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## REIMAGINING LOGISTICS

The world's first logistics loyalty program  
for freight forwarders and traders

## Reimagining global trade

The World Logistics Passport (WLP) is a global, private sector-led, initiative designed to smooth the flow of global trade, unlock market access through the creation of new trade routes, and provide economic efficiencies to members. The WLP is inclusive, covering the entire trade ecosystem from freight and logistics to trade finance. It is free to join and open to all.

The World Logistics Passport helps countries to grow their economies and create jobs.



The **COVID-19** pandemic, and its associated logistical disruptions, has highlighted the vulnerabilities of the global supply chain. This has compelled people and businesses alike to think differently about how goods and services move around the world, and created an imperative to improve the resilience of global trade.



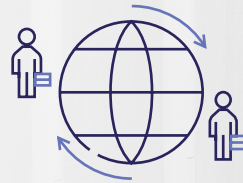
**International trade is of central importance to the global economy, contributing significantly to development, growth and employment. In the context of the ongoing COVID-19 crisis, the WLP is an integral part of the global response to boost international trade, facilitate access to new markets and increase resilience of the global supply chain.**



**Mike Bhaskaran**  
CEO, WLP



## What is the WLP?



**A global initiative which incorporates private and public stakeholders to facilitate faster and more cost effective international trade through its network of global trading mega hubs.**

The WLP is the world's first multi-modal global freight loyalty scheme which benefits businesses through a reduction in their supply chain costs, making moving goods and services faster, and more efficient.

This is achieved through a number of Benefits, such as quicker clearance and priority handling. As demonstrated in fully operational hubs, traders and freight forwarders that are members of the WLP can expect an annual increase in trade on average of up to 5-10% on average.



## The WLP facilitates trade by



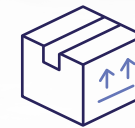
### Developing trade mega-hubs

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 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 WLP encompasses all modes of transport and trading operations, making it easier for countries across the globe to diversify trade in existing products, increase market shares in key products, and create new trading partnerships



## WLP Network

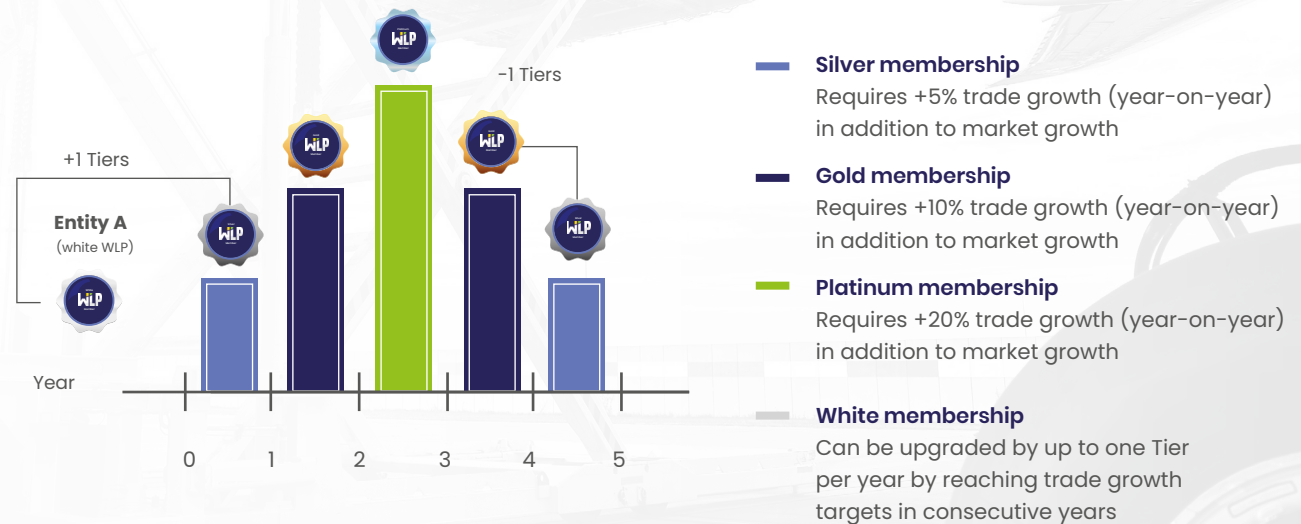




## How does the WLP loyalty program work?

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.



**In Dubai,**  
more than 60 benefits  
have been confirmed by  
**15 local**  
**Benefit partners**

### 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.

**"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



## WLP governance: 3 main levels of bodies for global coordination

### ① World Logistics Passport Annual Summit

Chaired by Sheikh Ahmed and Co-Chaired by Chairmen of Hub Boards. Comprised of 1-2 Hub's Ministers and heads of each Hub Board. Discuss directions, new initiatives, and WLP policy development opportunities.

### ② Global Steering Committee

Chaired by Sheikh Ahmed Responsible for direction of global WLP program.

### ③ WLP Hub Boards

Monitor progress and approve objectives for corresponding WLP Hubs.

#### WLP Hub Board members and mandate



##### **Hub Board Chairman**

Is either a representative of a government entity engaged with the program, or a key benefit provider.

Partner benefit providers will typically be one of the following:  
**Customs, Port Authority, Airport Operator, Flagship airline.**

- The role of the WLP Hub Board is to approve and implement major decisions related to the World Logistics Passport at the Hub level
- Implement relevant WLP Benefits in an efficient and timely manner
- Provide support in international hubs to establish WLP globally
- Perform studies and analysis in required areas to support implementations
- Periodically propose new Benefits for implementation at the Hub and globally

## What governance structures are in place?

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








## Get in touch

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