



Reimagining global trade at a critical time

The World Logistics Passport (WLP) creates opportunities for business and governments to improve existing trading routes, and develop new ones, through the world's first logistics loyalty program.

It is a trade policy initiative incorporating private and public stakeholders to boost cargo movement by land, sea and air, rewarding traders and freight forwarders with cost and efficiency savings.

The WLP is helping to reimagine how goods and services move around the world, connecting manufacturing hubs in Asia, Africa and Central and South America.

The origins of the initiative sit within the context of economic power shifting towards nations and regions in emerging markets. The WLP makes it easier for these countries to diversify trade in existing products and increase market share in emerging economies.

COVID-19, and the associated disruption in logistics and supply chains, has compelled people and businesses alike to become newly aware of vulnerabilities in the global supply chain. This in turn has created the necessity to think differently about how goods and services move around the world, and an imperative to improve the resilience of global trade.

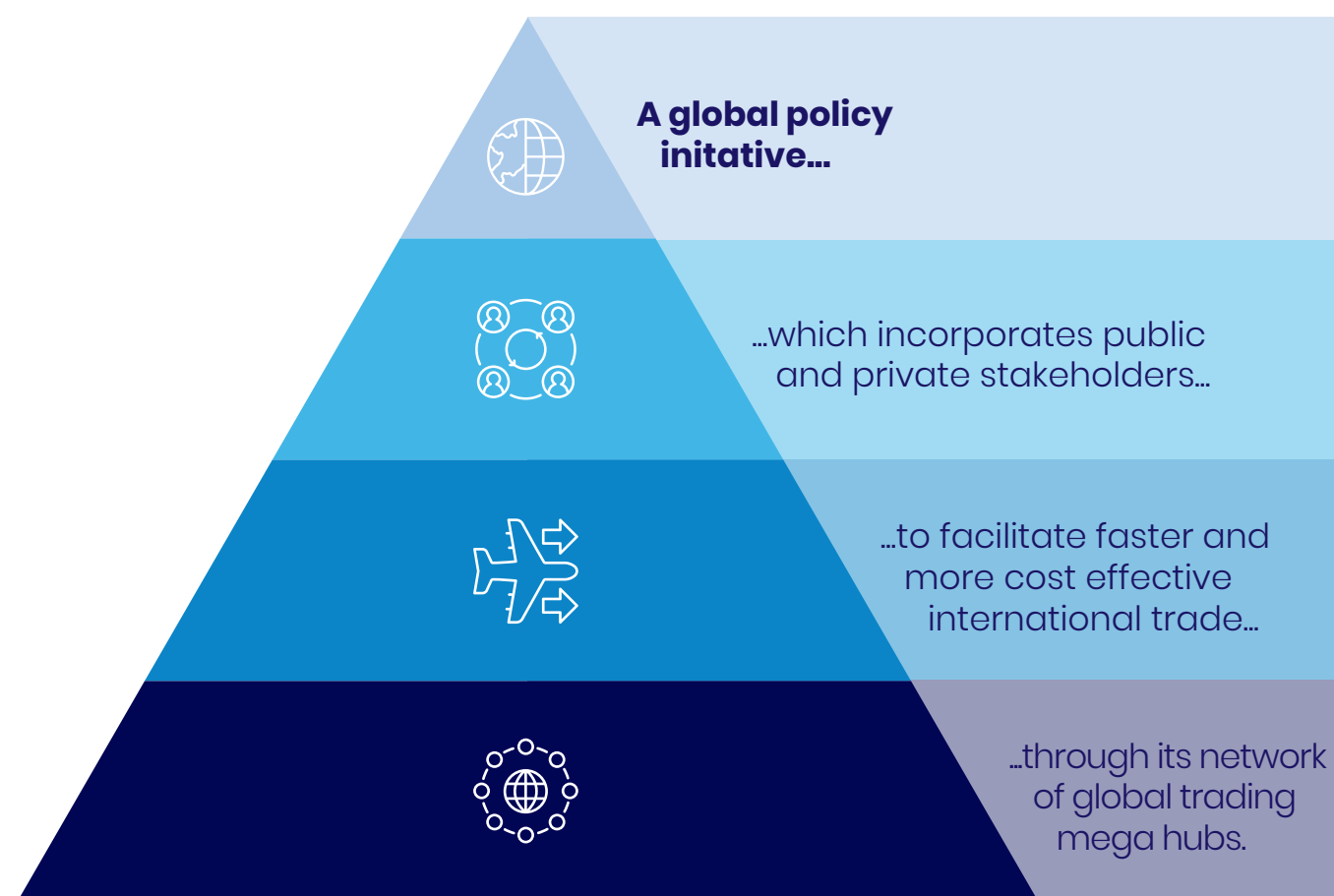
“The world’s first global freight loyalty program creates opportunities for business and governments to actively improve existing trading routes, and develop new ones. Our goal is to create opportunities for countries to unlock their economic potential and generate inclusive growth.”

His Highness Sheikh Mohammed bin Rashid Al Maktoum

Vice-President and Prime Minister of the United Arab Emirates, and Ruler of Dubai

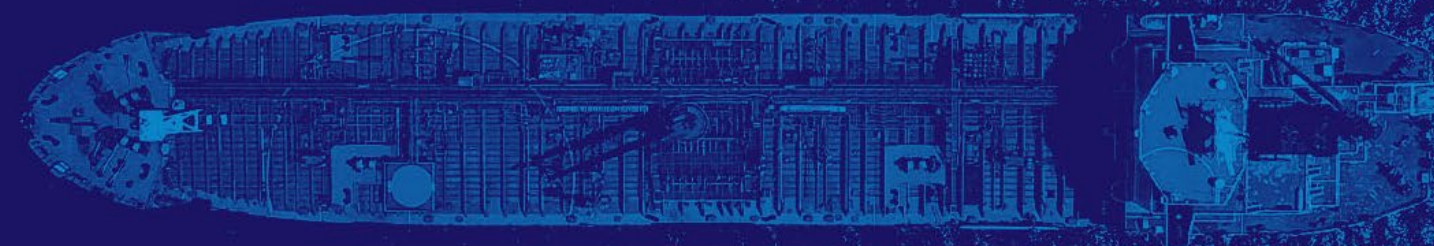


What is the WLP?



A loyalty program which enables freight forwarders, traders and business owners to draw the maximum possible benefits from their trading operations, the WLP is part of government policy to increase the quantity and quality of world trade.

The WLP encompasses all modes of transport and trading operations, making it easier for countries in Asia, Africa, South and Central America to diversify trade in existing products and increase market shares in key products among other emerging economies.



The WLP facilitates trade by:

Building south-south trade routes

By increasing access to underutilized trade routes between countries, and strengthening links between Asia, Africa and Latin America in the process.

Developing trade mega-hubs

Each hub possesses strong trade potential in high-value low-weight goods, attractive business environments and strategic geographical positioning.

Improving trade facilitation

The WLP offers access to Dubai's knowledge, experience and world-class capabilities by sharing best practices to enhance trade facilitation procedures.

Increasing trade in hubs

Building on strong business cases and an attractive set of benefits, the WLP promises to boost trade in participating hubs and strengthen their resilience to external shocks.

The advantages for business include improving efficiencies, reducing costs and increasing knowledge sharing. This is achieved by overcoming non-tariff trade barriers by fast-

tracking cargo movement, reducing administrative costs, advancing cargo information and facilitating movement between and across borders.

WLP target hubs



How does the WLP loyalty program work?

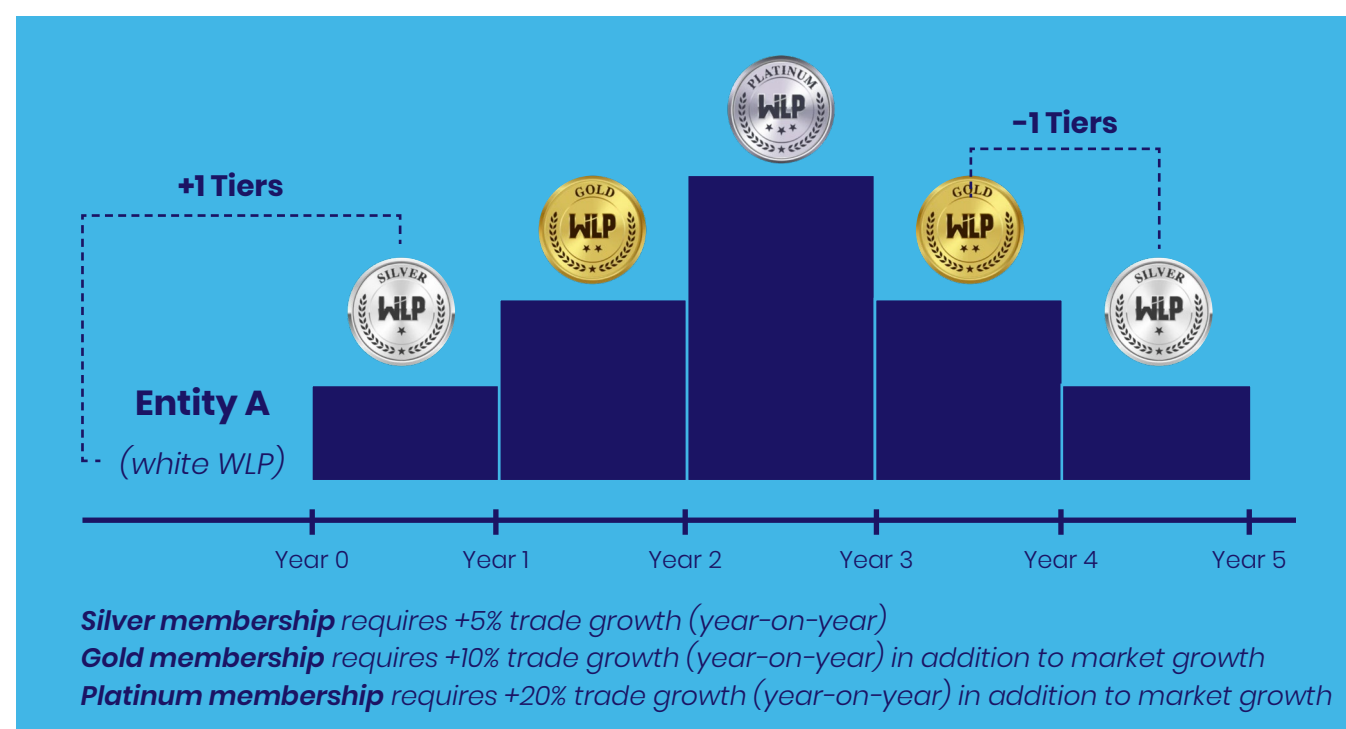
The WLP loyalty program is based on a partnership between traders, freight forwarders and local partner benefit providers to provide additional trade in exchange for financial and non-financial benefits.

It is structured as a four-tier membership scheme: White, Silver, Gold and Platinum, with different levels of incentives. Every year, membership is re-evaluated based on trade performance, with the

potential for WLP Members to be upgraded or downgraded by up to one tier.

Global brands leveraging the WLP and its benefits include anchor tenants such as UPS, Pfizer, Sony, Johnson & Johnson and LG, all part of the program's Platinum tier. The WLP also provides participating members with access to Gold and Silver tiers of benefits, which vary based on the value and frequency of trade.

Evolution of tier status based on trade



As traders and freight forwarders unlock new tiers, WLP members enjoy a wider range of benefits and greater time and cost reductions.

A case study: Dubai

The program's partners, which include DP World, Emirates SkyCargo and the Ports, Customs and Free Zone Corporation (PCFC), provide participating businesses with more benefits including simplified airfreight operations, self-guarantees on customs accounts, advance cargo information, deadline extensions on bill of entry amendments, increased threshold for weight discrepancy, and extra free storage days at DP world facilities.



In Dubai, more than 50 benefits have been confirmed by 12 local benefit providers. These have been applied to over 300 Dubai traders, accounting for approximately 50% of Dubai's total trade. The WLP has generated an increase in 40% of total trade in Dubai since inception in 2019.

What governance structures are in place?

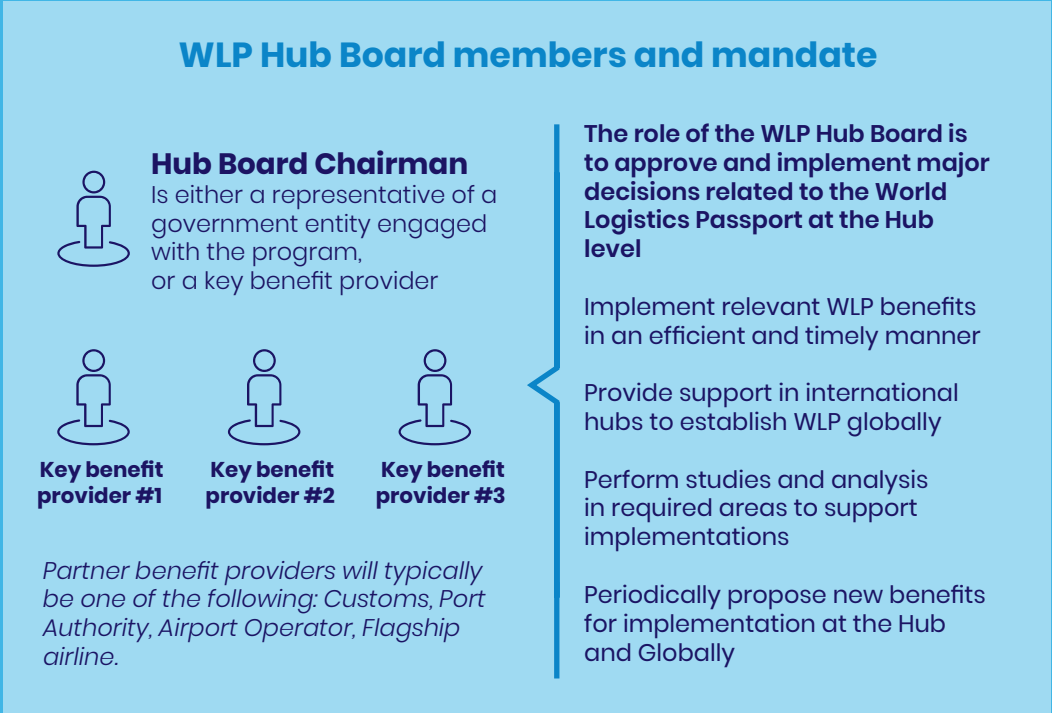
The governance structure of the WLP is divided into different levels of bodies for coordination.

Once a year, the WLP Annual Summit chaired by H.E. Sheikh Ahmed bin Saeed Al Maktoum and Co-Chaired by the Hub Boards gather to discuss new strategic directions for the WLP and policy development opportunities at a global level.

The WLP Hub Boards, which are the local decision-making bodies in each hub country, meet regularly to monitor progress, approve potential new benefits and agree on immediate actions.

Benefits are then added to the WLP digital platform where Key Account Managers (KAMs) are able to support Members with their access to benefits and queries.

WLP Governance: Three main levels of bodies for global coordination





Get in touch

**To find out more or join us,
visit www.worldlogisticspassport.com**

**Twitter: @WLP_Logistics
Linkedin: World Logistics Passport**
