Building strong relationships with customers, suppliers, and partners is key to long-term success.

Promoting transparency in customs and border procedures to reduce uncertainties.

Implementing risk management strategies to focus resources on high-risk shipments, reducing inspections for compliant traders.

Streamlining Border Procedures

- Simplifying and harmonizing import, export, and transit procedures.
- Promoting digitalization of trade documents and exchange of trade-related information for risk management, clearance and release of cross-border trade.

Enhancing Transparency and Predictability

- Building strong relationships with customers, suppliers, and partners is key to long-term success.
- Promoting transparency in customs and border procedures to reduce uncertainties.
- Implementing risk management strategies to focus resources on high-risk shipments, reducing inspections for compliant traders.

Supporting Economic Recovery and Development

- Addressing the trade challenges posed by recent global crises such as the COVID-19 pandemic and regional conflicts.
- Enhancing trade facilitation, cross-border trade and infrastructure to reduce transit times and costs.

Boosting Regional Cooperation

- Strengthening collaboration among MENA countries to enhance regional trade integration.
- Promoting policies that support digitalization of cross-border trade and regional cooperation in trade facilitation and infrastructure.
**Key Benefits**

<table>
<thead>
<tr>
<th>Economic Growth</th>
<th>Why It Matters</th>
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<tbody>
<tr>
<td>By reducing barriers and enhancing cross-border trade, the program aims to foster economic growth and create better job opportunities in the region.</td>
<td>The MENA region faces unique challenges, including political instability, fragile economies, and the impacts of recent global disruptions.</td>
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<tr>
<td>Poverty Reduction</td>
<td>Our Trade Facilitation Support Program is designed to address these challenges by creating a more efficient, transparent, and predictable trading environment.</td>
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<td>Enhanced trade efficiency can significantly reduce poverty by providing more economic opportunities and lowering the cost of goods.</td>
<td>This initiative is a step towards a more integrated and prosperous MENA region, driving sustainable economic growth and development.</td>
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<td>Empowerment of Women and SMEs</td>
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<td>The program includes initiatives to address the specific challenges faced by women traders and small and medium enterprises (SMEs), promoting inclusive economic participation.</td>
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<tr>
<td>Resilience to Crises</td>
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<td>By streamlining trade processes, the program will help the MENA region better respond to global crises and ensure the swift delivery of essential goods.</td>
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</tbody>
</table>

**Cross-Cutting Issues**

- Gender Inclusion
- Environmental Impact
- Conflict Sensitivity
- Anti-Corruption

**Selected Countries**

The program will initially focus on Egypt, Jordan, Yemen, Morocco, Tunisia, Algeria, Iraq and Lebanon, providing tailored support based on each country’s needs and readiness.

**For More Information**

Join us in transforming trade in the MENA region and unlocking its full economic potential. For more information, please contact Bill Gain (wgain@worldbank.org).