

## Ideas Competition 2022 German Alliance for Trade Facilitation

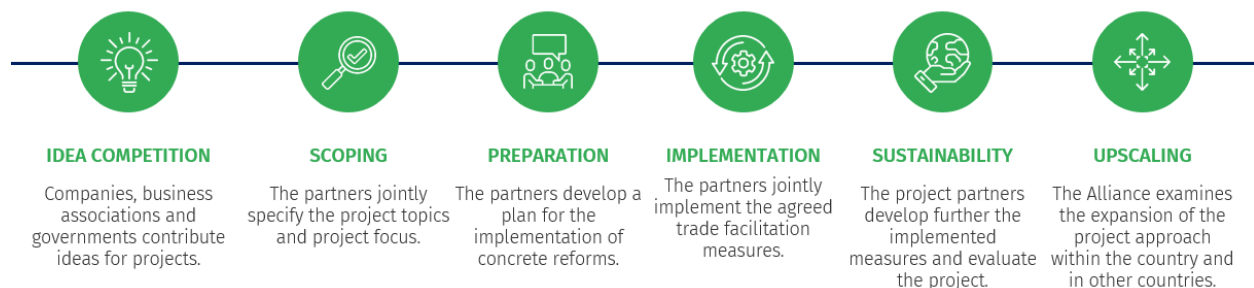
The German Alliance is a public private partnership in Germany and partner countries. Through concrete projects for trade facilitation, we make cross-border movement of goods faster and more efficient. We are involved where the interests of German, international and local companies and governments in partner countries come together. The focus is on supporting the implementation of the WTO Trade Facilitation Agreement and the Pan-African Free Trade Agreement.

This year we would like to develop new ideas for projects together with you again. The aim is to reduce trade barriers in partner countries together with the public and private sectors.

This requires your experience, expertise, and local networks!

### Project approach of the German Alliance

Projects of the German Alliance are designed for the measurable reduction of the time and financial expenditure for customs procedures and the movement of goods. They follow an established and tested six-stage project approach and are jointly initiated, planned, and implemented by all interested partners.



### Selection criteria of the projects

- Joint reduction of trade barriers in Africa
- Willingness and interest on the ground/in the countries
- Private sector interest with at least one potential champion
- Measurable time and cost reduction
- Chances of success within 2 years
- Implementation of the WTO Trade Facilitation Agreement and the Pan-African Free Trade Agreement
- Sustainability aspects (environment, 'greening trade' etc.)

Within the German Alliance, there are various ways to set up projects worldwide.

The country selection is based on ...

- [BMZ partner countries](#),
- OECD Development Assistance Committee: [List of countries and territories eligible to receive official development assistance \(ODA\)](#)

and this year focuses on the African continent (AfCFTA).

## Next steps

Send us the project ideas to [tradefacilitation@giz.de](mailto:tradefacilitation@giz.de) by April 03, 2022.

Please use the following document for your suggestions: [Form Ideas Contest](#)

We compile the received proposals and further prepare the project ideas in exchange with you.

You will present your project idea to the partners of the German Alliance at the working meeting in May 2022.

Together with the network, we discuss the proposals and select 2 new project ideas/countries for further examination based on consensus. We agree on the next steps for on-site testing.

## We look forward to your ideas!