

# INTRODUCING THE NEWEST MEMBER OF DEUTSCHE POST DHL'S "GO" FAMILY

At Deutsche Post DHL, the ultimate goal of our **sustainability programs is impact**; we want to help make the world a better place, and do it as effectively as possible.

Our approach is to match the Group's strengths with priority global needs, and to work with leading international organizations so that our resources are channeled for maximum **effectiveness**.

The logo for GoTrade, featuring the word "GOTRADE" in a bold, sans-serif font. The letters "GO" are in blue, "TRADE" is in red, and the entire word is set against a yellow background. The logo is enclosed in a thin black rectangular border.

As of 2020, our three original sustainability programs – GoGreen, GoHelp and GoTeach – are joined by a fourth: GoTrade.

This new program draws on the Group's expertise in trade and logistics to **help developing countries** and their SME's **access the global market**.

In line with our company purpose to connect people and improve lives, GoTrade is about expanding the reach and benefits of globalization.

## WHY DO WE NEED GOTRADE?

### Trade Facilitation



Trade is at the heart of our common DNA and we understand trade facilitation better than anyone.

### Connect People and Improve Lives



Trade facilitation is a proven way to connect people and improve lives – in a sustainable way.

### Help Growing Together



When trade grows, we grow. Through proactively steering trade environments, we support market growth.

### Win-Win



It creates a win-win situation: Countries benefit from DPDHL's knowledge and expertise while future customers are exposed to our service capabilities.

## GETTING TO KNOW **GOTRADE**

Working with governments and international organizations, we will help to remove red tape at the border and **support small and medium sized businesses** in developing and least developing countries to increase cross border trade.

We **leverage our core logistics competencies** and tap into the wealth of knowledge and experience within the DPDHL Group to help countries implement best-in-class policies and procedures at the border and help local businesses to access the global market.

Reduction of trade-related red tape and streamlined logistics performance accelerate the flow of goods and business growth, especially for SMEs, whose success is so critical to achieve **sustainable and inclusive economic growth.**

No other company covers every sector in supply chain logistics and has the geographical footprint across the globe that the DPDHL Group does. With GoTrade we are leveraging this unique position to support SMEs and to **help implement the WTO Trade Facilitation Agreement** on the ground.

### **GoTrade projects are designed to:**

- Speed up Customs clearance
- Reduce delays at borders
- Reduce costs
- Help SMEs to trade cross border



# GOTRADE: A POWERFUL LEVER FOR SUSTAINED ECONOMIC GROWTH

At Deutsche Post DHL we are committed to a number of SDGs, supported through our Go programs, as well as our Purpose of Connecting People and Improving Lives.

Our approach with GoTrade is to **match the Group's strengths with priority global needs**, and to work with leading international organizations so that our resources are channeled for maximum effectiveness.



Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung



UNITED NATIONS  
UNCTAD



German Alliance  
for Trade Facilitation



**giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

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Group



**GOTRADE**