



MILLENNIALS FOR TRADE FACILITATION: NEW APPROACHES TO OLD ISSUES

12:00-13:30 | Friday, 11 October 2019 | WTO Public Forum 2019

World Trade Organization, Room S1, Rue de Lausanne 154, 1202 Geneva, Switzerland

While digitalisation is creating new opportunities for the global trading system, many countries struggle to harness the power of the latest technological developments to help them better facilitate trade. At the same time, companies proposing innovative solutions often do not fully understand the constraints faced by developing countries. To design tech solutions that work for all, we need to bring together the public and private sectors, including young tech companies and local businesses, to think outside the box.

Millennials and Gen Z'ers grew up with technology. Can these young minds bring a breath of fresh air to our 'old' conversations on modernising international trade? By feeding innovative energy into traditional approaches to implementing the WTO's Trade Facilitation Agreement, governments in developing countries can harness new technologies for development and better adapt to the changes brought about by the Fourth Industrial Revolution. It will also make trade facilitation reforms more inclusive by reflecting the perspectives of younger generations.

This session, organised by the [Global Alliance for Trade Facilitation](#) and one of its donors [USAID](#), will bring together government and business representatives, including young tech companies, to explore new ways of tapping into the creative potential of the Millennial / Gen Z communities to spark innovation and shake-up the way we tackle trade facilitation reforms in developing countries. Let's find new ways of integrating innovative tech companies into public-private dialogues on trade facilitation together.

The event will be followed by a networking lunch.

* The Global Alliance for Trade Facilitation is funded by the governments of the United States, Canada, the United Kingdom, Australia, Germany and Denmark.

