

THE NEW MILLENNIUM STANDARD FOR GROWTH COUNCIL



▶ Economic Integration

▶ Trade Facilitation

▶ Trade Finance

▶ Trade Transparency and Visibility

A New Msg. for the MEA Region

Today we witness in the MEA region an urgent need to achieve sustained economic growth due to the on-going social and political unrest. In this respect, the margin of error must be at the barest minimal to nil level in order to meet the economic ambition of the MEA region citizen. Therefore, our actions must present a new message to the region and to the world learning from history while setting a New Millennium Standard for Growth.

Our Mission

Assisting AfT in the MEA region to achieve its objectives regionally and with its trade partners, by leveraging lessons learned from previous AfT programs and setting a new standard thus meeting the MEA citizens' urgent economic needs.



The World Is Facing Severe Economic and Social Challenges

Brief Overview of Current Economic Conditions in the World

USA

- GDP ↑: 2.1% in 2012 vs. 1.7% in 2011
- Unemployment Rate ↑: 9.0% in 2012 vs. 8.2% in 2011
- Debt/GDP ratio ↓: 106.6% in 2012 vs. 102.9% in 2011
- Volume of Exports (rate of growth) ↓: 4.2% in 2012 vs. 7.5% in 2011

FRANCE

- GDP ↓: 0.3% in 2012 vs. 1.7% in 2011
- Unemployment Rate →: 9.9% in 2012 vs. 9.7% in 2011
- Debt/GDP ratio ↓: 89% in 2012 vs. 86.3% in 2011
- Volume of Exports (rate of growth) ↓: 1.24% in 2012 vs. 5.04% in 2011

ITALY

- GDP ↓: -1.9% in 2012 vs. 0.4% in 2011
- Unemployment Rate ↑: 9.5% in 2012 vs. 8.4% in 2011
- Debt/GDP ratio ↓: 123.4% in 2012 vs. 120.1% in 2011
- Volume of Exports (rate of growth) ↓: 1% in 2012 vs. 5.6% in 2011

JAPAN

- GDP ↑: 2.0% in 2012 vs. -0.8% in 2011
- Unemployment Rate →: 4.5% in 2012 vs. 4.5% in 2011
- Debt/GDP ratio ↓: 235.8% in 2012 vs. 229.8% in 2011
- Volume of Exports (rate of growth) ↑: 2.3% in 2012 vs. -2.1% in 2011

CHINA

- GDP ↓: 8.2% in 2012 vs. 9.2% in 2011
- Unemployment Rate →: 4.0% in 2012 vs. 4.0% in 2011
- Debt/GDP ratio ↑: 22.0% in 2012 vs. 25.8% in 2011
- Volume of Exports (rate of growth) ↓: 6.7% in 2012 vs. 9.4% in 2011

PANAMA

- GDP ↓: 7.5% in 2012 vs. 10.6% in 2011
- Unemployment Rate →: 4.2% in 2012 vs. 4.2% in 2011
- Debt/GDP ratio ↑: 36.0% in 2012 vs. 37.9% in 2011
- Volume of Exports (rate of growth) ↓: 3.3% in 2012 vs. 9.2% in 2011

LEBANON

- GDP ↑: 3% in 2012 vs. 1.5% in 2011
- Unemployment Rate: No data available
- Debt/GDP ratio →: 135.3% in 2012 vs. 136.2% in 2011
- Volume of Exports (rate of growth) ↑: 0.6% in 2012 vs. -0.8% in 2011

IRAQ

- GDP ↑: 11.1% in 2012 vs. 9.9% in 2011
- Unemployment Rate: No data available
- Debt/GDP ratio ↑: 31.3% in 2012 vs. 86.9% in 2011
- Volume of Exports (rate of growth): No data available

DEMOGRAPHICS & ECONOMIC FACTS

Category	Developed	Emerging and Developing	High Income Countries	Mid Income Countries	Low Income Countries
World Population	15%	45%	40%		
Birth Rate (Births / 1000 Population World Average # 20)	12.16	23.33	40.33		
Median Age (years)	40+	22.5	17		
Minimum Wage (month)	1,550 USD	494 USD	198 USD		

STRENGTHS & WEAKNESSES

Economy Type	Strengths	Weaknesses
Developed Economies	Enormous buying power Vast experience Well established service industry	Low birth rate High rate of aging Excess capacity
Emerging Economies	High birth rate Low rate of aging Young, low-cost labor force Huge market potential	Medium buying power Medium experience
Developing Economies	High birth rate Low rate of aging Young, low-cost labor force Huge market potential	Lack of buying power Weak experience Lack of physical infrastructure

TURKEY

- GDP ↓: 2.3% in 2012 vs. 8.5% in 2011
- Unemployment Rate ↑: 10.3% in 2012 vs. 9.9% in 2011
- Debt/GDP ratio ↑: 36% in 2012 vs. 39.4% in 2011
- Volume of Exports (rate of growth) →: 0% in 2012 vs. -1.4% in 2011

INDIA

- GDP ↓: 6.9% in 2012 vs. 7.2% in 2011
- Unemployment Rate ↓: 3.8% in 2012 vs. 9.4% in 2011
- Debt/GDP ratio →: 67.6% in 2012 vs. 68.1% in 2011
- Volume of Exports (rate of growth) ↓: 11.4% in 2012 vs. 12.4% in 2011

ARGENTINA

- GDP ↓: 4.2% in 2012 vs. 8.9% in 2011
- Unemployment Rate ↓: 6.7% in 2012 vs. 7.2% in 2011
- Debt/GDP ratio →: 43.2% in 2012 vs. 44.2% in 2011
- Volume of Exports (rate of growth) ↓: 3.0% in 2012 vs. 5.8% in 2011

ALGERIA

- GDP ↑: 3.1% in 2012 vs. 2.5% in 2011
- Unemployment Rate ↓: 9.7% in 2012 vs. 10% in 2011
- Debt/GDP ratio ↑: 8.9% in 2012 vs. 9.9% in 2011
- Volume of Exports (rate of growth) ↓: -4.07% in 2012 vs. 2% in 2011

TUNISIA

- GDP ↑: 2% in 2012 vs. -0.8% in 2011
- Unemployment Rate ↓: 17% in 2012 vs. 19% in 2011
- Debt/GDP ratio →: 43.5% in 2012 vs. 42.4% in 2011
- Volume of Exports (rate of growth) ↑: 1.3% in 2012 vs. -7.8% in 2011

MALAYSIA

- GDP ↓: 4.4% in 2012 vs. 5.1% in 2011
- Unemployment Rate →: 3.1% in 2012 vs. 3.2% in 2011
- Debt/GDP ratio →: 53.1% in 2012 vs. 52.6% in 2011
- Volume of Exports (rate of growth) ↑: 8.0% in 2012 vs. 1.8% in 2011

MOROCCO

- GDP ↓: 3.7% in 2012 vs. 4.3% in 2011
- Unemployment Rate →: 8.9% in 2012 vs. 9% in 2011
- Debt/GDP ratio →: 56.02% in 2012 vs. 54.4% in 2011
- Volume of Exports (rate of growth) →: 4.69% in 2012 vs. 5.18% in 2011

Source: International Monetary Fund, World Economic Outlook Database, April 2012 (France, Italy and Spain - Database July 2012); Population Reference Bureau, United Nations 2008.



The MEA Region Is Facing Severe Economic and Social Challenges

“Economies are Interdependent.”

Brief Overview of Current Economic Conditions in the MEA

BAHRAIN

- GDP →: 1.9% in 2012 vs. 1.7% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio ↑: 31.6% in 2012 vs. 36.4% in 2011
- Volume of Exports (rate of growth) ↑: 12.5% in 2012 vs. -1.5% in 2011

KUWAIT

- GDP ↓: 6.5% in 2012 vs. 8.1% in 2011
- Unemployment Rate →: 2% in 2012 vs. 2% in 2011
- Debt/GDP ratio ↑: 6.2% in 2012 vs. 7.3% in 2011
- Volume of Exports (rate of growth) ↓: 8.7% in 2012 vs. 16.9% in 2011

OMAN

- GDP →: 5% in 2012 vs. 5.4% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio →: 5.5% in 2012 vs. 5% in 2011
- Volume of Exports (rate of growth) ↑: 12.6% in 2012 vs. 11.4% in 2011

QATAR

- GDP ↑: 18.8 in 2012 vs. 6% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio ↑: 29.5% in 2012 vs. 31.4% in 2011
- Volume of Exports (rate of growth) →: 7% in 2012 vs. 6.6% in 2011

KSA

- GDP →: 6% in 2012 vs. 6.7% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio ↓: 7.5% in 2012 vs. 5.9% in 2011
- Volume of Exports (rate of growth) →: 6.6% in 2012 vs. 7% in 2011

ALGERIA

- GDP ↑: 3.1% in 2012 vs. 2.5% in 2011
- Unemployment Rate →: 9.7% in 2012 vs. 10% in 2011
- Debt/GDP ratio ↑: 8.9% in 2012 vs. 9.9% in 2011
- Volume of Exports (rate of growth) ↓: -4.07% in 2012 vs. 2% in 2011

MOROCCO

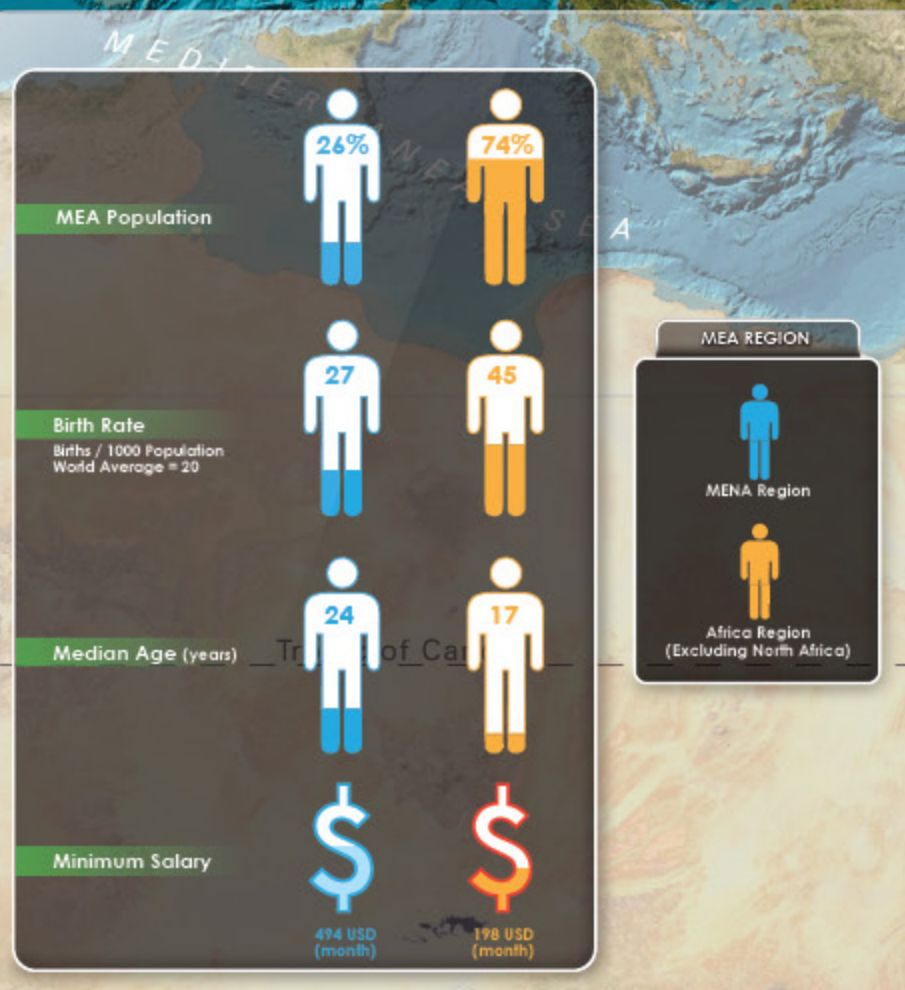
- GDP ↓: 3.7% in 2012 vs. 4.3% in 2011
- Unemployment Rate →: 8.9% in 2012 vs. 9% in 2011
- Debt/GDP ratio ↓: 56.02% in 2012 vs. 54.4% in 2011
- Volume of Exports (rate of growth) →: 4.69% in 2012 vs. 5.18% in 2011

LEBANON

- GDP ↑: 3% in 2012 vs. 1.5% in 2011
- Unemployment Rate: No data available
- Debt/GDP ratio ↑: 135.3% in 2012 vs. 136.2% in 2011
- Volume of Exports (rate of growth) ↑: 0.6% in 2012 vs. -0.8% in 2011

SUDAN

- GDP ↓: -7.2% in 2012 vs. -3.9% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio ↓: 108.9% in 2012 vs. 73% in 2011
- Volume of Exports (rate of growth): N/A in 2012 vs. N/A in 2011



STRENGTHS & WEAKNESSES

MENA Region	
Strengths	Weaknesses
Economic Growth	Economic Dependency on Crude Oil Revenue
Mid-High Level Education	Not Enough Service Industry/ GDP Ratio
Mid-High Buying Power	Facing Strong Competition in the Global Market (Quality-Price)
Mid-High Birth Rate	

Africa Region (Excluding North Africa)	
Strengths	Weaknesses
Economic Growth	Low Buying Power
Rich in Natural Resources	High Unemployment
Major Untapped Market	
Strong Agriculture Foundation	

UAE

- GDP ↓: 2.2% in 2012 vs. 4.8% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio ↑: 14.6% in 2012 vs. 16.8% in 2011
- Volume of Exports (rate of growth) ↓: 10.8% in 2012 vs. 19.8% in 2011

BOTSWANA

- GDP ↓: 3.3% in 2012 vs. 4.6% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio ↑: 16% in 2012 vs. 17.2% in 2011
- Volume of Exports (rate of growth) ↓: -9.9% in 2012 vs. 11.4% in 2011

REPUBLIC OF CONGO

- GDP →: 6.4% in 2012 vs. 6.9% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio ↓: 36.5% in 2012 vs. 31.9% in 2011
- Volume of Exports (rate of growth) ↓: 8.2% in 2012 vs. 17% in 2011

ZIMBABWE

- GDP ↓: 4.6% in 2012 vs. 9.3% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio ↑: 68.8% in 2012 vs. 70.3% in 2011
- Volume of Exports (rate of growth): N/A in 2012 vs. N/A in 2011

SOUTH AFRICA

- GDP ↓: 2.6% in 2012 vs. 3% in 2011
- Unemployment Rate ↓: 23.8% in 2012 vs. 24.5% in 2011
- Debt/GDP ratio ↓: 39.9% in 2012 vs. 38.7% in 2011
- Volume of Exports (rate of growth) ↓: 2.8% in 2012 vs. 5.6% in 2011

KENYA

- GDP →: 5.2% in 2012 vs. 5% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio ↑: 46.5% in 2012 vs. 48.5% in 2011
- Volume of Exports (rate of growth) ↑: 6.9% in 2012 vs. -11% in 2011

GABON

- GDP growth →: 5.5% in 2012 vs. 5.7% in 2011
- Unemployment Rate: N/A in 2012 vs. N/A in 2011
- Debt/GDP ratio ↑: 17.3% in 2012 vs. 20.4% in 2011
- Volume of Exports (rate of growth) ↓: -0.7% in 2012 vs. 1.2% in 2011

Source: International Monetary Fund, World Economic Outlook Database, April 2012 (France, Italy and Spain - Database July 2012); Population Reference Bureau, United Nations 2008.



Where do we Start?

A Foundation for a New Msg. for the MEA Region

The New Message to the MEA Region

The Foundation:

- Trade is a key element to sustain economic growth and the Aid for Trade (Aft) Program has been adopted by international organizations as one of the main strategies to grow trade.
- The Aft initiative was launched at the Hong Kong Ministerial Conference in Dec. 2005 in cooperation with the African Development Bank, Asian Development Bank, European Bank for Reconstruction and Development, IMF, Inter-American Development Bank, Islamic Development Bank, ITC, OECD, UNCTAD, UNDP, UNIDO, World Bank and the World Customs Organization.
- The Aft efforts were not supported by the required national, regional and global consensus. A number of global economic reports indicate that the past Aft efforts did not meet the originally intended objectives.
- The Aft has more challenges to overcome than ever before. Such challenges include the present global economic landscape that is much weaker now, compared to the past seven years.
- Achieving sustained economic growth is more urgent than ever due to the on-going social and political unrest. In this respect, rebalancing the world economy and agreeing on a comprehensive global solution is urgently needed.
- The citizens of the MEA region are in need to transform their fear of an unknown economic future to the hope for a better tomorrow. It is our responsibility to join forces and transform their hope into confidence. Only with a clear execution plan we can transform this confidence to reality.

The N-MSG:

- We must learn from history while setting a New Millennium Standard for Growth. Our actions must present a new message to the region and to the world. The margin of error must be at the barest minimal to nil level. This new message must carry the right recipe for success with the Goals, Roadmap, Tools, and Consensus required to meet the MEA region citizens ambitions.

The Strategy:

- The MEA economic integration can represent the required foundation providing a competitive edge to the MEA manufacturing, agricultural and service industries when competing in the global market place. In such conditions, it is prudent to implement an Integrated Market Breakeven Strategy (IMBS) at the national and regional levels in order to be globally competitive.
- The requirements of any 21st century economic cooperation call for alliances based on synergies and interests rather than a common language or race.
- The strongest economic zone in the MENA region is the GCC, which has already adopted economic diversification strategies to cope with global trends seeking alternative sources of energy and minimizing dependence on GCC hydrocarbon exports.
- Economic integration must be elevated from a zone level in GCC and MENA to the MEA level according to the following brief facts that support this geo-economic expansion:
 1. Africa enjoys larger population than MENA by 380 percent, and a vast amount of untapped natural resources.
 2. The 2012 IMF Regional Economic Outlook indicates that in 2012-2013, 21% more in GDP growth is projected in Sub-Saharan Africa compared to MENA.
- The N-MSG Council mission will support connecting the strengths of MEA countries to achieve:
 1. Elevating trade efficiency, visibility and transparency through 21st century tools provided free of cost to the end user.
 2. Further economic integration between Africa and MENA with the rest of the world.
 3. Sustained economic growth.
 4. Satisfying the needs and ambitions of the MEA region citizens.



The Mission

Meeting the MEA Region Citizens'
Economic Needs



There must be a clear target that meets the MEA citizens' economic needs and aspirations thus ensuring optimal implementation.

Assisting AfT in the **MEA** region to achieve its objectives regionally and with its trade partners, by leveraging lessons learned from previous AfT programs and setting a new standard thus meeting the **MEA** citizens' urgent economic needs.

Trade Assessment
Assessment of trade efficiency examining critical information related to shipment participants when handling the shipment from shelf-to-shelf.

Education
Sharing the Assessment findings with the selected country's industry representatives, outlining areas of improvement, and presenting the 21st Century Digital Economy Platform (DEP) as the required tool to achieve business excellence.

Empowering the MEA Region Service Industry
Provide an exclusive opportunity to the MEA service industry to partner with renowned organizations from around the world as a prerequisite step to be part of the global network deploying the required DEP.

Benchmark Trade Lane (BTL) Deployment
Implementation of the DEP on the preselected four global trade lanes, engaging all parties involved in the trade process from shelf-to-shelf.

BTL Showcase
Event wherein the selected global network with renowned global public and private organizations to showcase the benefits first-hand, triggering the DEP's Global Deployment.

Global Deployment
According to the studies by public and private organizations around the world, 60% of the world trade volume will be managed through the use of the DEP by 2020.

General consensus among public, NGOs, academic and private sector stakeholders is necessary to expedite deployment and offset geopolitical and monopolistic concerns.

Countries: 156

NGOs: 21

The private sector representing 2.7 Million workforce from technology, finance and insurance industries servicing 60% of the world's GDP.

Organizations representing the interests of 60% of the world's SMEs and 122 development banks in 43 countries.



- Phase 1**
- Annual savings of trade cost by \$63 Billion through the reduction of the landed import and export cost from avg. 16% to avg. 7%.
 - Creating market opportunity for the trade service industry by about \$1500 Billion by 2020.
 - Total job creation up to 20 Million, for service industry 15 Million jobs and manufacturing 5 Million jobs.

- Phase 2**
- Increase trade volume by \$337 Billion through leveraging the lost trade opportunities.
 - Generating 23.5 Million jobs.

A. Real Economy Integration
Providing an Ecosystem that permits regional integration of products and services offering with intelligence proficiency to match sellers with targeted buyers. Furthermore, providing the required tools at no cost enabling every participant to reach business excellence from shelf-to-shelf during the course of the trade.

B. Reduction of Trade Cost
Providing the tools to enhance efficiency of the 6 elements (Integration, Processes, e-Documentation, Tracking & visibility Competence, Cargo Security) recognized by international organizations around the world as a central importance to logistics and trade performance.

C. Trade Finance Facilitation
Delivering a smart e-finance matrix that will provide dynamic scoring levels needed to minimize underwriter, transaction and asset recovery risk.

D. National & International Trade Visibility Dashboard
Providing a self-monitored dashboard ensuring transparency of trade information and volume to public and private stakeholders, thus promoting economic growth and attracting investments.



Phase I - Benefits

Annual landed Import Export Cost Savings: \$ 63 Billion
Service Industry Market opportunity: \$1500 Billion
Job Creation: 20 Million
(Manufacturing jobs: 5 Million; High paid jobs: 15 Million)

Phase II - Benefits

Trade Volume increase: \$ 337 Billion
Job Creation: 23.5 Million
(Manufacturing jobs)





The Goals

Benefits to the World

Benefits to the World



Global Benefits

OVERALL GLOBAL BENEFITS

- Reduces the cost of trade from a current average of nearly 12.6% to 6%, **saving USD 700 billion a year**, and reducing average unit operating costs at businesses in the world by up to 15%.
- Provide the tools and the road map to recover existing lost opportunities, **increasing global trade by USD 1,2 trillion a year**, creating millions of new containers in trade volume.
- Supporting up to **45.5 million manufacturing jobs**.
- Opens a vast new market** for the finance, insurance and technology industries, projected to reach USD 6 trillion by 2020 leading for the support **for up to 37.3 million high-paying service jobs**.

Euro-Med Benefits

OVERALL EURO-MED BENEFITS

- Reduces the cost of trade in the Euro-Med from a current average of nearly 11% to 6%, **saving USD 356 billion a year**, and reducing average unit operating costs at businesses in the Euro-Med by up to 15%.
- Provide the tools and the road map to recover existing lost opportunities, **increasing the MEA region trade by USD 389 billion a year**, creating millions of new containers in trade volume, and providing the corresponding potential to support up to **17.7 million jobs**.
- Opens a vast new market** for the finance, insurance and technology industries, projected to reach USD 1.5 trillion by 2020 leading for the support **for up to 14.7 million high-paying service jobs**.

MEA Benefits

OVERALL MEA REGION BENEFITS

- Reduces the cost of trade in the MEA region from a current average of nearly 16% to 7%, **saving USD 63 billion a year**, and reducing average unit operating costs at businesses in the MEA countries by up to 15%. This will support up to 5 million manufacturing jobs throughout MEA.
- Provide the tools and the road map to recover existing lost opportunities, **increasing the MEA region trade by USD 337 billion a year**, creating millions of new containers in trade volume, and providing the corresponding potential to support up to **23.5 million jobs**.
- Opens a vast new market** for the finance, insurance and technology industries, projected to reach USD 1.5 trillion by 2020 leading for the support **for up to 15 million high-paying service jobs**.

BENEFITS TO THE SERVICE INDUSTRY THAT DEPLOYS THE DIGITAL SOFT INFRASTRUCTURE

- Financial Institutions:** Provides seamless integration into the dynamic market for global trade financial activities. This represents a USD 5 trillion market opportunity by 2020.
- Insurance Institutions:** Provides insurers with a seamless integration into the global trade insurance market, projected to be a USD 400 billion market by 2020.
- Technology Institutions:** Provides IT companies a new business model with access to a market opportunity in excess of USD 400 billion by 2020.

BENEFITS TO THE PRIVATE SECTOR

SMEs & Large Enterprises:

- Reduces the cost of trade (landed import-export cost) by 30% and unit operating costs by an average of 15%.
- Makes SMEs more bankable through real-time visibility, dynamic updates, data consistency, and third party corroboration.

BENEFITS TO GOVERNMENTS

- Customs and Border Protection:** Protects international borders and flow of commerce through multiple layers of cargo security.
- Food Safety:** Ensures the source of origin and timely delivery of high-quality food (for intracontinental and international trade) defined by public regulations and private sector specifications.
- Disaster Impact Readiness:** Provides global real-time information on the availability of all materials needed for emergencies, allowing fast and efficient mobilization and delivery of necessary disaster supplies.
- Reduced Carbon Footprint:** Reduces carbon footprint by increasing capacity utilization throughout the logistics pipeline—especially increasing throughput at ports and border crossings.

Some of the calculations are overlapping.



The Roadmap

The Four Foundations of the N-MSG

The N-MSG Roadmap

- 1-The role of integration is vital to increase trade between MEA countries from approximately 24% to 75%.
- 2-In the MEA region, integration will reinforce the economy and make the region more competitive on the global economic stage.
- 3-Integration must be enhanced in order to deliver the economic benefits that the world desperately needs.

4-A true trade integration solution must have the following four foundations:

- A.The integration solution must be provided free of cost to end-users.
- B. The integration solution must be non-intrusive.
- C.When adopting the integration solution, nothing must go wrong.
- D.The integration solution must offset geopolitical and monopolistic concerns.

1-The reduction of trade costs known as the Non-Tariff Trade Barriers can be only achieved by increasing the efficiency of trade from shelf-to-shelf across countries, regions, and continents.

2-It is important to mention that to date, though, the following six elements have never been quantified nor assembled as an interrelated group: Integration, Processes, E-Documentation, Tracking and Visibility, Competence, and Cargo Security.

3-These six elements are recognized by international organizations such as The World Bank, APEC, the UN, and others, which individually have acknowledged these elements as being of central importance to logistics and trade performance.

4-Today we live in the digital era and technology is at our disposal to enhance the efficiency of the above six elements thus increasing trade efficiency and reducing the cost of trade.

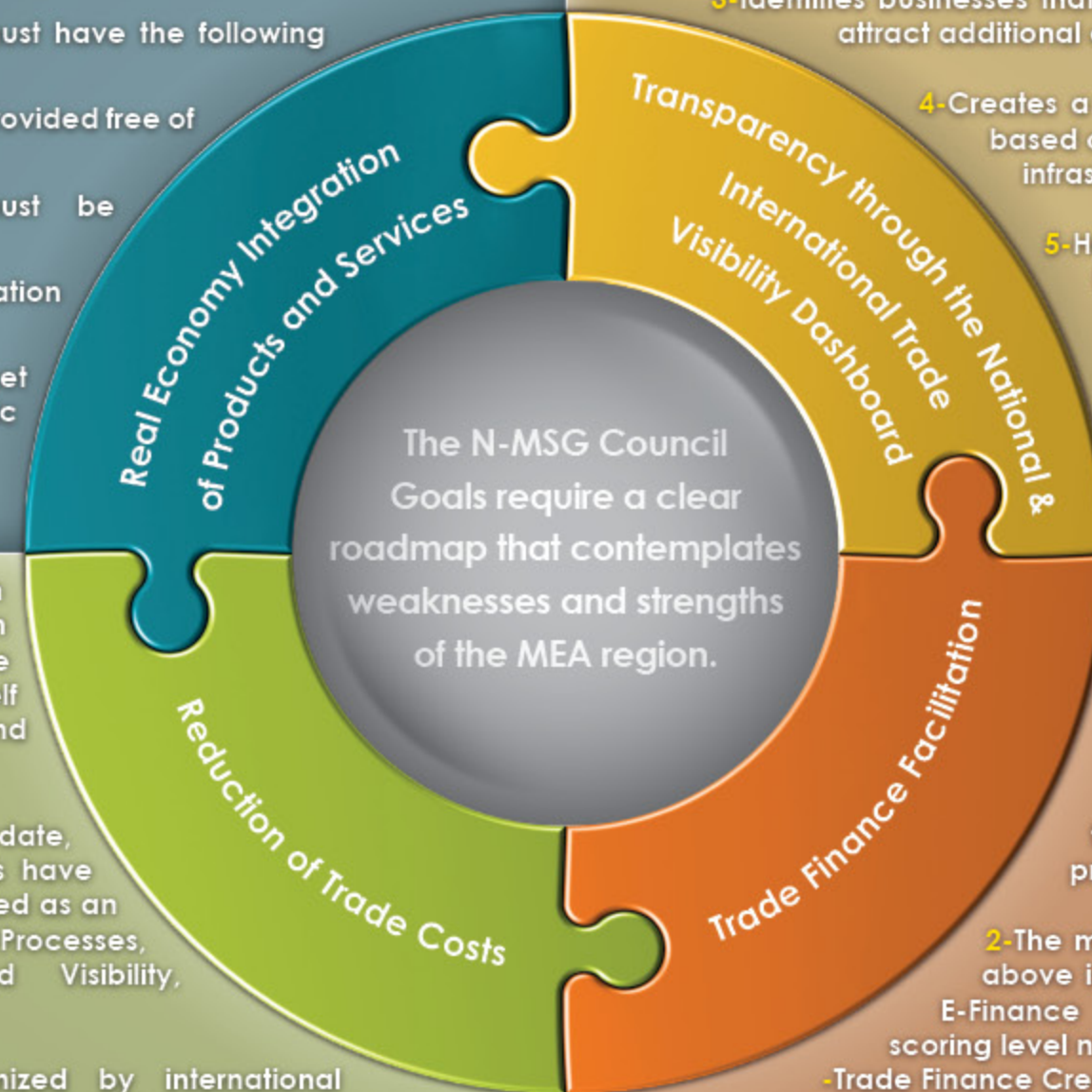
1-Providing a self-monitored dashboard to ensure the transparency of trade information and volume through shipment visibility to public and private stakeholders.

2-Represents an unprecedented tool to assist investors in both the private and public sectors to prioritize investments and maximize the returns on their respective investments.

3-Identifies businesses that are reaching business excellence thus attract additional commerce and trade finance.

4-Creates a visible indicator of future trade volume based on actual commercial orders for physical infrastructure management and planning.

5-Helps maximize the capacity utilization of the existing logistics infrastructure, and enabling the public sector to set investment priorities based on projected trade volume information based on actual commercial activities.



1-The 21st Century Digital Economy Platform (DEP) environment is an ecosystem that permits the dynamic validation of trade information accumulated and continuously updated through the normal course of trade activities around the world, rather than the unsubstantiated reviews presently in use.

2-The main benefit of the ecosystem described above is that it allows the creation of the smart E-Finance matrix that will provide the dynamic scoring level needed for:

- Trade Finance Credit Risk Mitigation
- Minimizing Transaction Risk
- Reducing Asset Recovery Risk

The above will expedite trade finance, promoting trade increases and thereby enabling new global market expansion for large enterprises, as well as for the SMEs of the region who represent one of the main cornerstones of MEA economic growth.



The Tools

An Integrated Formula
to Achieve the N-MSG

An Integrated Formula to Achieve the N-MSG

Shipment Efficiency Analysis (SEA) Assessments

01

The first step towards efficiency is knowing where a country / region stands in trade efficiency. The simple fact is that the appropriate measures of trade efficiency should not be based only upon the best practices currently in use, but what is attainable through the optimal use of today's technology. In other words, a new standard is a must in order to meet 21st Century Trade efficiency requirements, a standard based upon what current technology makes possible applied to Integration, Processes, E-Documentation, Tracking and Visibility, Competence, and Cargo Security. These 6 elements when combined, they represent the main foundation of a new 21st century efficiency standard, the 21st Century Six Elements Trade Efficiency Indicators (21-6-EI).



Malaysia



Indonesia



India

GCEI 2013

SEA Education

02

The purpose of which is to share the findings from the SEA with the selected country's industry representatives, outlining areas of improvement and presenting the DEP as the tool to achieve Business Excellence.



Empowering the MEA Region Service Industry

03

The N-MSG Council will ensure that the service industries in the MEA region are benefiting from the suggested solution deployed regionally and globally. This benefit will unfold from the creation of a worldwide network of trusted finance, insurance, and technology firms equally distributed among the four global regions. The Network will be selected through a transparent, equal opportunity process.

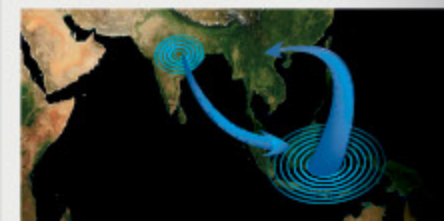
In this respect, companies in the MEA region service industry will benefit from a USD 1.5 Trillion new market opportunity.



Benchmark Trade Lanes Deployment

04

Implementation of the 21st Century Digital Economy Platform (DEP) on the preselected trade lane. Global trade is necessarily interdependent; a piecemeal approach simply will not be effective. In order for a firm to conduct global commerce, it is necessary that its prospective trading partners also have complete, immediate access to the same system. This is necessary to maximize the benefits offered by the solution. The HumaWealth Trade Lanes are targeted to deploy the DEP in 18 months, providing full global coverage in the subsequent 12 months.



Showcase

05

Event wherein GCEL and the FIT Gateways will invite the Gateways' customers and selected industry representatives to witness the benefits firsthand, triggering the DEP's Global Deployment.



Global Deployment

06

BTL participants will promote the use of the DEP to their own extended supply chains and customers through a viral deployment effect. It is enough that each Technology Gateway sign approximately 150 of their own customers by 2020 for the network to gain 60% of world trade volume by 2020.



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The Consensus Neutrality & Agility

*“A Global Economic Plan Requires Consensus
Preserving Neutrality and Agility
Thus Ensuring Successful Delivery of the Plan.”*

The N-MSG Council



League of Arab States

Global Coalition For Efficient Logistics

African Union

Islamic Centre for Development of Trade

Global Consensus

When all the Boxes are Checked **The Job is Done**



HW Genesis Event
Co-conveners:

- UNCDF
- OECD
- ASEAN - BAC
- LAS
- OAS
- ADFIAP
- AU



GCEL Offices	Partnership	BTL Country Participant	Joint Economic Roadmap	HumaWealth Awareness Events
<input checked="" type="checkbox"/> Switzerland	<input checked="" type="checkbox"/> OAS	<input checked="" type="checkbox"/> Malaysia	<input checked="" type="checkbox"/> ASEAN-BAC	<input checked="" type="checkbox"/> Indonesia
<input checked="" type="checkbox"/> Malaysia	<input checked="" type="checkbox"/> LAS	<input checked="" type="checkbox"/> Indonesia	<input checked="" type="checkbox"/> LAS	<input checked="" type="checkbox"/> India
<input checked="" type="checkbox"/> Lebanon	<input checked="" type="checkbox"/> AU	<input checked="" type="checkbox"/> India	<input checked="" type="checkbox"/> OAS	<input checked="" type="checkbox"/> Malaysia
<input checked="" type="checkbox"/> USA	<input checked="" type="checkbox"/> UNCDF	<input checked="" type="checkbox"/> UAE	<input checked="" type="checkbox"/> ADFIAP	<input checked="" type="checkbox"/> Vietnam
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<input checked="" type="checkbox"/> Belgium		<input checked="" type="checkbox"/> KSA		<input checked="" type="checkbox"/> Turkey
		<input checked="" type="checkbox"/> USA		<input checked="" type="checkbox"/> Tunisia
		<input checked="" type="checkbox"/> Mexico		<input checked="" type="checkbox"/> Jordan
		<input checked="" type="checkbox"/> Panama		<input checked="" type="checkbox"/> Dubai
		<input checked="" type="checkbox"/> Germany		<input checked="" type="checkbox"/> Addis Ababa
		<input checked="" type="checkbox"/> Poland		<input checked="" type="checkbox"/> UAE
		<input checked="" type="checkbox"/> Spain		<input checked="" type="checkbox"/> Panama
				<input checked="" type="checkbox"/> Lebanon
				<input checked="" type="checkbox"/> Saudi Arabia
				<input checked="" type="checkbox"/> Kenya
				<input checked="" type="checkbox"/> Italy
				<input checked="" type="checkbox"/> Spain
				<input checked="" type="checkbox"/> Mombasa
				<input checked="" type="checkbox"/> Guangdong
				<input checked="" type="checkbox"/> South Africa
				<input checked="" type="checkbox"/> Morocco
				<input checked="" type="checkbox"/> USA
				<input checked="" type="checkbox"/> Mexico
				<input checked="" type="checkbox"/> England
				<input checked="" type="checkbox"/> Colombia
				<input checked="" type="checkbox"/> Brazil
				<input checked="" type="checkbox"/> France
				<input checked="" type="checkbox"/> Germany
				<input checked="" type="checkbox"/> Canada

GCEL MEMBERS AND SUPPORTERS AS OF MARCH 2013:

- Countries: 156
- Private sector representing 2.7 million workforce from technology, finance and insurance industries servicing 60% of the world's GDP
- NGOs: 21
- Organizations representing the interest of 70% of the world's SMEs and 122 development banks in 43 countries