



# QUESTIONS & ANSWERS



**GLOBAL COALITION  
FOR EFFICIENT LOGISTICS**



## INTRODUCTION - NOVEMBER 2019

This document includes answers to a collection of questions about GCEL's global initiative, presented by various public organizations and private institutions from around the world. Some of the responses may be replicated due to similar questions being posed by different organizations at various times.

Please submit further questions to [info@gcel.net](mailto:info@gcel.net). You are also invited to explore further additional documents at our website: [www.gcel.net](http://www.gcel.net)

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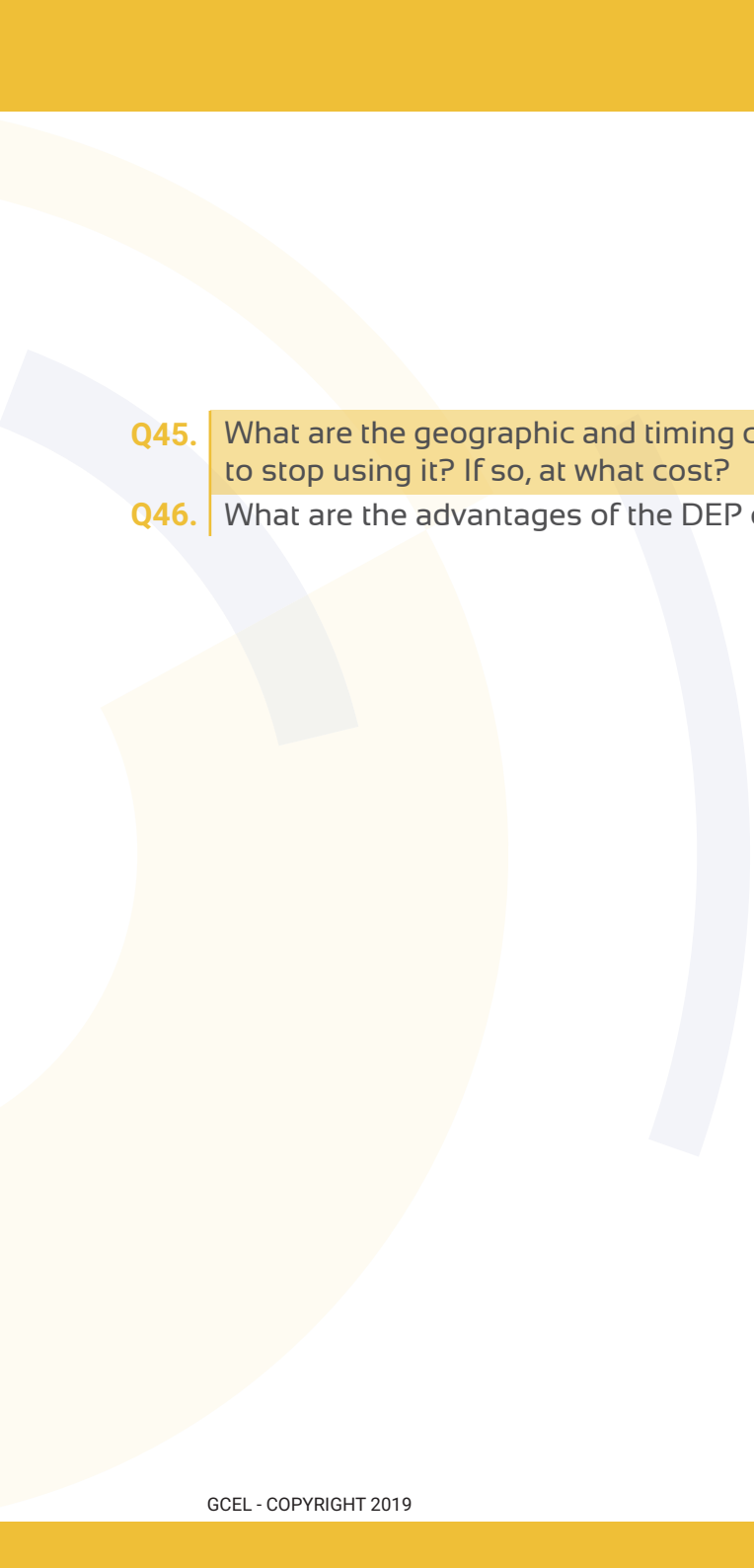


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# What IS **GCEL** & Who are ITS **GLOBAL TEAM**?

## **Q1.** What is GCEL? Who owns it?

GCEL is the Global Coalition for Efficient Logistics, a nonprofit Swiss-based public/private partnership that is empowering the digital economy to achieve sustainable global economic growth with the world's first global digital trade platform that seamlessly integrates e-Commerce, e-Finance, e-Insurance, e-Logistics and e-Grants. GCEL does not have an ownership structure; its purpose is to represent the interests of its members in the promotion of the Digital Economy as the most effective way to stimulate global growth. It also provides governance and oversight of the Digital Economy Platform (DEP) to ensure that the system is continuously available to all and data is securely managed.

GCEL has brought together the public sector, responsible for resolving economic and trade challenges, and the private sector that is capable of delivering the solution, working together to deliver the required tools, the roadmap, and the international players needed to deploy a tangible economic program that addresses today's global economic challenges.

## **Q2.** Who are GCEL's members and supporters?

GCEL's members and supporters include 150 countries through their pan regional organizations as well as 26 IGOs/NGOs including: the United Nations Capital Development Fund (UNCDF), the Organization of American States (OAS), the League of Arab States (LAS), the Organization of Islamic Cooperation (OIC), the African Union (AU), the ASEAN Business Advisory Council (ASEAN-BAC), the International Islamic Trade Finance Cooperation (ITFC), the Union of Arab Banks (UAB), the Islamic Conference for Development of Trade (ICDT), the Confederation of Indian Industry (CII), the Association of Development Finance Institutions in Asia and the Pacific (ADFIAP), the International Network for SMEs (INSME), the National University of Singapore (NUS), the China Top 500 Foreign Trade Enterprises Club, the Australian Chamber of Commerce and Industry, the Turkish Industry and Business Association (TUSIAD), the Malaysia Digital Economy Corporation (MDEC), and the Indonesia Chamber of Commerce and Industry (KADIN), etc. Also, ninety (90) G20 ministries, industry associations and academia engaged with GCEL to conduct the G20 Nations Case Study, to enhance their trade efficiency.

These organizations have executed strategic agreements, published economic roadmaps, prepared national trade efficiency assessments, conducted global awareness symposiums, conducted pilot projects, published official G20 articles, etc. representing tangible steps for implementation of the Digital Economy.

GCEL's private sector members and supporters include many world-class technology firms with a collective workforce of 3 million in 130 countries and who service 60% of the world's GDP.

GCEL is now in the process of selecting the E-Hub of the World, public, academic and technology partners, and world-leading e-Commerce, Finance, Insurance and Technology Gateway Firms from each region of the world for global deployment through a qualification process to offset any geo-political, monopolistic and data privacy concerns.

**Q3. What do global organizations such as the WTO, WCO, and others, think about this Program? Do they support it? Is there an official publication on this matter?**

GCEL's HumaWealth Program has the aim of "Connecting the Strengths of the World Community, Creating Wellbeing Across Humanity" through empowering the Digital Economy. Please refer to public information on the Internet, including [www.gcel.net](http://www.gcel.net).

The HumaWealth Program has received a global consensus summarized from the following perspectives:

***From a Global Policy perspective:***

Through its participation in the B20 Taskforces during the past 4 years, GCEL has contributed to the G20 leaders adopting the Digital Economy as a key policy directive.

- The 2015 B20 Turkey adopted the Digital Economy as a key policy directive following the identification that 17 out of 25 key B20 recommendations were impacted by the Digital Economy.
- The 2016 China B20 adopted the "Digital Economy Development and Cooperation Initiative" and "Innovation Blueprint for Growth" as policy directives.
- The foregoing led to the formation of the first ever 2017 Germany B20 Digitalization Taskforce to focus on implementing the Digital Economy policy directives.
- The 2018 G20 Argentina advocated the adoption of innovative Digital Economy business models, with focus work on artificial intelligence and new business platforms.

***From a Global Engagement perspective:***

More than 150 countries represented through their pan-regional organizations entrusted to promote economic development objectives have executed strategic agreements and/or published economic roadmaps with GCEL to deploy the Digital Economy Platform (DEP) within their countries and regions under the HumaWealth Program. These organizations have validated the Program's economic benefits and confirmed that it meets their economic ambitions.

***From an End User perspective:***

As confirmed by our G20 Nations Case Study through the collection of 1.2 million data points across 19 industry clusters, 94.5% of trade participants demand the DEP. This diagnostic assessment of trade practices was conducted in cooperation with 71 government ministries, industry associations, academia, and private sector experts including Deloitte, Frost & Sullivan and the Nielsen Company.

***From a Technology Industry perspective:***

30 Technology companies, including many of the world's most prominent firms, with more than USD 400 billion in revenues and 3 million employees that service 60% of global GDP, have entered into exclusive agreements with GCEL. These firms are positioned for selection and participation in the global deployment of the DEP. These are the innovators of the world who have built the world's technology systems.

International organizations that are included in this global consensus include:

- a. The UNCDF, a GCEL member that publically announced its support of GCEL's global initiative to Singaporean officials at the Digital Economy Awareness event held in Singapore and co-convened with the Singapore International Chamber of Commerce, the Singapore Association of Banks and others.
- b. UNESWA which co-convened a Digital Economy Awareness event with GCEL at its HQ that involved the participation by several Asia country Ambassadors and other government officials.
- c. The WTO Director General Mr. Pascal Lamy sent an official communication to GCEL's Asia Chairperson, Ms. Rafidah Aziz, former Minister of Malaysia's Ministry of International Trade and Industry, citing that GCEL's initiative is at the "core of our work on trade facilitation, and of course, aid for trade".



Additionally, Mr. Lamy personally invited GCEL to participate in various WTO initiatives, such as Aid for Trade, the South-South Program and the Greater Mekong Sub-Region Program. GCEL was appointed to the Aid for Trade by the League of Arab States and has also keynoted at the Global Aid for Trade Review.

- d. Dr. Merza Hasan, Dean of the Executive Board, World Bank Group co-authored articles with GCEL's Co-Chairman in the Official 2015 G20 Australia and 2016 China G20 Publications citing the role of the Digital Economy Platform to achieve real economic integration and to de-risk business activities toward fostering economic growth.
- e. Ms. Gabriela Ramos, OECD Sherpa to the G20, co-authored a lead article with GCEL's Co-Chairman in the 2017 Germany G20 ICC CEO Advisory Group Publication illustrating how the Digital Economy can rebalance and grow the global economy.
- f. H.E. Yves Leterme, former Prime Minister of Belgium and Secretary General of the International Institute for Democracy and Electoral Assistance, co-authored a lead article with GCEL's Co-Chairman in the 2017 Germany G20 Hamburg Executive Talk Series publication about how the Digital Economy is the tool to connect our economies and de-risk business between nations.
- g. Mr. Daniel Fuenes Rioja, 2018 Argentina B20 Chairman, co-authored a lead article with GCEL's Co-Chairman in the 2017 G7 Italy publication citing how new technology can deliver inclusive economic growth.
- h. H.E. Joko Widodo, Indonesia President, co-authored a lead article with GCEL's Co-Chairman in the 2018 G20 Argentina publication illustrating the digital path for greater economic prosperity.

In conclusion, GCEL is an agile, neutral and flexible organization that has been able to secure global consensus for its tangible program to achieve sustainable economic growth through the power of the Digital Economy.

**Q4. How does one gain membership in GCEL? What is expected from members? Are there membership fees?**

Membership is granted after submission of an online registration form and approval by the GCEL Board. GCEL members share our vision and goals and are working with us to address the security, efficiency and capacity issues facing the global trade industry for a more secure and robust global economy. GCEL members can participate in various committees to voice their opinion and recommendations for their industry, country and regions. GCEL membership is free of charge.

**Q5. How is GCEL funded and what is its annual budget?**

GCEL is funded by its members and supporters. It does not have an annual budget and all activities are undertaken by its members and supporters on a pro bono basis.

**Q6. How many employees does GCEL have?**

Presently, GCEL does not employ any staff. All of its activities are undertaken solely by its members and supporters. When DEP generates revenues, GCEL will engage staff to monitor the deployment of the DEP to ensure it is deployed in a manner that offsets geopolitical, monopolistic and data privacy concerns. GCEL staff will also manage the SME Grant Fund projected to reach USD 1 trillion by 2030.

**Q7. What is GCEL's governance structure?**

GCEL has a multi-faceted governance structure that brings together the best minds from the Public and Private sectors.

**Co-Chairmen**

GCEL's structure is designed to include 3 Co-Chairs to represent the: Public, IGO/NGO and Private Sectors

**Secretary General**

The Secretary General is the organization's Ambassador to high-level government officials and leaders in the private sector worldwide, and oversees GCEL's delivery of the value proposition of its global economic development program.

**Advisory Committees**

The Policy and Finance Advisory committees advise the Board of Directors regarding GCEL's operational and financial activities. The Policy Committee develops strategy for communicating with governments, IGOs, and NGOs regarding public policy matters and reviewing grant funding requests.

The Financial Committee manages the development funds of the organization including the Benchmark Trade Lane deployment, evaluation of grant submissions, as well as disbursement of funds for approved grants and to sub-contracted vendors.

## **GCEL SUB-COMMITTEES**

### **Overview**

GCEL and its members are committed to social responsibility and wealth creation for purposes of lifting tens of millions out of poverty around the world. Accordingly, a portion of the projected USD 20.5 trillion market opportunity that the HumaWealth Program creates by 2030 has been dedicated to a SME Grant Fund.

The SME Grant Fund's objective is to ensure that every corner of the world benefits from the Digital Economy Platform. The Fund is organized under eight subcommittees to invest in ongoing project and research programs, each aimed at a major benefit from HumaWealth.

Overseen by a global non-profit public/private partnership, the funds will be free of geopolitical constraints and invested for maximum humanitarian benefit.

Qualified GCEL members may elect membership on the following Sub-Committees:

- Trade Development
- Economic Development
- Cargo Security
- Food Safety
- Disaster Readiness
- Academic
- SME
- Technology

The objectives of the Sub-Committees are to conduct specialized research in their respective subject areas and to provide expert advice to GCEL towards ensuring enhancements to the Digital Economy Platform meet the needs of the public and private sector stakeholders.

The Sub-Committees and their members will be eligible to receive billions of dollars to conduct special projects as well as research and development activities.

**Q8. As the proposed deployment of the Digital Economy Platform (DEP) will involve many nations around the world, how does GCEL propose to get the buy-in and commitment of the various nations to support the initiative?**

Let's examine in brief the following:

- A. What are the needs of nations?
- B. Which organizations do the nations trust?
- C. What is the cost of the proposed program?
- D. What are the benefits?
- E. Who has validated the benefits?

***A. What are the needs of nations?***

Considering the ongoing challenges from the Global Financial Crisis and the need to build a solid economic foundation. The custodians of the global economy have collectively voiced the same concerns and demands requiring:

- A comprehensive and global solution capable of benefiting high, mid and low income countries alike.
- An innovative idea characterized by rapid deployment.
- Long-term and durable public-private partnerships.
- Sustained economic growth, creating jobs and fostering social stability.
- A rapid recovery to sound health for the financial industry.

GCEL is founded on all of these principles.

GCEL's objective in the current phase is to invite those nations willing to take a leadership role within their region so that we can jointly trigger deployment as quickly and effectively as possible. In fact, every nation we have invited to join has become a GCEL member/supporter and with its 15 years of R&D, GCEL has strongly influenced the G20 agenda through its participation on the B20 Taskforces. With the vast knowledge gained from 15 years of R&D, GCEL was appointed to the B20 Task Forces and has contributed to the Digital Economy being adopted as a G20 policy directive. During the 2014 B20/G20 Australia, there was nominal mention of the Digital Economy, however through GCEL's interventions in support of the Digital Economy at the B20 Taskforce level since 2015 the following position was achieved:

*2015 Turkey B20/G20:* The G20 adopted the Digital Economy as a policy initiative since it impacted 17 out of 25 key B20 2015 Turkey Taskforce recommendations.

*2016 China B20/G20:* The G20 recognized the B20 2016 China recommendation for the electronic World Trade Platform (eWTP), a precursor to a more comprehensive Digital Economy Platform.

*2017 Germany B20/G20:* Established for the first time a "Digitalization Task Force" to focus on Digital Economy implementation.

*2018 Argentina B20/G20:* Advocated adoption of innovative digital economy business models.

Today, global leaders have embraced the Digital Economy as a common and comprehensive denominator for the implementation of policies.

***B. Who are the organizations the nations trust?***

The main foundation required to deliver a tangible global solution for any national security industry (such as trade, logistics, financial, or insurance) is represented through GCEL's unique Global Structural Formula. This formula is of paramount importance in ensuring a sustainable global program that is: delivered and maintained efficiently by capable global organizations; triggered by a non-profit organization; and implemented in concert with governmental bodies.

Any global solution must address a basic dilemma: Who will provide the solution to stimulate economic development and achieve the growth objectives of high, mid and low income countries?

Since global trade affects both public and private sectors, GCEL's global solution includes the participation of the organizations listed below. These organizations all work together to capitalize on each organization's capabilities and jurisdiction. The formula also introduces an independent global monitoring mechanism to offset geopolitical, monopolistic and data privacy concerns while ensuring rapid global deployment, thus providing benefits to all participants.

#### ***Government***

Governments are not solution providers in the marketplace, but it is their responsibility to resolve critical problems facing their countries. To avoid antitrust challenges, governments can partner with non-profit organizations, especially ones that provide the monitoring mechanisms and a transparent equal opportunity process to all organizations capable of delivering the required global solution.

#### ***Nonprofit (GCEL)***

GCEL is an independent Swiss-based nonprofit Public/Private Partnership that brings together the public and private sectors, whose combined efforts are required to resolve major global challenges for the common good. GCEL oversees and monitors the profit-driven organizations that will deliver the proposed benefits globally and rapidly in a non-monopolistic manner, while offsetting geopolitical and data privacy concerns.

#### ***Revenue Sharing Organization (The World Logistics Council - WLC)***

The WLC is a semi-government revenue sharing organization and a founding member of GCEL that is governed by 28 semi-government-industry organizations across the 4 world regions. (For example, the Confederation of Indian Industries (CII) is a board member representing the interests of India). WLC will lead the commercialization and deployment of the global strategy solution, rely on regional council partners to assist in the deployment of the global strategy solution, and monitor the performance of the World Logistics Council Network (WLCN).

#### ***Revenue Sharing Organization (The World Logistics Council Development - WLCD)***

The WLCD, a wholly owned subsidiary of WLC, which will engage "Core Triangle Partners" including a leading academic institution, an innovative technology firm and a visionary government to form the "E-Hub of the World" entrusted to build, maintain, and enhance the DEP in cooperation with the WLCN, protected by the international community.

### ***Profit-Driven Organizations (World Logistics Council Network - WLCN)***

This is a globally trusted profit driven group that will comprise prominent global e-Commerce, Finance, Insurance and Technology firms selected by GCEL through published guideline. These firms will act as “Gateways” to deploy the DEP that seamlessly unites e-Commerce, e-Finance, e-Insurance, e-Logistics and e-Grants under a single global Digital Economy Platform. 30 technology firms including the world’s leading organizations have signed exclusive agreements representing a first step to be selected to the WLCN. These profit-driven organizations will work together in a co-operative environment with a global governance structure that monitors their efforts to build and deploy the required core system.

### ***Private Sector***

These organizations seek to maximize their profitability through cost reduction and by creating or expanding their markets, among other factors. These firms require a competitive multi-service provider environment provided by the established, capable and reliable profit-driven organizations they trust to deliver and maintain a 24/7 efficient service needed to sustain their business.

### ***C. What is the cost of the proposed Program?***

The use of the Digital Economy Platform (DEP) will be:

- Provided at no cost to the end user
- Maintained and enhanced by the top 13 technology firms from around the world working together under one roof
- Deployed in a non-intrusive integration manner (either portal – in through web portal or plug-in for the in-house vertical systems)
- User friendly

### ***D. What are the benefits of DEP by 2035?***

In Brief:

- Reduce our domestic and international trade costs saving USD 5.4 trillion annually on trade cost
- Save 15% on average production costs
- Increase global trade by USD 6.4 trillion

- Create a new USD 20.5 trillion service market opportunity
- Secure our borders and the flow of trade against cargo terrorism
- Combine expertise with youthful labor forces, thus creating 470 million jobs in high, mid and low income countries
- Establish a USD 1 trillion SME grant fund to build capacity

***E. Who has validated the benefits?***

These benefits have been validated by GCEL's members and supporters as evidenced through published economic roadmaps, national trade efficiency assessments, economic publications, etc.

**Q9. What are the states/countries that have already completed the preparation phase of the HumaWealth Program and have started the execution phase? How many more are left?**

As previously indicated, the technology has already been tested. For further information, please refer to the *SCAC* report (*mentioned in Q25*). Moreover, governments around the world agree that this is the right solution to trigger sustained economic growth. The 2016 G20 China Communique has recognized the need for a global trade platform. Finally, technology companies have signed exclusive strategic agreements positioning them to deploy the DEP.

GCEL is providing an equal opportunity for the commerce, technology, finance and insurance industries to be part of the network to deploy the solution, thereby offsetting geopolitical, monopolistic and data privacy concerns.

Not addressing such geopolitical balance is exactly why other solutions have not succeeded before. While these solutions may have been proven, deployed and used, they were never adopted by trading partners in other countries because trading partners held significant monopolistic concerns.

The implementation of any global trade efficiency solution goes well beyond technology and typical deployment processes. The solution must be uniquely positioned to preserve geopolitical balance. As indicated in the HumaWealth Program, such balance is preserved through following steps:



1. Select through a transparent, equal opportunity process the leading technology, finance, commerce and insurance firms to serve as Gateways to the system for their customers.
2. Deploy the DEP globally through 4 parallel Benchmark Trade Lanes (Asia, MEA, Europe and Americas).
3. Engage the world's 13 leading technology firms to build and integrate the existing vertical systems to the DEP and promote the adoption of the DEP by the trade participants without a system.
4. GCEL, as a non-profit Public/Private Partnership, will monitor the performance of these technology companies to safeguard non-monopolistic and geopolitically balanced deployment. GCEL will also ensure that private and public sector participants receive the training necessary to effectively use the new digital tools this program provides.

Only in this way can a global solution succeed. Only one organization deploying the technology in the marketplace would raise serious questions. Who allowed you to do it? Who chose the Gateways? Why were others not given the opportunity to participate? Moreover, if a standard solution is already present in the marketplace, it means that you are competing with the technology companies of the world. Under such circumstances, they will not cooperate to deploy it to their own customers. Similarly, governments will not partner with profit-driven organizations since this can be considered to violate anti-trust regulations.

Implementation must be sequential, as indicated in the *Global Single Window ++, Benefits to All*, and the *HumaWealth* documents:

1. We have completed the G20 Nations Case Study, a diagnostic assessment of trade practices across all G20 countries based on what technology makes possible today. This study involved the collaboration of 90 G20 ministries, pan regional organizations, industry associations, academia and private sector experts including Deloitte, Frost & Sullivan and the Nielsen Company.
2. Following the selection of the Gateways, we will commence the selection of the 4 Benchmark Trade Lanes between 2 countries within each of the Americas, Asia, Europe and MEA regions. The BTL will deploy the DEP connecting all real economy participants involved in the movement of a shipment from shelf-to-shelf.
3. The next step is to conduct user training and education for the industry associations and the government in each country. This preparation represents the foundation for the BTL deployment between the 2 economies within each region.
4. The agreements we have executed with the organizations previously mentioned form the basis of their participation in the BTL.

**Q10. What are the steps that other countries, such as Indonesia, India and China, have done to join this program?**

The first step to improve trade efficiency is to understand where we are today. All G20 nations, including USA, Germany, Japan, China, India and Indonesia, involving 90 G20 ministries, pan regional organizations, industry associations, academia and private sector experts have completed their diagnostic assessment of trade practices under the G20 Nations Case Study as a first step to deploy the DEP. In all cases, no changes in existing laws or regulations were required for them to become part of the initiative. These nations are now actively exploring ways to enhance their existing systems for trade and commerce based on the robust global features of the DEP.

Following HumaWealth Awareness Events in Indonesia and India, an MOU was executed with representatives from each of these countries for the deployment of the DEP through the Asia Benchmark Trade Lane.

In India we have now signed a Preliminary Agreement with the State of Telangana to establish the E-Hub of the World. A technology center of excellence that will host, maintain and enhance the DEP.

We also signed agreements at the European Parliament to deploy the Europe Benchmark Trade Lane between Germany and Italy.

**Q11. With regards to this Program, what are the future steps for a country to become an anchor in the Benchmark Trade Lane (BTL)?**

These steps include holding the launch event (when the MOU would be signed and executed) and commencement of BTL deployment. The BTL involves several key steps, including: 1) A country-wide Shipment Efficiency analysis, 2) selection of the BTL Participants, 3) user training and education, 4) DEP deployment and 5) the Regional Showcase demonstrating the benefits achieved, thereby fulfilling the long held demands of the Technology Gateways' customers. For further information please refer to the HumaWealth Program documents.

**Q12. Who suggests the ministries/countries as potential BTL partners: GCEL or other ministerial counterparts?**

During the course of our campaign to build global consensus and awareness throughout each of the 4 regions, we are evaluating the qualifications of specific countries that meet our requirements to be selected as BTL participants. Since we have already completed the G20 Nations Case Study in each of the 4 regions (Asia, MEA, Europe, and Americas), we are now in the process to select the countries that best meet the requirements of a BTL participant. Once a country demonstrates their ability to meet such requirements, we will coordinate our activities to select a reciprocal trade partner country in order to commence the BTL activities. The BTL partners obviously reap considerable competitive advantage as a first mover, along with the other sizable benefits from deploying the DEP.

Based on its present and future economic plans, the country can recommend trading partner countries/ministries as candidates to be selected as BTL participants.

# WHAT IS GCEL'S GLOBAL MISSION?

## Q13. What is GCEL's mission?

GCEL's mission is to "Connect the Strengths of the World Community, Creating Well-being Across Humanity". This mission involves providing the tools, the roadmap and the players to empower the global Digital Economy towards achieving sustainable economic growth. We begin with trade efficiency and the common denominator that connects our world: The Global Logistics Industry. GCEL provides the required digital tools defined by the real economy participants for achieving trade efficiency, deployed at no cost to end users worldwide by capable public/private organizations.

## Q14. What are GCEL's deliverables?

GCEL's 18-month HumaWealth Program will trigger the DEP through a global network of trusted organizations; this will:

- Reduce the cost of trade saving the global economy nearly USD 5.4 trillion annually.
- Reduce average unit operating costs for businesses in the region by up to 15%, all at no cost to end users.
- Trigger a USD 6.4 trillion expansion of trade globally.
- Open a vast new global market for the world's e-Commerce, finance, insurance, and technology industries, projected to reach USD 20.5 trillion by 2035.
- Support the creation of 470 million manufacturing, agriculture and service sector jobs around the world.
- Establish a USD 1 trillion SME grant fund to increase the competitiveness of millions of SMEs throughout the world, connecting them with global markets, and making them more bankable.
- Increase capacity utilization throughout the logistics pipeline – especially increasing throughput at ports and border crossings, provide clear indicators as to which locations will attract investment from the public and private sectors and prioritize investments with the highest returns.

**Q15. Why is there a need for a system like the Digital Economy Platform (DEP)?**

The need for the DEP can be characterized by three factors: Ongoing economic challenges, trade inefficiencies and the threat of cargo terrorism jeopardizing the flow of commerce. Due to the decline in demand resulting from the Global Financial Crisis (GFC), there is a need to restore demand by increasing the buying power of the mid and low income economies that represent 85% of the world population, thus sparking sustained global economic growth. The highly fragmented logistics industry is dominated by in-house vertical systems, and currently incapable of efficiently managing a horizontal process. The resulting inefficiency is massive and costs the globe nearly USD 4.4 trillion each year. The threat of cargo terrorism is also jeopardizing the flow of commerce.

**Q16. What is the difference between the Digital Economy Platform (DEP) and the Single Window concept?**

A Single Window is a facility that allows parties involved in trade and transport to lodge standardized information and documents with a single-entry point to fulfill all import, export, and transit-related regulatory requirements. If information is electronic, then individual data elements should only be submitted once. Expediting customs clearance is one of the core objectives of single windows. (for further information related to Single Window please consider Q39).

In contrast, the DEP represents a new dimension in the global value chains, delivering new levels of efficiency and cargo security to every participant in the shipment process. The Digital Economy Platform (DEP) provides seamless end-to-end tools to the real economy participants to manage the global supply chain, regardless of shipping modes. The Digital Economy Platform (DEP) effectively leverages investments made in current in-house "legacy" systems by employing open standards. This enables new capabilities from existing legacy and proprietary systems. The DEP standardizes and simplifies the shipment process through sophisticated business applications that enhance reliability and dependability of logistics networks worldwide. It also provides a common open platform for commerce, finance, insurance as well as RFID and GPS tracking provider services, thus maximizing the value proposition to their customers while expanding their market opportunity.

**Q17. How does the DEP re-energize the global economy?**

The DEP will reduce the cost of trade to both high, mid and low income countries, in turn expanding their market reach; reduce operating costs for private companies and enhance their capacity to retain and create jobs; provide a robust logistics pipeline for productive and transparent trade, resulting in dynamic visibility and control over trade as well as providing early alerts to errors, thus bringing confidence back; provide the tools necessary for regional market expansion, as well as reach distant places through the DEP; capitalize on high income countries' expertise while leveraging youthful labor markets of mid and low income countries; improve the availability of real-time and historic validated data for present and future planning.

While delivering all of these benefits, the DEP is provided to end users at no cost.

**Q18. How does the DEP support the roadmap for revitalizing the global economy?**

When addressing this question, we must consider the implications of the ongoing challenges from the GFC, the opportunities created by the global economic downturn and the present and future objectives of economies around the world. In brief, the GFC has had a huge impact on both high, mid and low income economies, and in all regions. Countries that depend heavily on exports to the USA and the EU have felt the biggest impact. Looking ahead, the crisis puts renewed emphasis on 4 critical economic goals:

- Boosting trade with other parts of the world, especially within regions.
- Building stronger consumer demand and supply chains among neighboring countries, spurring a constructive economic rebalancing.
- Investing in the infrastructure that best positions a region for sustained future growth.
- Addressing environmental and social challenges, including bolstering the services sector as a source of economic growth.

To achieve the above, a solid roadmap to seize new economic opportunities is invaluable. Expanding trade among neighboring high, mid and low income countries within a region is of paramount importance. Such trade capitalizes on and connects the respective strengths of countries within the region. GCEL's economic roadmap is founded on connecting such strengths,

and ensuring that business and regional economic excellence will be achieved through the adoption of new digital tools that make trade more efficient. This Program, made available at no cost to the end users, simultaneously spurs innovation, provides investment benchmarks, and strengthens supply chains within each region and with the rest of the world. These are the essential ingredients needed to seize a new economic future. For further details please see the HumaWealth Program documents.

**Q19. Through the implementation of the DEP, GCEL claims to be able to achieve an average savings of 30% in trade costs. Would those savings be achievable for all country types, including countries with a mediocre physical infrastructure condition?**

Yes. The reduction in domestic and international trade costs is projected to be 30% through the use of the DEP, that enhances the 6 elements of trade efficiency.

Consider that even the United Kingdom, with its vast physical infrastructure, incurs annual losses in excess of USD 28 billion due to inaccurate, delayed or missing goods documentation. DEP has successfully addressed a similar situation on the USA/Canada Northern border crossing. (Please refer to the SCAC Report for further details.)

**Q20. Are there any studies to support the figures related to the benefits in terms of job creation, cost savings and other factors?**

Yes. GCEL's overall value proposition includes reducing the cost of trade and unit operating costs, creating jobs and increasing the market opportunity for service industries.

There is a useful lesson from history that helps put GCEL's initiative in perspective. Some 70 years ago, Mr. Malcolm McLean presented the marine cargo container to the world as a better means of moving products globally. In fact, this steel box dramatically reduced the cost of loading and unloading ships while also making shipments much more secure. The efficiencies gained through this one profound innovation led to significant expansion in world trade and made the global economy far more interdependent. Today, in the digital era, trade efficiency can once again be enhanced utilizing technology to reduce trade and operating costs still further, expand trade, make it more secure and boost the global economy. In short, trade efficiency innovations did it before and it can do it again today.

How can this new digital era of trade efficiency be unleashed? Many major studies now recognize six critical elements that impact the cost of trade: Integration, e-documentation, tracking and visibility, processes, competence and cargo security. (These studies have been conducted by, among others, the UN, World Bank, APEC, and the WTO.) The DEP will enhance each of the six elements, thus allowing trade to become much more efficient and reducing the cost of trade and unit operating costs. Increasing efficiency and the transparency in trade transactions across countries and regions will reduce costs, stimulate more investment, increase local buying power and expand trade. The DEP will provide the tools to maximize on the foregoing by connecting the strengths between the high, mid and low income countries. With the increased efficiency and transparency in mid and low income countries, the high income countries will have confidence to buy products from the latter and thus contribute to their increased purchasing power. In turn, the mid and low income countries can buy back products and services from the high income countries. Hence, trade will be constructively rebalanced within the region, as well as worldwide.

Please refer to the *HumaWealth Program documents*, which explains how the tools can be implemented. Also, please refer to the *Benefits to All document*, which explains how the 6 elements can be enhanced and the features made available to the organizations involved in the supply chain pipeline.



# HOW WILL GCEL ACHIEVE ITS MISSION?

## Q21. What is the Digital Economy Platform (DEP) and how will it be delivered?

The DEP consists of the following:

1. An open platform information technology, Digital Economy Platform (DEP). The core system of the DEP has been tested and validated by major organizations.
2. A global deployment network of the world's most prominent commerce, financial, technology and insurance firms (Gateways). This network consists of 12 technology firms that are equally distributed among Asia, Americas, Europe and MEA, all providing access to the DEP core technology. In addition, there will be data system integrators and tracking providers, such as GPS and RFID. GCEL will publish guidelines, and select qualified Gateways on a regional basis. The Gateways will help to enhance, deploy and maintain the core system.
3. A public/private partnership leading a rapid global deployment program. A Benchmark Trade Lane will be selected in each region of the world (Asia, Americas, Europe and MEA) spanning point of loading to point of discharge to which the technology will be applied, whereby GCEL will perform a shipment efficiency analysis (SEA) before and after application of the technology. The resulting efficiency improvement will be presented at a Showcase, serving as the Benchmark throughout the region, with the Technology Gateways deploying the DEP globally and providing substantial benefits to their customers. Through the year 2030, each Technology Gateway will sign up approximately 150 customers, enabling the DEP to achieve nearly 60 % of the B2B market.

## Q22. What is the DEP and how does it work?

The DEP is a worldwide-patented technology platform that provides seamless sharing of information among all supply chain participants (shelf to shelf) and an associated set of digital tools that enhance efficiency, business excellence and transparency. The DEP provides non-intrusive integration to all in-house vertical systems and web portal access to all entities involved in shipment activities. It provides seamless end-to-end tools to manage cargo movement throughout the global supply chain by all shipping modes. It also provides a common, open digital platform for all ancillary services required for logistics, such as commerce, finance, insurance as well as RFID and GPS tracking.

**Q23. Is the DEP trying to standardize the global logistics industry?**

When a technology solution is presented, it is normally expected that a standardization process is a must. Many attempts have been made to standardize the Global Logistics Industry (GLI) by large organizations as a first step towards efficient logistics. These attempts have failed because standardization is simply not yet possible. Every region, country and organization around the world is holding back on completely changing their logistics process. The resistance to change is the result of many factors, including the years of experience in their specific geo-location, technology availability, country regulations and cost, among others.

At the present time, it is too early to attempt to standardize the GLI. All previous attempts to solve the trade inefficiencies have not succeeded because they have tried to standardize the GLI itself. The DEP approach is different because it focuses on standardizing and simplifying the shipment process, not the GLI, since the common denominator of this industry is the shipment.

The airline industry provides a highly instructive comparative example. This industry has already addressed the standardization issue. In the past, the sales, marketing, booking and other aspects of the airline industry were mainly dependent on travel agents. This made sense when airline carriers booked fewer passengers, aircraft were slower, and destinations were more limited. However, when the passenger industry began to grow, providing more destinations and using larger and faster aircraft, the volume of passenger bookings increased exponentially. Moreover, accuracy and efficiency became important elements to rapidly coordinate flight connections. Individual efforts by agents with antiquated methods could no longer keep up.

The global airline industry pioneered centralized information systems. Today there are only 4 reservation systems (Sabre, World Span, Amadeus, and Galileo) utilized by travel agents worldwide. These systems are also available to the public online via the Internet (Expedia, Orbitz, Kayak, and others). Now, any traveler can have access to what was once limited to travel agents.

In developing these powerful systems, the airline industry recognized that the common denominator across the multiple airline reservation systems was the passenger. Consequently, the main objective of the electronic reservation system was to maximize the efficiency and security of the passenger no matter the itinerary or carrier. Therefore, notwithstanding the many languages,

company objectives and corporate missions of the many airline companies, each airline now provides the minimum data required for the passenger to travel across both airline verticals and countries—efficiently and securely. The minimum data are printed on the electronic boarding pass (e.g. passenger name, boarding gate, flight number, etc.). In the case of the global logistics industry, the DEP recognizes these as the Universal Data Elements (UDEs).

Taking this UDE approach, the airline industry was able to build a holistic door-to-door technology solution that offers optimal service to their customers. Through the Internet, customers today can evaluate the best option that fits their needs, buy the ticket, assign the seat, finance the tickets, and arrange airport pickup and more. And, they can do all of that with no service cost to them.

Just as the common denominator is the passenger across the multiple airline vertical systems, the shipment is the common denominator across the GLI. Therefore, our emphasis should be on maximizing shipment efficiency and security across the multiple GLI vertical systems and not on the in-house vertical systems themselves. Otherwise, we will fall again into the trap of a customized solution or another failed attempt to standardize the GLI.

The focus on the shipment allows us to easily standardize and simplify the shipment process based on the minimal data requirements and the logistics UDEs, thus achieving horizontal efficiency and security from shelf-to-shelf.

**Q24. How does the DEP address trade inefficiencies and cargo security?**

Successful models such as DHL and Federal Express operate as one system, one carrier. These firms are able to maximize efficiency through optimal utilization of their warehouses with the coordination of the arrival and departures of their planes and trucks. However, these companies each have size of shipment and geographic limitations (that is, they do not serve all markets around the world, and efficiency breaks down when they must go outside their own network). The DEP is similar, but represents a “one system, multiple carrier” approach. Moreover, the DEP is not hindered by any limitations on the size of shipment or its destination limitations.

This means that the DEP provides global access while optimizing capacity utilization. With respect to excess domestic and international trade and operating costs, there are 6 elements that contribute to these inefficiencies: Integration, e-Documentation, Tracking & Visibility, Competence, Processes and Cargo Security. As documented in global studies by the World Bank, APEC and

others, improvements in these 6 elements yield significant global reductions in such costs. The DEP is founded on these 6 key elements of trade efficiency and its deployment will assist to accomplish this.

In the case of cargo security, it is too late to examine containers at a country's border points of entry. We must have multiple layers of cargo security from shelf to shelf to secure cargo shipments, starting with country intelligence, the coast guard, customs and internal law enforcement. Cargo security in the 21st century requires sharing intelligence information, and the information must be dynamically validated through multiple sources. Such an approach provides the ability to flag suspicious shippers and shipments far from native shores. The DEP provides such information from its digital trade platform.

**Q25. Has the DEP been built upon tangible results that can be presented?**

The DEP has undergone rigorous testing. The SCAC (Secure Cargo Anti Terrorism Coalition) delivered the successful results of the DEP version 2.4 of logistics efficiency and enhanced cargo security through Phase One of the initiative, which took place over one of the largest border entryways into the United States. Phase One involved Ford Motor Company, Magna International, TNT Logistics, Oracle, Compuware and Bell Canada-Emergis, among others. Acknowledgment has been received from the world's most prominent firms, as well as respected academics and their institutions who have affirmed the benefits delivered by the DEP and the GCEL initiative, and they are ready to participate in GCEL's global initiative. (For further information, please see the SCAC report.)

**Q26. How will the system pay for itself if the system is provided free of cost to end-users?**

The deployment of the DEP involves 4 kinds of industry players, who will collectively provide the comprehensive support services required for global trade to move from shelf-to-shelf. These industries are commerce (advertising) finance, insurance, and technology. The Technology Gateways will provide free DEP access to the end user, integrate their present and future customers to the DEP and maintain and enhance the core system.

The DEP will provide the commerce, financial, insurance and technology point-solution firms an unprecedented open platform technology and network to expand their services globally. It will also enhance their service quality and minimize their business risk, resulting in a significant increase in revenues. These firms will share this revenue with the Technology Gateways, completing a new millennium formula that will provide DEP access, free of cost, to the end user and thus achieve rapid adoption worldwide.

This formula has already been proven successful in the airline industry. Today, through the internet we can view all airline services available, select the airline that fits our needs, change our seat, finance our ticket / rental car / hotel – and all without paying for the system that provides us access to these services. The incremental finance revenues – accrued when we use our credit card – are used to help these technology systems pay for themselves.

With the deployment of the DEP by the trusted Technology Gateways, the commerce, finance, insurance and technology point solution market opportunity by 2030 is projected to be:

- Commerce - Advertising firms           USD 12,500 billion
- Financial institutions                    USD 7,500 billion
- Insurance institutions                    USD 1,000 billion

The Technology Industry will be presented with a USD 500 billion opportunity through a revenue sharing formula from the above.

**Q27. What is the Benchmark Trade Lane?**

GCEL is now preparing the Network for the global deployment of the DEP, which necessarily involves several steps. The first step involves the selection of the e-Commerce, Finance, Insurance and Technology firms that comprise the global deployment network. These firms will be selected through an equal opportunity process. The Technology firms will be selected as Gateways based on key criteria: market reach, technical capability (how well they can integrate their customers' vertical systems into the system and also provide web portal access to SMEs; and how well they offset geopolitical concerns).

Together, these firms along with GCEL, will trigger rapid deployment of the HumaWealth Program through 4 Benchmark Trade Lanes (BTL) around the world (Asia, MEA, Europe and Americas) to deploy the DEP over an 18-month period. The DEP will be utilized by supply chain participants for their shelf-to-shelf trade transactions via portal-in or non-intrusive integration of their in-house systems. Global coverage will be achieved 12 months thereafter (Please refer to Q2 and Q4).

**Q28. Where will the system be deployed and who will assume such responsibility?**

The system will be deployed through 4 Benchmark Trade Lanes (Asia, MEA, Europe, Americas) to be completed within 18 months after the HumaWealth Genesis event is held. This online global event is planned to be co-convened by international organizations, including the UN, WTO, OECD, OAS, LAS, ASEAN and others.

When it comes to technology, the world trusts only organizations that have proven success in the marketplace and who provide 24/7 service. These same technology companies have been deploying in-house vertical systems around the world and have collectively assumed a leadership role in presenting innovation to our world. For many reasons though, these technology companies have not been able to create a point-to-world integration environment to meet the complete requirements of the supply chain. Some of these factors include a business model that does not coincide with a global solution and does not offset geopolitical and monopolistic concerns. However, the inability to fulfill the requirements of the supply chain has never been due to the lack of technological capabilities.

Today, GCEL has offset the above concerns with a solid, proven global program that brings together the world's leading technology firms for the first time. These technology companies have signed strategic agreements with GCEL. When each company that serves as a Technology Gateway to the system signs up 150 customers, each company will achieve 5% of the world volume by 2030. Together, the 12 Technology Gateways will achieve 60% of the world volume on the system by 2030.

GCEL's global initiative is unprecedented because it provides an optimal value proposition for every customer to be on board, including but not limited to: 1) reducing trade and unit operating costs; 2) deployed by network comprised of their own trusted service companies; and 3) access to the system at no cost. Together, these unique benefits ensure expedited deployment of the initiative. The 12 Technology Gateways will provide free web portal access to any organization that does not have an in-house vertical system. Organizations that have in-house vertical systems will be integrated through their own technology providers or qualified data system integrators.

**Q29. How does the DEP promote trade facilitation?**

The DEP provides many tools to financial institutions and industry leaders, thus facilitating trade finance, expansion and integrity, and expanded trade through productivity.

***Trade Finance Expansion and Integrity***

- The banking industry needs to increase its "wallet share" with existing customers and to find new markets and provide higher "capital turnover", thus replacing the void left by the end of the past decade's financial excesses. The DEP complements the trade financing efforts of the commercial banking industry (as well those of IDB, ADB and others) by providing real-time transparency into tangible trade transactions to better assess the quality of the underlying credit base and transaction collateral.
- Real-time visibility, data consistency and third-party corroboration help to ensure that the related trade financing is deployed in the most efficient and effective manner.
- Reduced credit and transaction risk triggers an expansion in badly needed trade financing for businesses who might not otherwise qualify for such financing facilities.

### ***Expanded Trade through Productivity***

- Today's businesses are adopting various strategies to compete in today's marketplace. These strategies include: (1) centralizing operations to achieve economies of scale and offset high operating costs; (2) decentralizing operations to maximize on low-cost operations in other locations; (3) opening new operations to serve promising new markets or offset nationalistic concerns. As discussed in GCEL's HumaWealth Program documents, all of these strategies require an efficient and secure logistics supply chain for business to grow.
- The resulting reduction of domestic and international trade and operating costs will create new buying power in low and mid-income countries and provide businesses with the ability to improve competitiveness in the global marketplace.
- In addition to reduced costs, the enhanced cargo security provided by the DEP reduces shipment delays, thereby improving order delivery times. This lifts the confidence of potential customers to source products from suppliers who are seeking to increase exports.
- The DEP also provides, at no cost, SMEs web portal access to operational tool sets normally found only in expensive information systems. These tools include the ability to quickly identify, quote, plan and coordinate all enterprises involved in the shipment flow, ensuring that product is delivered on the most timely and cost-effective basis. This transparency in the available logistics services network removes a major impediment for export growth by SMEs.

GCEL has received early acknowledgement from WTO Secretary General Pascal Lamy that the GCEL program is "at the core of WTO's work on trade facilitation and Aid For Trade." Further details on how the DEP benefits trade facilitation can be found in the *Benefits to All* document.



**Q30. What are the different architectural components of the solution, from technical and functional perspectives?**

From a functional perspective, please consider the following high-level summary of the features and benefits of the platform. Today, single window portals do not offer any of these benefits (please refer to the *Benefits to All* document for further discussion). The main benefits are that the system:

- Provides benefits and savings to ALL real economy participants, including shippers, LSPs, and their trading partners (who have their own strong incentives to use the system).
- Transforms the contracted activity obligations of a shipper's trading partners and LSPs into a coordinated electronic logistics activity matrix.
- Provides robust, dynamic, and electronic tool sets to manage logistics from shelf to shelf, allowing firms to react quickly and coordinate activities of all enterprises involved in the shipment flow globally.
- Monitors and tracks the real-time status of shipments globally.
- Provides early alerts for incident anomalies and provides access to the information and tools necessary to resolve them properly.
- Collects and coordinates the data necessary to meet national and international cargo security initiative mandates. Also, it provides the tools to establish multiple layers of cargo security to avoid a single point of failure and keep the risk at a far distance (Please consider the *SCAC* report).
- Provides historical data to assist in future planning and audit reviews.
- Integrates global financial and insurance partners to provide value added services.
- Monitors and evaluates contract vs. forecast vs. actual service obligations of global trading partners and LSPs.
- Integrates inventory levels with just-in-time (JIT) logistics processes.

*From a technical perspective*, the foundation for the digital trade platform:

- Minimizes the standardization required through the use of Universal Data Elements (UDEs). This means only a minimal level of data is needed to move products through the horizontal shipment process.
- This enables point-to-world integration in a non-intrusive manner (whether by plug-in or portal-in) providing a "3D" level of visibility throughout all supply chains – both directly and indirectly.
- The above creates a new dimension of global data and allows the introduction of new features previously unavailable. This maximizes efficiency and security for all.

- The platform is delivered through a unique global business model that gives users access to the core technology system, and associated tool sets at no cost. This encourages use by all supply chain participants without interruption in transaction information flow.
- The platform will be sustained by a USD 20.5 trillion market opportunity of ancillary finance, insurance, technology and market exchange services with a revenue sharing formula providing benefits to all.

(For additional information, please refer to the *Global Single Window ++* document).

**Q31. How will GCEL ensure the reliability and security of the system worldwide while being resident in only one country?**

The answer lays within a couple of key questions:

- A. Where is the trade data presently located, and how is it shared?
- B. Who will decide what trade data shall be shared and with whom?
- C. Who will transfer the data and how?
- D. What kind of monitoring mechanism is in place to provide a secure environment?
- E. What kind of technology is being used to secure the trade data?

***A. Where is the trade data presently located, and how is it shared?***

Today, the trade data is being shared with trading partners and with proper authorities that are involved in the flow of a shipment. However, the data sharing is done in a passive and costly manner, and with a high level of redundancy and potential for errors. In fact, multiple methods are being used to share trading data, from fax all the way to full data system integration.

***B. Who will decide what trade data shall be shared and with whom?***

The owner of the trade data decides what to share and with whom to share the data. Instead of sharing the trade data in a costly and complex manner, the DEP allows trade data owners to share their data by simply “checking the box.” This process provides optimum control in a proactive and efficient manner, thus minimizing redundancy and costly errors.

### ***C. Who will transfer the data and how?***

There are two main ways to share the data, assuming the data owner agrees to provide it proactively rather than passively—and with which trading partners and governmental authorities it will be shared. 1) If the data owner is accessing DEP through a web portal, the data will be automatically transferred through DEP based upon the data privacy settings in the DEP. 2) If the data owner is accessing the DEP through its own in-house vertical system (that is, through plug-in) the data will be automatically transferred from the in-house vertical system based on the data privacy settings in the DEP.

It is important to realize that the Technology Gateways rank among the most renowned technology companies in the world. They have been selling their in-house vertical systems for many years and collectively they have more than 60% of the world market share. For many years, their clients have been asking for point-to-world integration. Such integration is necessary to replace the current fragmented “point-to-point” integration and thereby improve the efficiency of their existing vertical systems.

### ***D. What kind of monitoring mechanism is in place to provide a secure environment?***

Only a centralized system can boost the efficiency of our global trade to the level needed to serve as the foundation of our present and future economy; this centralization of data is a natural consequence, and it must be properly maintained, governed and monitored. Therefore, GCEL has designed a robust monitoring mechanism to offset monopolistic and geopolitical concerns while ensuring maximum security in a transparent structure called the Global Data Security Standard (GDSS) based on the following “Axioms of the 5Cs”:

**Consortium of Globally Balanced Ownership**, it is necessary to ensure a globally balanced ownership of any organization entrusted to manage the storage and dissemination of information in order to offset monopolistic concerns. Furthermore, such ownership must involve semi-government organizations whose mission is to serve the public good.

**Council of Worldwide Fiduciary Governance Board**, to oversee any system of data management, it is fundamental that the governance is geo-politically neutral and non-monopolistic so that no one country or company has undue influence. To ensure an equitable balance, the governance board requires representation from the 4 regions of the world - Europe, Middle East and Africa, Asia and the Americas.

Each region should be represented by semi-government organizations from the 6 major economies with a representative from another country to act as the Chair. In this way 28 countries across the world will represent the governing body.

**Committee of Technology Governance Board Experts.** It is not enough that the ownership and governance is geo-politically balanced. There also needs to be a balance at the technical level through a technology board that brings together the best minds of the world to ensure the quality and security of the data.

Even at the technical level we must ensure a non-monopolistic balance by selecting the most qualified technology firms under an equal opportunity process from the world's 4 regions, represented by at least 3 companies within each region. It is essential that the technology board be diverse so that all regions of the globe have a seat at the table in terms of responsibility, accountability and decision-making to ensure that data is secure and continuously available for all.

**Controlled Segregated Technology Development,** while all the above is necessary, privacy and security at the data hosting and coding levels are a must. This requires multiple layers of security and segregation of duties. At the data hosting level, multiple data centers with state of the art firewalls and physical access constraints, as well as multiple companies and employees from diverse countries, are required to minimize any monopolistic and geopolitical concerns. Furthermore, all software coding should be segregated into a minimum of 5 separate departments. Each will work on isolated modules that will then be integrated by a separate, independent integrator who would not be involved in the coding. This will ensure the highest level of security for the data centers and minimize any backdoor entry to the data.

**Continuous and Comprehensive Audits,** to ensure the utmost transparency, there must be additional checks and balances through a hierarchy of audits. First, continuous audits at every level of the operations will flag exceptions and weaknesses in internal controls thanks to a layered management structure. Second, periodic external audits should be performed by world class auditors who will provide reports related to security compliance. Third, on-demand audits can be requested by interested parties in order to address specific concerns and verify compliance with data privacy requirements. In summary, this multi-layered audit mechanism will ensure the organization does what they say and says what they do.

***E. What kind of technology is being used to secure the trade data?***

The most advanced physical and technical security systems will be deployed and maintained by the best-in-class team in the world.

**Q32.** In order for the DEP to function smoothly it will require participation from various parties from different categories of the supply chain, namely the industry players and regulators (government agencies). Will the system still function if it is not fully linked? For example, will the system work if customs are not part of the link?

Yes. The DEP improves the efficiency of trade from shelf to shelf; both domestically and internationally at no cost to the end user. As discussed in Q25, the DEP enhances Customs border security and helps the private sector meet the cargo security requirements with minimal efforts and at no cost.

There is growing recognition around the world that trade must be more secure and more efficient. This need, which today is not adequately addressed, is a motivation for affected parties, and especially regulators and Government agencies, to participate. (For further detail on the cargo security and government benefits please refer to the *Benefits to All* document and the *SCAC* report)

As noted in the G20 Nations Case Study, conducted by 90 government ministries, IGOs/NGOs and private sector experts, 94.5% of trade participants including Customs, stated that they want the DEP tools to do a better job at the ground level.

**Q33.** How will the DEP address the 6 elements used in measuring the logistics performance index by the World Bank, particularly in countries challenged with geographical make up (i.e. consisting of many islands, land locks and lacking in physical infrastructure development?)

The DEP deployment is based on minimal technology requirements to link all trade participants through a point-to-world integration environment. This environment can be achieved whether the starting point is a low-end personal computer (PC) and a phone line or a virtual private network (VPN) and in-house vertical system.

Some may wonder whether the DEP can be deployed in many parts of the world. The spread of digital telecommunications provides a useful case study here. Indonesia had many geographic challenges to the adoption of telecommunications technology. Yet by investing in a relatively simple cellular tower, it was able to achieve rapid adoption swiftly, leapfrogging many high income countries in the process. These high income countries had invested heavily in analog systems and these investments actually slowed the transition from analog to digital.

The DEP for commerce can be deployed just as rapidly. The advent of the Internet combined with DEP technology will provide the “virtual bridge” across Indonesian islands, thus maximizing efficiency and the security of Indonesia’s supply chain. In effect, the logistics efficiency of Indonesia, which currently ranks well down the list in the World Bank’s Logistics Performance Index, can improve dramatically through the deployment of the DEP. With web portal access available to end-users at no cost, the DEP transcends physical boundaries. In addition, the HumaWealth program will provide the road map to attract national and international physical infrastructure investments.

**Q34. Is there an evaluation (benchmark) conducted to determine the differences between the actual implementation of the Program vs. the projected results?**

Yes. Please refer to the *SCAC* report and the *Benefits to All* document which transforms the *SCAC* results to dollars and cents.

**Q35. Is there a study on:**

- A. The degree of adaptation and integration of the Program to a country’s context?
- B. The conformity of the Program to the specific nations regulations?

***A. The degree of adaptation and integration of the program to a country’s context?***

As answered in the previous question, a global approach based on UDEs is necessary for successful deployment and adoption by any country. For additional information please refer to the referenced documents.

***B. The conformity of the Program to the specific nations regulations?***

A successful solution starts with the Global Single Window, which enables all to integrate using UDEs (80% of shipment data), regardless of where they are located. The solution must then go to the next step and assist everyone in meeting country specific requirements. However, the requirements go beyond just government regulations; the system must also meet:

- Buy/Sell requirements
- Country Requirements
- Industry requirements
- Finance requirements
- Insurance requirements

The Global Single Window helps all trade participants integrate their systems to simplify trade and meet a country's requirements:

- The UDE, representing approximately 80% of shelf-to-shelf shipment data, are prepopulated. Participants in the pipeline will key in the remaining 20%.
- Country-specific requirements will be adopted quickly because any non-compliant shipments will be rejected due to the wrong or incomplete data elements. In this case, the sender can simply correct or complete the information, re-submit it, and thus speed future shipments.
- The same process ensures quick adoption of regulatory changes. The change means a foreign shipper's export declaration that would have been accepted yesterday will be rejected today. With the Global Single Window, however, the exporter can quickly correct and resubmit the declaration, thus adjusting the process to comply with the new requirements.
- The Global Single Window also enhances data validation because the data the government authority receives can be corroborated for consistency and accuracy from multiple sources to ensure proper assessment.

The same principles above also apply to other requirements including, Buy/Sell, Industry, Finance and Insurance.

- The Global Single Window provides enormous help in fulfilling all buy/sell data requirements. For example, an importer may want to buy cattle from Argentina or Brazil. The Buy/Sell agreement will specify the number of head of cattle, their age, size, delivery terms, the price to be paid, and so on. In this case, let's assume this constitutes 40% of the shelf-to-shelf data requirements.
- The buyer may also require that the cattle be inspected and a report submitted by a surveyor every time the cattle are loaded or unloaded.

Each of these surveys represents a shipment event. The system enables the buyer to appoint various entities to conduct and document these shipment events through the system via web portal access or through their own system if they are already integrated. The survey reports might represent 30% of the overall data requirements.

- Because the shipment involves livestock, there must be compliance with agricultural regulatory requirements. There can be food safety or other certification obligations, adding another 10% to the data requirements.
- When governmental, financial and insurance related requirements are also added, in the end virtually all of the data requirements are already in the system when it comes time to book a carrier and generate an export declaration.
- Only some of that data needs to be entered by the shipper. The survey data will populate as the shipment progresses.
- If the buyer requires C-TPAT, ISO or other certifications, this information can also be populated directly.

The net result is that any information required will be available through the Global Single Window. However, there is more to consider than regulations alone. The overriding objective is to facilitate trade through shipment efficiency, which is shelf-to-shelf. This requires all of the trading partners to integrate with the Global Single Window so that they can provide not only the data required by governments, but also by buyers/sellers, industries, as well as finance and insurance companies.

**Q36. The Program focuses on efficiency and connecting the strengths of the high income countries (which have technological and industrial prowess) and the mid and low income countries (which have a youthful labor force and expandable buying power). Do the latter countries always have to rely on the transfer of knowledge from their high income country counterparts and tailor it to meet their specific needs or can they benefit from their own existing technological strengths?**

The main objective is to expand trade, create jobs and boost the economy in the region. Therefore, we need to identify the unique strengths of each of the players involved and then find a better way to connect those strengths. By providing a catalyst for these connections to occur, we boost the economy and provide a whole new economic horizon to meet the economic ambitions of the people.

From a trade perspective, the high income countries, need the mid and low income countries now more than ever. Their manufacturing plants have excess capacity, as there is not enough demand within their countries to absorb all of their products and services. Therefore, it is in the high income countries' self interest to buy products from the mid and low income countries, in the process growing the enormous market potential inherent in their youthful populations. When the high income countries buy more products from the mid and low income countries, their buying power increases and in turn they can buy more products from the high income countries. This becomes a virtuous trade cycle. There is no more one-way dependency; there is mutual dependency, which is what a balanced economy is all about.

From a technology perspective, GCEL's initiative is based on balance from the beginning. As but one example, the global Technology Gateway network to deploy the DEP consists of 12 companies, 3 in each region. This means that the technology firms from



around the globe are welcome to participate in the selection process. If they lack the technical capacity for example, to meet the license requirements, we encourage all types of companies – from SMEs to large firms – from different regions to form joint ventures to help in meeting the technical requirements. We are committed to equal opportunity, and have taken all measures to welcome participation from companies around the world.

When a country's firms are part of the global network, then a nation is an active part of the decision making to deploy the solution globally. Thus, this marks a significant opportunity for countries, all over the world, to take a step forward, take a leadership position and not always be dependent on technology companies from other parts of the world.

**Q37. According to the World Trade Organization, there is a need to liberalize financial services. But if a country did not agree on this issue, how can this be achieved?**

It is the right of any country to protect its national and international interests (e.g. financial services). In this case, a mid or low income country may be concerned that their banks will be dominated by the large banks of high income countries. The reason might be a lack of the asset volume needed to absorb fixed costs in administration, underwriting and customer service to be competitive. Banks in mid and low income countries could also be viewed as not having the required loan reserves to comply with prescribed banking regulations.

Any global solution related to the financial services industry must be agile, flexible and meet the rules, regulations and policies of the industry and of government regulatory bodies. The DEP provides tools that deliver numerous benefits to the financial industry, including but not limited to:

- Reduce underwriting costs by providing access to dynamically validated information, including historical, current and planned activities with customers and vendors. This enables automated queries to score a borrower's credit profile.
- Lower transaction risk by monitoring the use of loan proceeds through real-time electronic documentation of contract, forecast and actual data – all verified by third parties linked to transaction events.
- Decrease asset recovery risk via a dynamic mechanism to identify asset location and facilitate the ability to seize collateral (either for rerouting or liquidation), thus minimizing the risk of asset loss or impairment.

- Enhance Basel III rating with an improved Tier One capital ratio, thereby increasing overall bank lending capital and enhancing the bank's ability to remit shareholder dividends.

The DEP will provide these benefits to small and large banks alike. If the government of a given country agrees with the WTO's liberalization of financial services, the system will help to achieve that outcome. However, if a country chooses not to participate, the system will allow that country's banks to occupy the space they deserve and to provide services on a global basis. In either case, the DEP provides banks with an additional source of revenue while helping them be more competitive in the global market.

**Q38. What does the Program require from the different economic institutions, the government and other participants in the logistics pipeline in terms of:**

- A. Upgrading their information systems?
- B. Revision of procedures and processes?
- C. Protection of their legal sovereignty as stated by their missions?
- D. Protection of their sensitive or classified data?

***A. Upgrading their information systems?***

The DEP does not replace existing systems or require system upgrades. Rather, it enhances all existing systems via its point-to-world integration and web portal access, thus capturing essential transaction information throughout the supply chain and providing the tools free of cost. All of this enables real time monitoring and decision-making.

***B. Revision of procedures and processes?***

What is done manually will be performed electronically with fewer keystrokes, less data redundancy, more third-party data validation, etc. (*See Benefits to All document*).

***C. Protection of their legal sovereignty as stated by their mission?***

The program does not require additional actions on behalf of any of the participant institutions to protect their legal sovereignty. On the other hand, as referenced in the SCAC Report, the system provides real time advanced global shipping activity data for

officials to apply their own artificial intelligence to flag suspicious shipments and shippers. At any given time, the importing country authorities can dynamically request the exporting country officials to stop a shipment before it leaves their soil.

***D. Protection of their sensitive classified data?***

The Global Structural Formula provides the governance and monitoring mechanism to offset monopolistic, geopolitical and data privacy concerns. (Please refer to the *GSW++* document, *SCAC* Report as well as Q28).

# WHY IS GCEL'S APPROACH DIFFERENT?

**Q39.** As the DEP has been pronounced to be the Global Single Window Plus-Plus, how does the DEP complement the current regional and national single window initiatives, such as the ASEAN as well as the Indonesia national single window?

Expediting customs clearance is one of the core objectives of single windows, an aim that can achieve billions of dollars in annual savings. For that reason, the single window approach has the support of the World Trade Organization (WTO), World Customs Organization (WCO), the UN and many countries which have adopted the single window concept. Today, there are 3 layers of Single Windows:

- National Single Window (NSW). There at least 75 National Single Window initiatives developed by various nations.
- Regional Single Window (RSW). There are 2 Regional Single Windows, in the EU and in ASEAN. The ASEAN effort is at a more advanced stage.
- Global Single Window (GSW): The GSW will provide enormous benefits to the NSW and RSW, yet thus far no one has presented a truly GSW. According to global experts, the GSW is both natural and inevitable. Some experts have projected that one will emerge around 2020.

Although at least 75 national SWs and two regional SWs have been developed, they are still not truly integrated with the global value chains and have therefore achieved mixed success. These SWs have only been used primarily for customs office applications. Hence, the current SW Applications exclude the six elements required to achieve maximum trade efficiency. The DEP is the only system capable of providing full functionality and global reach for all of the criteria involved with the SW initiative.

Furthermore, global trade experts believe that the GSW can be accelerated if an international organization can motivate public and private sectors from around the world to move along the GSW evolution path. In this regard, it should be noted that the DEP has been described by the International Trade Center as the "GSW Plus, Plus".

The World Bank's Logistics Performance Index confirms that the cost of trade can be significantly reduced by improving operational efficiencies through a concerted focus on the 6 elements: e-documentation, integration, tracking and visibility, competence, process, and cargo security mentioned previously. The DEP delivers on all 6 metrics, thus achieving annual domestic and international trade cost savings to the global economy of nearly USD 5.4 trillion.

Singapore, which perennially ranks high in the World Bank's Logistics Performance Index, has made several attempts in the past to export and share its experience and efficient logistics with its trading partners. These efforts have been thwarted by geopolitical, monopolistic and data privacy concerns. In addition, the business model proposed did not meet the requirement for a regional / global solution.

Various organizations in Singapore realize there are many benefits from participating in GCEL's global initiative, a program governed by the private and public sectors from around the globe. The DEP offsets geopolitical, monopolistic and data privacy concerns, ensuring rapid global deployment and achieving logistics and trade efficiency. The DEP further enhance Singapore's efficiency and competitiveness by lifting the logistics efficiency of its trading partners. Recognizing the synergies between Asia's and Singapore's efficiency ambitions and GCEL's global activities, GCEL received in Singapore, the 2008 Asia Pacific "Excellence Award for Innovative Integrated Global Logistics Solution."

The DEP can enhance the success of the Global Single Window initiative in many ways – maximizing consensus and the commitment of stakeholders to participate in it. To name a few:

- The Global Structural Formula delivering the DEP offsets geo-political and monopolistic concerns, ensuring rapid deployment.
- The DEP reduces the cost of trade by 30% and trims unit operating costs up to 15%.
- The DEP will be free of cost to end users.
- The non-intrusive integration of in-house vertical systems and the ease of web portal access provided by the world's largest technology providers allows easy access to DEP benefits.
- The DEP enhances data validation and consistency. The DEP comprehensive sharing of information among all trading parties in the supply chain (from shelf to shelf) provides additional third party validation of the information submitted for customs clearance and payment of customs dues.

In all, the DEP and its delivery mechanism provide the necessary elements required to enable successful implementation of a true Global Single Window initiative.

**Q40.** The Global Single Window initiative already exists. Therefore, governments must take this into consideration and not start from zero. Don't you think that the HumaWealth Program must aim at enhancing those initiatives and not creating a new one?

Yes, this program does aim to enhance the existing initiative, as it is not logical to start from zero. Malaysia, which is considered a benchmark for trade in Asia, offers a good case in point. Malaysia has its own National Single Window initiative – DagangNet, a public-private company. The former CEO of DagangNet and Vice President of MDEC, the technology arm of the Malaysian government stated during GCEL's HumaWealth Awareness Event in Malaysia:

*"Trade is truly global and Malaysia cannot by itself create the efficiencies in trade and commerce that are needed. And no matter how many economies put up their own national single windows, the potential optimization of global trade cannot be achieved without a larger, global soft infrastructure to further align the digital trade processes of the various economies, further speed up international trade and ultimately drive down the cost of trade even further."*

**Q41.** How much will it cost to use such a system?

The DEP system will be available at no cost to shippers, logistics service providers, points of entry and governments around the world. How can this be? Has this been done before? The answer is Yes. Today you can purchase your airline ticket online without paying to use the system. Similarly, the DEP will be available at no cost to the supply chain and private market users in the world of global trade. Providing the DEP at no cost and delivering unit operating cost savings of up to 15% ensures there will be rapid adoption of the system. Like the airline passenger industry, where you can use your credit card to purchase airline tickets and travel insurance, the DEP will provide users with easy access to ancillary services such as inventory and receivables financing, letters of credit, electronic trade payment and insurance. The corresponding revenues generated will be used to enhance the core system and shared with network members under a revenue sharing agreement. Another useful comparison is Google and Yahoo. They provide free services, such as email, internet access and internet search. They are able to offer these free services by generating advertising revenues. In much the same way, with DEP, market exchange revenues will be generated and shared within the network, allowing use of the system at no cost.

**Q42. Why must DEP be free of cost to the end user?**

Today, there are 3 main business models used for national, regional or global solutions. The problem is that none of these work in an Interdependent Pipeline Process Environment (IPPE) which involves multiple parties in a supply chain. These business models are:

**A. Transactional Fee**

- i. If one of the parties fails to pay its transactional fee, it cannot use the system, resulting in a gap in the efficiency and security in the IPPE.
- ii. It is not equitable that the party who pays its fees must incur diminished efficiency due to lack of payment by any other parties in the IPPE.
- iii. Considering the number of transactions per shipment, shipments per IPPE, and IPPEs worldwide it will require an army of accountants to properly account for financial activities.

**B. Subscription**

The same concerns listed under i and ii above apply.

**C. User Seats**

- i. The cost of the system and the sales force required for a global solution limit the global reach.
- ii. The system maintenance and upgrades can be cost prohibitive, creating multiple versions in the same IPPE and resulting in incompatibility across users.
- iii. The users' system network will require subscription fees. Thus, the above "Subscription" concerns apply here, as well.

In order for a global solution to be rapidly adopted involving multiple parties in a IPPE it must be free of cost. A new business model is necessary to satisfy all the concerns listed above and thus sustains a truly global solution. DEP will be provided free of cost to the end user through a revolutionary business model that shares revenue among members of the World Logistics Council Network (WLCN).

**Q43. Laws are specifically tailored to suit domestic requirements.**

**Is there a need for the government to assess its national laws and change them to meet the requirements of GCEL's initiative?**

The direct answer is no. There is no need for any government to change any laws, rules, regulations or procedures. In the global trade environment, there are 5 main categories of information requirements that can be classified as follows:

- a. Buy/Sell requirements
- b. Country requirements
- c. Industry requirements
- d. Finance requirements
- e. Insurance requirements

The DEP expedites compliance to these requirements, and helps validate the data presented through multiple sources of information received by multiple parties in the same pipeline. If any requirements are changed in the future, the DEP will allow them to be updated and published quickly. This minimizes the need for document correction and re-submission, thereby avoiding shipment delays and reducing trade and operating costs.

Global organizations, including the World Trade Organization (WTO), the World Bank, the World Customs Organization (WCO) and the United Nations (UN) have agreed to create a single window strategy at the national, regional and international levels. As previously mentioned, in recognition of the comprehensive scope of the DEP, our initiative has been described by the International Trade Center (ITC) as the "Global Single Window Plus Plus." Therefore, the Global Single Window premise has already been adopted and our initiative will help to expedite such implementation.

Please refer to the *Global Single Window++* and the *Benefits to All* documents.



**Q44. What are the risks of this Program? What are its guarantees?**

We are addressing a global solution that has never been implemented before for many reasons including:

- Lack of a proper business model.
- Inability to offset geopolitical, monopolistic and data privacy concerns.
- Lack of presenting a rapid global deployment solution.
- Failure to coordinate the proper organizations, where each does what it does best and works in synchrony with others.
- Lack of proper technical capabilities.
- Failure to present a solution through a global network of experts who have gained trust from the private sector and among end users globally.
- Absence of a real comprehensive value proposition, on a win-win basis for all parties involved.

We have successfully developed a global initiative that addresses all of the above:

- Our implementation program does not depend on one organization, one country, or one region.
- Our implementation plan is robust and agile, thus minimizing risk.
- The global logistics industry is very fragmented and inefficient, which means technology must be part of the global solution.
- We agree that many things can go wrong, which is why:
  - The structure of our solution and initiative has the top technology companies of the world working to address any problems.
  - The guarantee is the network itself, and in the synchronized effort of the world's best technology minds working hand-in-hand to build and support it.

Several of the world's most prominent Technology and Financial firms testified at the World Bank that their industries are capable of delivering the digital platform. At that time, we were asked by World Bank experts what we would do if something goes wrong. We answered that when technology is involved there is obviously room for something to go wrong. However, who better to address a solution to a given problem than the top 12 technology firms of the world?

# WHERE WILL GCEL ACCOMPLISH ITS MISSION?

**Q45.** What are the geographic and timing conditions and constraints of this project? Is the adoption reversible? Is it possible to stop using it? If so at what cost?

The solution is global and is not predicated on or designed for any single country or region.

The global deployment of the DEP will take place through 4 Benchmark Trade Lanes (BTL) in the Americas, Asia, Europe and the MEA regions. These BTLs will conclude within 18 months:

- It will then take 12 months to reach global coverage.
- After each Technology Gateway integrates 150 customers into the system, together they will achieve 60% of the world volume on the system by 2030.

There are no technical requirements to adopt the system:

- It is provided at no cost to the end user.
- Those with vertical in-house systems can integrate through their own trusted networks or qualified system integrators.
- Any business among the 19 participant clusters which lacks a system will have web portal access on Software as a Service (SaaS) basis.

The adoption of the system is reversible and there is no direct cost to revert to existing methods, though this will result in lower efficiency, higher costs, and reduced competitiveness in global markets.

**Q46. What are the advantages of DEP versus other systems in the market?**

The DEP is not in competition with other B2B platforms in the world. The DEP represents an optimal opportunity for other technology providers to maximize their own product solution's value to existing customers. This synergistic use of the DEP will actually enhance their existing customers' return on technology investment by increasing their logistics efficiency from shelf to shelf around the globe. This is doing what technology was originally intended to do, and at no additional direct cost.

