

Global Challenge Partners work to build solutions to the world's most significant public good challenges through sustained collaboration between high-level leaders from across global society.

WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

Global Challenge Partnership: International Trade and Investment

Strengthening global commerce

When trade and investment falters, it affects lives everywhere. Business and government agree on the need to facilitate international trade and investment, both key contributors to prosperity worldwide. The global trade negotiation system is notably challenged. However building on a proven multistakeholder approach, there is now a real opportunity to secure global, regional, domestic and business-led reform.

Global Challenge Partners will join a select group of public and private sector leaders committed to accelerating international progress on the International Trade and Investment agenda. Partners are building a robust and detailed roadmap for seizing trade and investment opportunities in the global interest

By integrating your organization into top-level discussions, partnership provides a pathway to real progress and value.

\$34.5 trillion

Annual sales by foreign-owned firms

Privileges

- **Leadership** of the Global Challenge Initiative through workstreams, projects, taskforces and events
- **Interaction** on these challenges at Forum events around the world, at virtual advisory meetings and on our digital platforms
- **Eligibility** for membership in a multistakeholder trustee group of recognized global leaders
- **Access** to insights through dedicated briefings, calls and reports
- **Public acknowledgement** in the Annual Update on Challenge Initiative
- **Global recognition** through public engagement and content publishing

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By removing barriers to trade, leaders have an opportunity to facilitate investment and employment in emerging markets, and accelerate global economic growth and prosperity. Benefiting generations to come, this is an opportunity – and challenge – we should seize.

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Nils Smedegaard Andersen, Group Chief
Executive Officer, A.P. Møller-Maersk

Enabling Trade & Investment

By partnering on this global challenge, you will be joining a community dedicated to making a difference on one of the most significant global issues. Coming together with leaders from international organizations, regional development banks, government, civil society, academia and other top companies, you will work in a neutral environment of trust to build practical solutions that have a global impact.

Partners will regularly convene at Forum events around the world and interaction will be maintained online. You will directly contribute to shaping this global issue through formal and ongoing projects and workstreams, informed by the insights and expertise of the wider Forum community. This includes:

- The E15 Initiative. In collaboration with the International Centre for Trade and Sustainable Development, this initiative is bringing together global leaders to generate robust strategic options for global trade and investment, in time for the World Trade Organization's 20th anniversary in 2015.
- The Global Agenda Council on Trade & FDI, which accesses international expertise to highlight key challenges for global trade and investment. The council recently called for a Multilateral Agreement on Investment and a coordinated approach to mega-regional trade agreements.
- The Enabling Trade Index, which benchmarks 138 economies in four critical areas: market access; border administration; infrastructure; and the business environment. Research for the Index revealed that improving border administration is one of the easiest ways for governments to facilitate trade.
- The Enabling Trade Implementation programme, which supports and encourages national governments – including, most recently, Brazil, Nigeria and Vietnam – in implementing trade facilitation priorities. In Brazil, the programme is key to delivery of the Portal Unico single window customs facility.
- Public and private sessions at the Forum's annual and regional meetings around the world, and continuous high-level virtual interaction on TopLink and the Global Agenda Platform.

As an acknowledged Global Challenge Partner for International Trade and Investment, your organization will be recognized as a thought and action leader in international trade and investment. The Forum's Public Engagement and Media team will help you make the most of this opportunity.

Global challenges: how partnership drives progress

The Forum has committed to providing an impartial and trusted space for top-level multistakeholder collaboration on 10 global challenges. As a partner for one of these challenges, you will have access to the Global Agenda Platform, a secure digital platform for top decision-makers and experts working on global challenges. Partners will be eligible for invitation to a "global trustee" group of recognized leaders drawn from the public and private sector.

The Forum's Global Agenda Platform and its 10 Global Challenge initiatives are being developed in consultation with major international organisations.

The breadth of trade activity at the Forum

Each year, as part of its work on trade and investment, the Forum brings together up to 50 trade and finance ministers and hundreds of business leaders and experts for substantive discussions in regional and global settings.

As a partner, you will provide leadership in these discussions. Topics include:

New Economy	Global Supply Networks	Resources	Sustainable Development	System Reform
Services	Global Value Chains	Agriculture & Food Security	Finance & Development	Global Trade Architecture
Data & Digital Economy	Investment Policy	Oceans & Fisheries	New Industrial Policy	Regional Trade Agreements
Innovation	Regulatory Coherence	Extractive Industries	Subsidies	Functioning of the WTO
Clean Energy Technologies	Competition Policy		Climate Change	

Through sustained and in-depth engagement in the Enabling Trade Implementation programme, the business community helped shift international attention to trade facilitation. The global deal reached in Bali was the first breakthrough on the Doha Development Agenda. The Forum helps it come to life through pragmatic work in the food and automotive sectors, on smart customs and other critical areas.

Our work in trade and investment is guided by a steering board comprising:

A.P. Møller-Maersk
EY

International Centre for Trade and Sustainable Development (ICTSD)
Unilever
Yale Centre for the Study of Globalization

International Trade and Investment calendar

	Annual meetings	Regional meetings	Other
Winter	World Economic Forum Annual Meeting 2015		4 Expert Group Meetings
Spring		World Economic Forum on East Asia World Economic Forum on the Middle East and North Africa World Economic Forum on Latin America	8 Expert Group Meetings OECD Ministerial Council Meeting
Summer		World Economic Forum on World Economic Forum on Africa	8 Expert Group Meetings E15 Convention
Autumn	Annual Meeting of the New Champions 2015	World Economic Forum on India	Global Trade & Investment Events