Developing a national Trade facilitation Strategy – The example of Greece
Macroeconomic background

- Financial crisis turning into social-economic crisis
- Domestic demand expected to continue to be weak
- Increasing export is one way for economic growth
- Zero tariffs in the EU Common market ➔ Trade Facilitation is the option of choice to reduce costs and increase competitiveness
Were to start?

Phase I: Scope, Understanding, Mandate

• **Duration:** 3 Month, carried by an initial, ad-hoc task force with limited mandate

• **Strategy for Phase I: Scoping**
  - Assessment of Greek TF situation (high level missions, use of external experts, building focal points in Greek administration)
    - What is the overall situation compared to other EU member countries, what are the core issues and which domains?

**Strategy for Phase I: Better understanding of decision makers**
  - Ministries: raise capacity in the Greek ministries on TF measures, objectives and implementation issues
  - “Sell” TF to policy makers: Why will voters honour TF reforms?
Phase I (cont.): Mandate

• High level conference presenting the findings
  – Present the assessment of the current situation in the country to all key stakeholders
  – Present international experiences and put the findings into a context
  – Get consensus that change is needed
  – Present next work items: development of a national TF strategy (Roadmap)
  – Get an official mandate to develop the Roadmap (Objectives, resources, timetable,..)
  – Find the “Bulls and Bears”
  – Identify ministry/minister that will sponsor the Roadmap
Phase II: National TF Roadmap

- **Why do we need a roadmap?**
  - Where do we come from and where do we go?
  - A “contract” between the key stakeholders: defining areas to improve, actions to be taken and how implementation will be measured
  - Communication and transparency: what are we doing and why?
Phase II: National TF Roadmap

- **Why do we need a roadmap?**
  - Where do we come from and where do we go?
  - A “contract” between the key stakeholders: defining areas to improve, actions to be taken and how implementation will be measured
  - Communication and transparency: what are we doing and why?

The Greek Trade Facilitation Roadmap was developed between July and October 2012.

By the end of 2012 it had been approved by the Greek Prime Minister and the Troika.

It is the basis for the implementation of the national TF reform programme 2013 to 2015.
The Greek National TF Roadmap (I)

Vision statement: Why are we doing this?

"Reducing time to export by 50% and costs by 20% by the end of 2015, thus leading to at least 10% increase in exports’ value, 1.7% increase of the GDP and 80,000 new jobs"
The Greek National TF Roadmap (II)

Assessment of the current situation

• Current economic and trade policy background
• List of high level issues that need to be addressed, relating to
  – to time and costs to export
  – Documents and information exchange
  – Trade procedures
  – other issues of concern
The Greek National TF Roadmap (II)

Assessment of the current situation

- Current economic and trade policy background
- List of high level issues that need to be addressed, relating to
  - to time and costs to export
  - Documents and information exchange
  - Trade procedures
  - other issues of concern
The Greek National TF Roadmap (III)

Key Performance Indicators (KPI)

• How do measure were we are right now and how the reforms impact on our objectives?
• Find a set of indicators (National statistical office, World Bank DoingBusiness.org, ..)
• Examples:
  – Time/documents for export,
  – Number of physical inspections
  – Number of AEO
  – Implementation of certain services in Customs IT systems,
    ...

KPI #1:
Reduce the time to export as measured by World Bank's Trading Across Border 2013 survey to 10 days.
Key milestones:
• Reduce to 15 days by 4th Quarter of 2013 and to 10 days by 4th Quarter of 2014
Prioritization of action and implementation phases

- Identify list of actions
- Prioritise actions (time to implement, impact on KPI)

- Derive detailed action plan and time table
- Define governance structure
- Resources
Phase III: Implementation of the Roadmap

- This slide is currently written by the people of Greece
- First outcomes (April 2013):
  - Process Analysis for export of feta and kiwi fruit
  - Quick findings fast tracked through parliament
Thank you!