



**ACHIEVING SUPPLY CHAIN RESILIENCE
THROUGH A GLOBAL DIGITAL PLATFORM**

UNITED STATES TRADE REPRESENTATIVE

Public Comments and Hearing On
Promoting Supply Chain Resilience
May 2, 2024

Docket No. USTR-2024-0002

**GCEL Invited to Present Supply Chain Resilience Solutions Aligned with USTR Priorities
May 2, 2024**

GCEL was invited by the Office of the United States Trade Representative (USTR) to participate and provide testimony regarding solutions to strengthen supply-chain resilience, improve trade transparency, enhance digital visibility, support rules-of-origin compliance, and modernize cross-border B2B trade execution.

The USTR is the U.S. government agency responsible for developing and coordinating America's international trade, commodity, and direct investment policy, and for leading trade negotiations with other countries. USTR is part of the Executive Office of the President, and the U.S. Trade Representative is a Cabinet-level official who serves as the President's principal trade advisor, negotiator, and spokesperson on trade issues.

The invitation reflects growing recognition that today's global trade challenges require more than policy statements — they require practical digital infrastructure capable of connecting businesses, governments, banks, insurers, logistics providers, and SMEs across trusted trade corridors.

The final USTR recommendations strongly echo the core capabilities GCEL has been advancing through its digital economic infrastructure platform: supply-chain visibility, standardized data systems, traceability, digital trade facilitation, customs enforcement support, sustainability tracking, and public-private collaboration.

This alignment reinforces GCEL's relevance as a practical implementation platform for the next generation of resilient, transparent, and digitally enabled global B2B commerce.