

GCEL SUB-COMMITTEES

TRADE DEVELOPMENT SUB-COMMITTEE

The custodians of the world economy agree that increasing trade is the key to achieve sustained economic growth and generate millions of new jobs. History also confirms that increased trade can be achieved through real economic integration and trade efficiency.

In 1956 the world witnessed the birth of “the marine container” that revolutionized global trade, making it more secure and reducing its cost dramatically. Among other benefits, it reduced loading costs from USD 5.86 per ton to USD.16, a 36-fold savings. Widespread use of marine containers contributed to major trade growth, underwriting job creation, and driving decades of real growth worldwide. The formula that we can learn from history is clear: by reducing the cost of trade we can increase trade and boost our economy.

In the today’s era of 21st century technology, we can do it again by using new digital tools within the real economy to grow global trade. By driving efficiency and business excellence to connect the youthful workforce of the mid and low-income countries with the expertise of the high-income countries, we can build the buying power of the mid and low-income countries creating an unprecedented new global demand benefiting all.

Further to the foregoing, today technology makes possible the creation of an ecosystem that permits global integration of product and service offerings with the intelligent proficiency to match sellers to targeted buyers. This environment must be based upon dynamic, validated real-time information accumulated and continuously updated through the normal course of trade activities around the world.

The Trade Sub-Committee conducts specialized analyses of ongoing trends within the global market place and makes recommendations to enhance the digital platform meeting the needs of the real economy participants to:

- Ensure quality of services and products based on sellers’ global activities.
- Facilitate and expedite product and service finance.
- Minimize insurance premiums and optimize coverage.
- Ensure speed of integration of sellers into the buyer’s supply chain.
- Ensure the reliability and dependability of the logistics industry pipeline from seller to buyer

ECONOMIC DEVELOPMENT SUB-COMMITTEE

Today the world demands a tangible global economic development program that can serve the objectives of public and private sector leaders in the high, mid and low-income countries alike.

One of the challenges to achieving sustainable economic growth is how can we close the infrastructure investment gap in order to lift growth. This invariably leads to the proverbial question, which comes first, the chicken or the egg? Investors and policy makers need to see the trade volumes before they can invest. Meanwhile, businesses contend that the infrastructure must be developed first before the trade volume will grow. Also, with limited funding available to meet the world's USD 7 trillion infrastructure needs, where do we start when prioritizing infrastructure investments?

Fortunately, there is a way of out of this dilemma. The first priority is to adopt Soft-Infrastructure that will maximize the utilization of the existing physical infrastructure and then provide the necessary transparency and visibility to prioritize future infrastructure investments.

The Economic Development Sub-Committee will prepare economic development assessments and recommendations based on the use of Soft Infrastructure for the creation of Enterprise Zones including, but not limited to:

- Industry planning and operations relocation analyses
- Skills training programs to match industry needs with workforce skills
- Analyses of companies, industries, regional achieving business excellence that warrant infrastructure investment and financing.

CARGO SECURITY SUB-COMMITTEE

Following September 11, 2001, multiple cargo security programs have been launched internationally to protect national borders from terrorist incursions via commercial shipments. These programs include Operation Safe Commerce (OSC), the Container Security Initiative (CSI), Customs Trade Partnership Against Terrorism (C-TPAT), and the Advance Manifest System (AMS), to name a few.

Since the global economy demands efficient and secure trade, we must be sure that the trade efficiency by itself does not compromise security and that overarching cargo security rules and regulations do not place unnecessary economic burdens on the real economy participants. In other words, efficiency and security must go hand in hand. Therefore, a comprehensive public/private sector solution must be implemented in order to economically and effectively deal with cargo security challenges. To encourage maximum private-sector involvement, the overall solution must deliver commercial benefits.

The Cargo Security Sub-Committee will bring together prominent experts within the field to conduct research and provide recommendations using evolving technology tools towards achieving effective global cargo security based on the following guidelines:

- Logistics efficiency and cargo security must be interdependent
- Solutions must be global and not tailored to specific countries or industries
- Cargo security extends beyond shelf-to-shelf
- Provide multiple security agencies with transparency visibility of real-time global shipment activities
- Corporate and individual shipper markets must be addressed
- Proactive global real time data is a must to flag suspicious shipments
- Emergency shipment re-routing is required

FOOD SAFETY SUB-COMMITTEE

Today food safety is faced with several ongoing challenges that include the lack of an efficient and effective health surveillance system to proactively contain and eliminate any potential disease outbreaks. In addition, food value streams are vulnerable to terrorist incursion.

The global logistics industry is responsible to manage the movement of agriculture products from shelf-to-shelf. i.e. the receivers, conveyors, and logistics service providers. These types of firms are also involved in the movement of other products for various industries such as hazardous materials, pharmaceuticals and technology. Therefore, they must comply with numerous regulatory reporting requirements related to the storage, handling, transportation, etc. for such products.

Accordingly, the industry has signified they need a digital platform that simplifies their workload and does not their operational cost. Also, such a system must cover all products they track, manage, or purchase. Therefore, in order to effectively address the above food safety challenges, we need a comprehensive and cohesive global strategy.

The Food Safety Sub-Committee is comprised of public and private sector organizations and individual experts who will conduct funded studies and make recommendations as to how new technological advancements can be simplify and efficiently expedite rapid adoption of the required national and international food safety programs, at minimal cost, ensuring:

- Global efficient & secure agriculture value streams with real time data for surveillance & prompt response
- Compliance with national and international agriculture initiatives without additional efforts from participants
- Global emergency transportation flow management that directs & redirects shipment traffic to keep agriculture commerce flowing

DISASTER IMPACT READINESS SUB-COMMITTEE

Our world has witnessed many more hurricanes, storms and tsunamis than before. What are the steps we can take to reduce the impact of these natural phenomena on our lives? What can we do to be ready?

Logistics plays a critical role in disaster relief. Getting the “right product, in the right quantity, to the right place, at the right time, and at the right price” takes on new meaning when roads, airports, bridges, and other logistics infrastructure are severely damaged or destroyed. The immediate spike in demand for food, water, clothing, and medical supplies is an order of magnitude greater than most supply chains are equipped to handle. In short, disaster relief is a unique and specialized type of supply chain and logistics problem.

Every sudden-onset disaster causes logistics problems. The tsunamis, earthquakes, hurricanes, flood, droughts, etc. all depend on logistics as the main limiting factor for aid. At the time of a disaster, an accurate assessment of needs as well as readily available resources and distribution channels is incredibly difficult.

The Disaster Impact Readiness Sub-Committee members will combine their collective efforts to make recommendations for how new digital tools can enhance the digital platform providing a comprehensive global emergency management system at no cost including, but not limited to:

- Global real-time information on the availability of all materials needed for emergencies, allowing the global logistics industry to mobilize rapidly and deliver necessary disaster supplies in the fastest and most efficient manner
- An Emergency Transportation Flow Management System that directs and re-directs traffic as required and will reroute shipments during emergency situations, ensuring a sustained flow of commerce
- Tools to build a rapid emergency logistics pipeline, assigning specific logistics activities to the nearest LSPs and dynamically tracking and monitoring the LSPs’ performance

ACADEMIC SUB-COMMITTEE

In order to achieve major positive societal impact, it is important that we have innovative multidisciplinary knowledge leadership and education through leading research professors, scientists and post-doctoral associates.

In this regard it is important to integrate critical scientific and technical research efforts spanning technology & cyber infrastructure, logistics & supply chain management all in collaboration with transnational and multi-institutional initiatives.

The Academic Sub-committee is a vital focal point for GCEL's sponsored research on e-logistics, e-commerce, e-insurance, e-logistics and e-grants. The Sub-committee will oversee an annual endowment fund projected to reach a ten-year value of USD 61.6 billion pool of funds allocated by GCEL's global Board of Directors. Eligible projects can include, but not be limited to:

- Educational symposiums and funding of professorships
- Campus research in information technology, materials handling, global positioning systems, e-commerce, cargo security, & other high-value areas of research and development.
- Global, leading-edge research projects in high-efficiency logistics, next generation e-commerce, and associated technologies.
- Training programs in mid and low-income countries.

SME SUB-COMMITTEE

The custodians of the world economy agree that SMEs represent the main foundation of our real global economy. In fact, SMEs represent up to 80% of the employment in many countries.

However, in light of the last economic crisis, it is necessary that we think "outside the box" in order to recoup the 22 million jobs lost and generate the 600 million jobs needed over the next 15 years. Diversification of our economies is important to spread economic risk.

It is also essential to shift our focus from financial engineering to the real economy, the industries that produce our food, make our clothes and manufacture the materials to build our cities. We must focus on tangible and inclusive solutions that are implementable now. So where shall we start?

While sound monetary, fiscal and trade policies are important, it is also incumbent upon policy makers level to listen to the voice of the SMEs from the ground level. An essential starting point in creating economic prosperity lays in understanding trade efficiency levels today. This is the objective of the G20 Nations Case Study, which has been designed to listen to what kind of digital tools that the real economy to do a better job.

Based on the findings of the G20 Nations Case Study and the commitment of organizations to Operations Excellence, the SME Sub-Committee will support the building of SME capacity through its oversight of the SME fund.

The SME fund which is projected to reach USD 1 trillion by 2025 and will be available to fund projects including, but not limited to:

- Work force training, educational materials and staffing supplements
- Working capital requirements, equipment acquisitions and real estate development
- Business expansion and debt reduction, school construction and, agricultural equipment, hospitals, and more.

TECHNOLOGY SUB-COMMITTEE

Today's information technology provides the opportunity to deliver enormous benefits for the wellbeing of humanity including the creation of millions of jobs, enhanced cargo security, improved food safety, faster disaster relief response, and a reduced carbon footprint.

Led by a global consortium of the best minds in the technology and academic fields and backed by the largest fund in the world, this consortium will drive continuous innovation to be implemented by the world's top technology firms and placed at the fingertips of end users at no cost. This is the foundation of limitless possibilities towards the true digital era.

Global experts in economic development, finance, insurance, commerce, logistics, academia, and technology recognize this initiative as the "Next Big Thing". In the history of mankind, there has never been an initiative of this magnitude and importance that will transform the lives of more than 7 billion people around the world.

The Technology Sub-Committee includes the world's most prominent experts that specialize in today's most advanced technologies in order provide the best thought leadership to continually enhance the Digital Platform by:

- Developing the best in class technologies to support the needs identified by the other GCEL Sub-committees.
- Simplifying complex operational procedures through technological innovations and advancements.
- Optimizing emerging technologies represented by point-to-point solutions such as RFID, GPS and video applications.