

# GLOBAL STRUCTURAL FORMULA (GSF)

“ THE **GSF** INCLUDES THE PARTICIPATION OF ALL FORMS OF ORGANIZATIONS **WORKING IN CONCERT TOGETHER** CAPITALIZING ON EACH ORGANIZATION'S **CAPABILITIES AND JURISDICTION** ”



“ THE **GSF** INTRODUCES AN INDEPENDENT GLOBAL MONITORING MECHANISM **OFFSETTING GEOPOLITICAL, MONOPOLISTIC, AND DATA PRIVACY CONCERNS** ”

## 1- Governments

Governments are not business solution providers in the marketplace, but it is still their responsibility to resolve problems facing their countries. To avoid anti-trust challenges, governments can partner with non-profit organizations that provide equal opportunity to all organizations capable of delivering the required global solution.

## 2- Public / Private Partnership - (GCEL)

Global Coalition for Efficient Logistics (GCEL) is a non-profit organization that brings together the public and private sectors, whose combined efforts are required to resolve major global challenges for the common good. GCEL's governing body provides oversight on the Revenue Sharing Organization (RSO) ensuring the delivery of the proposed global solution in a rapid and non-monopolistic manner while offsetting geopolitical and data privacy concerns.

## 3- Revenue Sharing Organization - (WLC)

The World Logistics Council (WLC) is a semi government, Revenue Sharing Organization (RSO) that is governed by a global board from around the world. The structure of the board offsets geopolitical, monopolistic and data privacy concerns while representing the interests of the region on the RSO board and monitoring the performance of the World Logistics Council Network (WLCN). The RSO has no direct commercial involvement in the private market, since its operation is supported through a revenue sharing formula with the WLCN.

## 4- Revenue Sharing Organization - (WLCD)

The World Logistics Council Development (WLCD) as a Revenue Sharing Organization maintains and enhances the Digital Economy Platform known as the Multi-Dimensional Digital Economy Application System (MDDEAS®), the engine that powers the global Digital Economy.

## 5- Profit-Driven - (WLCN)

The World Logistics Council Network (WLCN) is comprised of capable Commerce, Insurance, Finance, and Technology organizations selected through a transparent, equal opportunity process. The WLCN works in a cooperative environment with a global governance structure that monitors their performance while maintaining and deploying the core system MDDEAS®. These companies, with their market opportunity and profit-driven motives, ensure rapid global deployment, which benefits their customers in high, mid and low-income countries alike.

# THE REGIONAL COUNCIL



Industrial Union Argentina



Confederation of National Chambers of Commerce, Mexico



Economic Development Research Center



W.K. Kellogg Foundation



Business Council of Canada



Confederation of Trade & Industry Associations, Brazil



Fundación Alternaivas, Spain



British Chamber of Commerce & Industry, United Kingdom



France Chamber of Commerce & Industry



UNIONCAMERE, Italy



German Association for SMEs



Chamber of Commerce & Industry of the Russian Federation



## REGIONAL



### GCEL BOARD OF DIRECTORS



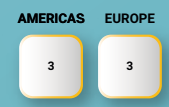
### GCEL SUB-COMMITTEES



### GCEL MEMBERS & SUPPORTERS



### TECHNOLOGY GOV



# COUNCILS' BOARD MEMBERS



- Council of Saudi Chambers
- Business Unity South Africa
- Arab Fund for Economic & Social Development
- Arab Monetary Fund
- Federation of Moroccan Chamber of Commerce
- Turkish Industry & Business Association
- Australian Chamber of Commerce & Industry
- Confederation of Indian Industry
- Indonesian Chamber of Commerce & Industry
- Japan Chamber of Commerce & Industry
- China Chamber of International Commerce
- Korea International Trade Association



# COUNCILS

3  
Government  
ization

5  
**WLCN**  
Profit Driven  
Organizations

6  
**MDDEAS**  
Multi-Dimensional Digital Economy Application System

- BTL AMERICAS
- BTL ASIA
- BTL MEA
- BTL EUROPE

e-Commerce Expert  
e-Insurance Expert  
e-Finance Expert  
12 Technology Gateways

- Axiom of Logistics (XIOLOG)
- Axiom of Marketing (XIOMARK)
- Axiom of Insurance (XIOIN)
- Axiom of Finance (XIOFIN)
- Axiom of Grants (XIOGRANT)

- 
- 
- 
- 
- 

# GOVERNANCE BOARD

- MEA 3
- ASIA 3

**LEGENDS**

- Accomplished
- Work in Progress

# PRESENT STATUS

- High Trade & Operations Cost
- High Trade Deficits
- Stagnant Economic Growth
- Tight Credit Markets
- High Unemployment
- Insecure Borders & Flow of Commerce

# GSF TARGET

- USD 3.7 trillion Trade Cost Savings
- Up to 15% Unit Cost Reduction
- USD 7.7 trillion Trade Increase
- 17% Increase in the World's GDP
- USD 6 trillion Service Ind. Mkt. Opp
- 310 million New Jobs
- Secure Borders & Commerce
- Speed Disaster Relief Response
- Improve Food Safety
- Reduce Carbon Footprint

# 6- MDDEAS®

The Multi-Dimensional Digital Economy Application System (MDDEAS®) is an integrated dynamic information environment that empowers the organizations participating in the real economy to act with confidence, and utilize the Digital Economy services in order to grow their business with the near certainty of Ultimate Data Quality for every participant involved in their global supply chains.

# THE ORGANIZATIONS

## GLOBAL COALITION FOR EFFICIENT LOGISTICS (GCEL)

### STATUS

A Swiss based non-profit public / private partnership

### MEMBERS

Public and private sector organizations

### MAJOR ROLE

- Publish the guidelines to select the WLCN
- Trigger and monitor the Benchmark Trade Lanes (BTL)
- Monitor the performance of the World Logistics Council
- Offer global seminars, education and assessments

## WORLD LOGISTICS COUNCIL DEVELOPMENT (WLCD)

### STATUS

A U.S. based revenue sharing organization

### MEMBERS

100% owned by WLC, plus a Technology Governance board with 12 technology gateways

### MAJOR ROLE

- Build and host the open platform technology
- Generate AxioScore data analytics
- Engage with Integrated Technology Providers (ITPs)
- Research and Development

## AXIOFIN

### STATUS

A UK based organization

### MEMBERS

WLC and Strategic Partner

### MAJOR ROLE

- Generate revenue streams leveraging DEP:
- Bill Consolidation & Electronic Trade Payments
  - Inventory and Receivable Financing
  - Foreign Currency Exchange & Letters of Credit

## WORLD LOGISTICS COUNCIL (WLC)

### STATUS

An Irish based semi-government organization

### MEMBERS

Axiolog Group, four Regional Councils

### MAJOR ROLE

- Develop and deploy the global strategy solution
- Monitor the performance of the WLCN
- Project Leader of BTL
- Co-Chair of GCEL

## WORLD LOGISTICS COUNCIL NETWORK (WLCN)

### STATUS

Global commerce, finance, insurance and technology firms

### MEMBERS

Self-Owned

### MAJOR ROLE

- Enhance and Deploy the Digital Economy Platform (DEP)
- Govern the WLCD

## AXIOIN

### STATUS

A Hong Kong based organization

### MEMBERS

WLC and Strategic Partner

### MAJOR ROLE

- Generate insurance revenue streams leveraging DEP:
- Cargo Insurance
  - Trade Finance Insurance
  - Business Owners Policy Insurance
  - Data Analytics Services

## REGIONAL LOGISTICS COUNCILS (4)

### STATUS

Semi-government organizations regionally based in Canada, Belgium, Lebanon and Malaysia

### MEMBERS

WLC, Regional Organizations, Board of Directors and Board of Advisors that govern and have ownership from different countries throughout the region

### MAJOR ROLE

- Govern the WLC
- Relay the concerns of the countries in the region
- Monitor the performance of the WLCN within their region

## AXIOMARK

### STATUS

A U.S. based organization

### MEMBERS

WLC and Strategic Partner

### MAJOR ROLE

- Generate revenue streams leveraging DEP including:
- Attribute-based advertising and pricing
  - Conversion ads to procure goods and services
  - Information, data sales and other services

## AXIOGRANT

### STATUS

Managed by a non-profit organization (GCEL) that will direct the Global SME Fund

### MEMBERS

100% owned by GCEL

### MAJOR ROLE

- Provide grant funding to SMEs