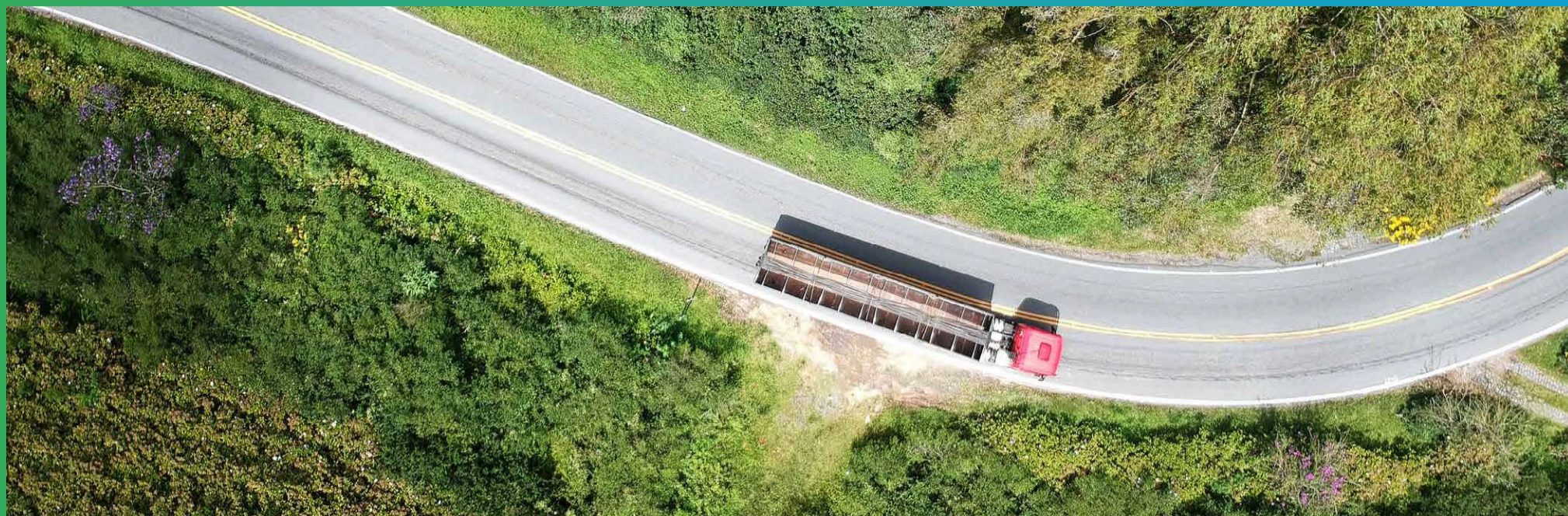


# The Alliance six-step project approach showcased with the trade facilitation project in Brazil



## THE CHALLENGE

Brazil has experienced a challenging economic development since 2013, not least because of falling prices for commodity exports. Trade facilitation is an essential element of a strategy for counteracting this trend.

<sup>1</sup> The project is a cooperation of the Alliance for Trade Facilitation and the Trade for Development Fund, financed by the Federal Ministry for Economic Cooperation and Development (BMZ).



## IDEA COMPETITION

The Alliance partners proposed Brazil as potential project country at the half-yearly working meeting of the German Alliance for Trade Facilitation.



## SCOPING

Consultations among the private sector partners of the Alliance resulted in a list of 8 priority topics how to reduce cost and time of trade. Consultations with government authorities have started and serve to identify matching priorities within Brazil's reform agenda.



## PREPARATION

Government and private sector stakeholders design the project together in a co-creation process (defining objectives, scope, timeframe, etc.).



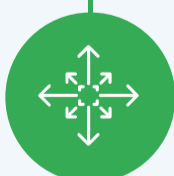
## IMPLEMENTATION

Government authorities streamline and optimize specific targeted process, making use of the Alliance support. The Alliance Secretariat coordinates the support working closely with the project's private sector champion to mobilize technical expertise and networks of the companies involved.<sup>1</sup>



## SUSTAINABILITY

The Alliance keeps track of long-term project effects through its member companies working in Brazil. Dialogue with Brazilian authorities is continued to exchange experience and offer further support when applicable.



## UPSCALING

The solution is evaluated and assessed for potential replication or upscaling in Brazil or beyond.

