

# GOTRADE

EXPANDING THE REACH AND  
BENEFITS OF GLOBALIZATION



**Deutsche Post DHL  
Group**

## INTRODUCING THE NEWEST MEMBER OF DEUTSCHE POST DHL'S "GO" FAMILY: GOTRADE

At Deutsche Post DHL, the ultimate goal of our sustainability programs is impact; we want to help make the world a better place, and do it as effectively as possible. Our approach is to match the Group's strengths with priority global needs, and to work with leading international organizations so that our resources are channeled for maximum effectiveness.

As of 2020, our three original sustainability programs – GoGreen, GoHelp and GoTeach – are joined by a fourth: **GoTrade**. This new program draws on the Group's expertise in trade facilitation to help developing countries and their SME's access the global market. In line with our company purpose to *connect people and improve lives*, GoTrade is about expanding the reach and benefits of globalization.





## THE NEED

Globalization has certainly come a long way since DHL launched the international air express industry some 50 years ago. But it remains a work in progress. There are still countries and communities that do not participate in international commerce as much as they could. A common problem in developing countries is inefficient import/export processes and unnecessary hurdles for businesses wanting to access global markets. This hinders the flow of goods and business growth, especially for SMEs, whose success is so critical to achieving sustainable economic growth and broad-based prosperity in these countries.

# A GROWING DEMAND FOR **TRADE FACILITATION**

## THE DHL SOLUTION

Just as our GoHelp program provides DHL logistics/warehousing expertise to ensure the efficient flow of disaster relief supplies, GoTrade provides DHL trade facilitation expertise to improve the speed and efficiency of trade flows across borders. Since 2015, DHL has worked with partner organizations such as the UN Conference on Trade and Development (UNCTAD), the Global Alliance for Trade Facilitation, the International Trade Centre (ITC) and GIZ to speed up customs processing, increase export/import volumes, and enable SMEs to sell their goods internationally via e-commerce.



## CUTTING TIME AND COSTS FOR SMEs

“The new procedure introduced by DHL significantly accelerated the delivery of our parcels, while eliminating additional costs and documentation for customs clearance of the goods. This makes our business easier, and there are no more hold-ups on our shipments. We look forward to even more business success and collaboration in the future.”

*Sasa Lecic, Manager SIMPLON TRADE d.o.o., Montenegro*



## ENABLING THE FUTURE OF E-COMMERCE

“Over the course of two years, we provided training to some 150 SMEs in Rwanda, opened up an e-commerce service center, and helped the government develop a logistics strategy. This is very clearly a win-win: as the SME's grow, our business grows with them. But the benefits for us at DHL are bigger than that. Today in Rwanda, anyone who thinks about e-commerce automatically thinks of DHL. We are the experts; we have become e-commerce and logistics consultants. You see this in our relationship with the government of Rwanda; it's a very good relationship, and they invite us to conferences as the experts on digital economy. And of course it's rewarding to hear the SMEs tell their stories – how their businesses have become viable, and grown, since DHL provided them with training and solutions. It feels really good. We see women growing businesses, jobs being created for young people, and these are exactly the things we need in Africa.”

*Julie Mutoni, Country Manager, DHL EXP, Rwanda*



### SOME RESULTS SO FAR

From 2016 to 2018, DHL helped customs officials in Montenegro establish pre-arrival processing (PAP) systems and achieve a **100% increase in the number of imports** cleared on arrival, while **reducing customs inspection costs for businesses**. Building on this success, DHL is currently helping six additional CEFTA countries in southeastern Europe put similar PAP systems in place and has identified demand for pre-arrival and pre-departure processing in 21 additional countries.

In Greece in 2013, DHL served as a technical advisor on legislative and operational changes as part of customs modernization reforms, helping **reduce export costs by 50% and increase export volumes by 100%** in one year.



From 2018 to 2019, **DHL trained over 150 SMEs** in Rwanda on how to export goods sold via the Internet, including regulatory and operational requirements for export, and helped develop an e-commerce service center.

### DEMAND-DRIVEN GROWTH

Successes like these have led to increased demand for DHL expertise and spawned a growth in projects around the world.



#### INNOVATING CROSS-BORDER TRANSACTIONS WITH BLOCKCHAIN

Together with the German government (GIZ) and Moroccan Customs, DHL has launched a project in **Morocco** to demonstrate the advantages **blockchain** for risk-profiling imported goods. By helping Customs identify tax fraud in imported e-commerce shipments, the project tests how blockchain technology can reduce tax evasion at the border, while also reducing border inspections, delays and costs.

#### 1 Central America

E-commerce development  
Partner: ITC

#### 5 Rwanda

E-commerce development  
Partner: BMZ, ITC & GIZ

#### 2 Morocco

Blockchain project on e-commerce risk assessment  
Partner: German Alliance

#### 6 Kenya

Pre-arrival processing  
Partner: Global Alliance

#### 3 Ghana

Pre-arrival processing  
Partner: Global Alliance

#### 7 Sub-Saharan Africa

Pan African E-commerce development  
Partner: BMZ/GIZ

#### 4 Zambia

Customs Broker Training Program  
Partner: Global Alliance

#### 8 Moldova

Pre-arrival risk assessment  
Partner: BMZ, UNCTAD & GIZ

#### 9 Balkans

Pre-arrival risk assessment  
Partner: UNCTAD & GIZ

# A POWERFUL LEVER FOR SUSTAINED ECONOMIC GROWTH

## Why the addition of GoTrade to DPDHL's "Go" family?

GoTrade is a great fit with our core business and expertise. DHL's very first business model, over 50 years ago, was to deliver shipping documents by air, ahead of the freight, to enable pre-arrival processing. This was a very powerful lever; it allowed DHL customers to bypass a real bottleneck and get their goods through customs much faster. These bottlenecks still exist in places today. The pre-arrival processing systems we've helped put in place with GoTrade, in southeastern Europe for example, have demonstrated what a difference this can make to help countries and companies get their goods flowing faster and more efficiently.

## What does that have to do with sustainability?

One important aspect of sustainability is sustained economic growth, which underpins the UN's 17 Sustainable Development Goals. In developing countries, SME's are at the heart of this growth; if they are healthy, it opens the door to higher productivity, job creation and broader-based prosperity. Many of these SME's are not yet tapping into the growth potential of cross-border trade. GoTrade is helping them tap that potential, either directly through training or indirectly by helping governments streamline their import/export processes. All of this is in collaboration with major international development organizations and national governments, essentially supporting implementation of the WTO Trade Facilitation Agreement on the ground.



## DHL has provided trade facilitation expertise for several years, and GoTrade builds on that.

Yes. We're expanding this activity because the demand is there. Thanks to our partnerships and project work so far, we know which countries will be introducing new trade facilitation measures and when, the beneficiary countries already know what is needed, and we are in a position to deliver the necessary expertise. The partners recognize this, which is why they are approaching us to provide additional trade facilitation expertise. GoTrade will manage that demand by bundling and upscaling DHL's trade facilitation activity across the Group and the globe.

## What's in it for DPDHL?

Whenever we can help unlock potential for trade, the Group is in a position to benefit. The globalization story is not over; there is more potential there and if we can help developing countries tap into this potential, it is a win for them and, potentially, a win for us. GoTrade promotes sustained economic growth and builds relationships with future customers in emerging markets at the same time. Expanding our activity in this area is also an opportunity to leverage more of our expertise across the Group and give more employees the chance to put their logistics skills to use for the greater good, which has a demonstrated impact on employee pride and engagement.

# STRONG PARTNERS FOR MAXIMUM IMPACT

As with DPDHL's other Go programs, GoTrade works with established international organizations to channel our expertise for maximum impact. DHL trade facilitation support grew organically out of normal business activity and evolved into more formal projects as we began partnering with these organizations. The consolidation and expansion of this activity under GoTrade responds to increasing demand from partner organizations and beneficiary countries.



"By facilitating trade, we can further boost competitiveness, productivity and innovation, help small businesses to grow, support women's economic empowerment, and ultimately encourage sustainable economic growth. We know that if the UN Sustainable Development Goals are to be achieved, the development community must tap into the wealth of expertise and resources embedded in the private sector. Having a company with the global reach and trade expertise of DHL is hugely valuable to the Alliance, helping us ensure our projects remain focused, pragmatic and results-orientated."

**Philippe Isler,**  
Director, Global Alliance for  
Trade Facilitation



"As part of our involvement in German Alliance for Trade Facilitation projects, GIZ has introduced digital customs processes that have more than doubled customs clearance rates within an hour of arrival. The key to this success is our collaboration with the partner countries, associations and strong company partners such as DHL who work together with us to promote sustainable economic growth around the world."

**Mattia Wegmann,**  
Head of Program,  
German and Global Alliances for Trade Facilitation, giz



# SUSTAINABILITY AT DEUTSCHE POST DHL

GoTrade joins a family of programs leveraging the power of people and know-how in support of UN Sustainable Development Goals.

