

BORDERLESS

Removing trade barriers in West Africa



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USAID
FROM THE AMERICAN PEOPLE

BORDERLESS
Removing trade barriers in West Africa



BORDERLESS

Is a campaign to

- Further the ECOWAS and UEMOA visions of regional integration
- Eliminate barriers to trade and transport in West Africa
- Increased trade
- Promote improved transport efficiencies
- Reduce cost of moving goods and people
- Encourage best practices in trade and transport



BORDERLESS

Activities include

- OPA: Road Governance Observatory
- Transport costs studies
 - identify problems and opportunities
 - drivers' guides
- Business environment
 - ECOWAS Trade Liberalization
 - Business information centers at border crossings
- Information dissemination and education

NEW

NEW

➤ **The Borderless Alliance for effective advocacy**



BORDERLESS Alliance goals and methods

Alliance goals same as the Borderless campaign:

- Regional integration and elimination of barriers to trade and transport in West Africa

Methodology:

- Effective advocacy based on evidence



And building regional partnerships ...



ATP
AND E-ATP



Coalition des Alternatives Africaines
Dettes et Développement - Mali



And leveraging the private sector



Campaign for change using media and advocacy



Benefits of the Borderless Alliance

- **Sustainable advocacy platform**
- **Powerful allies for political influence**
- **Access to best business practices**
- **Raised visibility of business in West Africa**
- **Advocacy for effective reform**



Borderless Alliance Structure

- **Members (voting and non-voting)**
- **7 person Executive Committee & President**
- **Board of Advisors**
- **Working Groups**
- **Secretariat**





Borderless Alliance Secretariat
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