

How companies can secure their future in an uncertain global trade landscape



In today's environment, navigating global trade requires a strategic response

Trade forms the backbone of the world's economies, spurring investment, job creation and economic growth, as well as raising standards of living. Trade policy is an integral part of strategic planning.

COVID-19

- ▶ Significant disruptions in industrial production, demand and supply chains
- ▶ Impact that will be felt by companies for years to come – and will determine how to rebuild in a new market

Geopolitics

- ▶ Increasing focus by countries on their national interests, resulting in greater barriers to trade and renegotiation of existing agreements
- ▶ Rethinking of global supply chains and manufacturing footprints
- ▶ Trending in the US, Europe and Asia

What are strategies to implement now in order to get ahead and sustain growth amid the uncertainty?

Two-pronged approach to identifying areas of opportunity

Issues in trade can be viewed from two perspectives:

The macroeconomic and geopolitical factors that dominate the current trade agenda

Beneath the immediate challenges, issues with the value chain that are limiting the pace and magnitude of trade transformation

(1)

Organizational opportunity

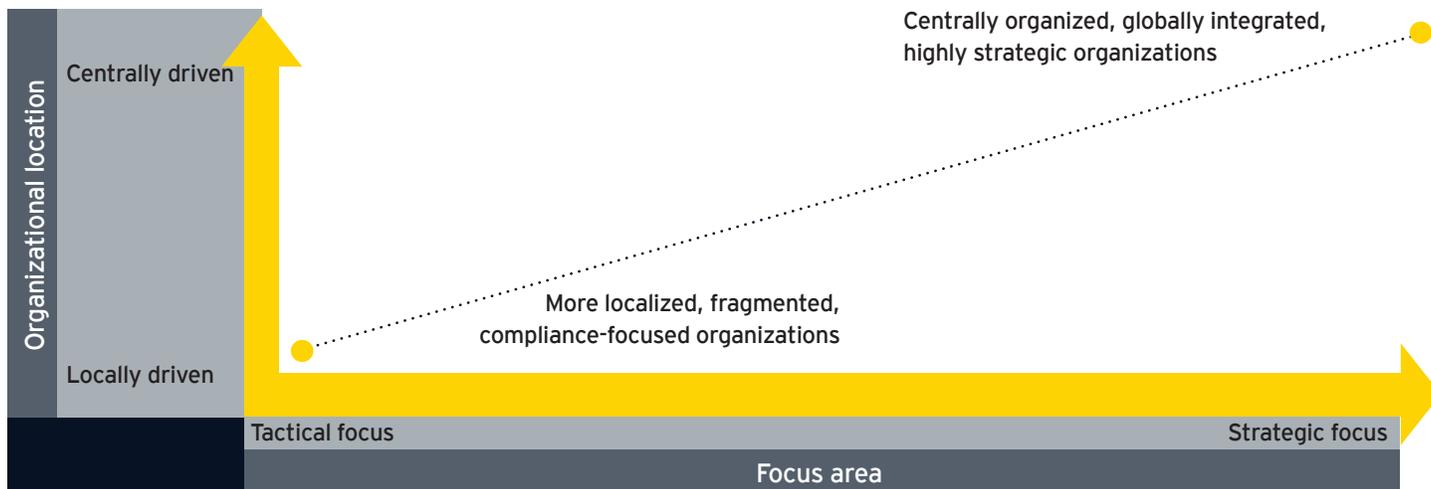
A strategic, centralized, value-added global trade function

(2)

Tactical opportunity

Dynamic, responsive operational structure, allowing a company to proactively tackle trade challenges

A maturity model to help identify trade-related organizational challenges



Five key issues dominate the current global trade agenda

Take a holistic and strategic approach to trade now to respond better to today's challenges and determine the role to play in this new world of trade

1	2	3	4	5
Integrated trade strategy	Navigating trade uncertainty	Enhanced supply chain	Data and systems	Disruptive technology
<ul style="list-style-type: none"> Bring together those with a stake in trade and give them data insights they trust With a comprehensive and data-informed overview of what's going on (i.e., cost and areas of trade waste), move away from tactical, reactive actions and begin shaping a proactive trade strategy 	<ul style="list-style-type: none"> Understand the full impact of dynamic regulations and other market changes in order to develop a more proactive and coherent response As a result, minimize customs costs through strategic sourcing, shifting manufacturing locations and implementing duty-planning strategies while retaining trade compliance 	<ul style="list-style-type: none"> Gain greater visibility across physical and financial supply chains to assess performance and identify opportunities to eliminate costs, sustain competitiveness and accelerate speed to market Develop more agile business models without jeopardizing regulatory compliance 	<ul style="list-style-type: none"> Build robust data management systems to obtain complete, trustworthy trade data from both internal and external sources Provide access to data analytics modeling to extract key business intelligence and make informed decisions 	<ul style="list-style-type: none"> Gain a clear view of which disruptive technologies present opportunities to help achieve short-term value and long-term strategic trade goals Be able to integrate those technologies into the wider digital transformation

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