# CFCFA Objectives and Achievements

## **Capt. Lin Zhong**

Chairman of CFCFA Secretary General, Technical Committee of Standardization, CIFA June 4<sup>th</sup>, 2012, Hohot

## CFCFA Objectives and Achievements – Review of the Objectives

- To promote private sector's engagement, to represent and deliver the interest, demand and voices of the private sector, and to enhance dialogue between public sector and private sector in trade facilitation
- CFCFA serves as a supporting platform for the overall CAREC institutions and trade facilitation system
- To play a role in CAREC trade facilitation



- 1. To strengthen cooperation with international organizations and promote CFCFA internationally
- CFCFA vice chairman Mr. Sydiknazarov participated in the CAREC Customs Cooperation Committee meeting in Baku, on September 19-21, 2011, and explored cooperation opportunities with CAREC joint committees, including activities related to capacity building.
- CFCFA Chairman, Capt. Lin Zhong participated in the Asia Regional Cooperation and Integration Conference for Experience Sharing in Kunming, on March 26, 2012, and proposed to strengthen regional standardization.



- 1. To strengthen cooperation with international organizations and promote CFCFA internationally
- CFCFA chairman, Capt. Lin Zhong participated in the Prospect of Central Asia and Caspian Sea Transportation and Transit in Ashgabat, on May 16<sup>th</sup>, 2012, and discussed on issues such as to improve trade and international road transportation between Central Asian countries and Caspian countries, and to strengthen the role of international organizations and IFIs in coordinating among local transport and transit.
- On April 23 24, CFCFA chairman, Capt. Lin Zhong participated in the 11<sup>th</sup> Northeast Asia Standards Cooperation Forum, and had extensive discussions and explorations on financial services in Northeast Asia, and the adoption of "Transportation Corridor Performance Evaluation and Monitoring" » (GB/T -GB/T 28531-2012) as an international standard.

- 2. To actively conduct training activities and strengthen capacity buildings among member countries
- On November 27-29, 2011, CFCFA, together with XULA, held the 2<sup>nd</sup> CAREC Logistics Training Seminars. CFCFA also conducted trainings on trade and logistics in countries like Uzbekistan and Kazakhstan, in order to improve the proficiency, efficiency and management of the carriers, freight forwarders and logistic companies.
- Plan to cooperate with CIECC to develop an etraining system, to expand the audience of CFCFA trainings and reduce training cost.



3. To serve the companies – the promise

Today's conference has been held as scheduled, following the successful CAREC Business Networking Forum in Chongqing last year. Further expansion of influence and branding shall be expected.

To establish a platform for CAREC companies to communicate and cooperate, so as to achieve winwin.



### 4. Embrace future while taking on new challenges

The CAREC countries have been having multi-level and multi-sector cooperation. However, the communication and information sharing among these agencies and institutions need to be improved.

Lack of practical coordination mechanism to guide, coordinate and solve problems in Central Asian regional trade facilitations.

Private sectors' role in trade facilitation policy dialogues needs to be acknowledged, and their interests need to be further safeguarded, such as the appeals channels and the enjoyment of favorable policies.

Few technical research and studies on trade logistics.

# CFCFA has to make some achievements in the above area, otherwise would be eliminated.

- 5. Focusing on e-business development while keeping pace with time
- CFCFA has established a distinctive website (www.cfcfa.net) has distinctive themes, various contents and events. The traffic of the website has been increasing ever since. Although the website was developed very recently, it contributed to the cooperation with other international organizations, and served as a solid foundation for regional information development. According to google.com, there were 469 new visitors and 526 existing visitors that visited the website between April 10 and May 10. Visitors not only were from Central Asian countries, but also from some other 60 countries including US, Russia, Finland, Vietnam, Romania, Philippines, etc. The website traffic has been increasing and achievements have been made.
- Ø ADBL has developed the transport and Logistics Information Portal (<u>www.logistika.uz</u>) system.





CAREC FEDERATION OF CARRIER AND FORWARDER

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### CFCFA REPORT

### % New Visits

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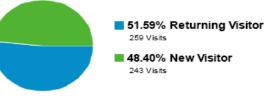
Site Avg: 48.21% (0.00%)

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### Entrances / Pageviews and Unique Pag...

Visitor Type	Entrances / Pageviews	Unique Pageviews
New Visitor	19.64%	469
Returning Vi sitor	17.98%	526

### Visits by Visitor Type



Avg. Visit Duration and Unique Visitors by Country/Territory

### Visits and Unique Visitors by Traffic Type

Traffic Type	Visits	Unique Visitors
organic	280	166
direct	137	81
referral	85	32

### % New Visits and Avg. Visit Duration by ...

Browser	% New Visits	Avg. Visit Duration
Android Browser	100.00%	00:00:01
Safari	71.43%	00:01:17
Chrome	60.76%	00:03:49
Firefox	49.22%	00:04:16
Internet Explorer	43.50%	00:04:23
Opera	34.88%	00:01:30

Country/Territory	Avg. Visit Duration	Unique Visitors
Afghanistan	00:25:01	1
Finland	00:14:05	1
Russia	00:11:31	17
Philippines	00:07:54	34
Romania	00:06:01	3
United States	00:05:50	18
Vietnam	00:05:27	9
Uzbekistan	00:05:07	12
Turkmenistan	00:03:38	1
Kazakhstan	00:03:15	15

### Apr 10, 2012 - May 10, 2012

### % New Visits by City



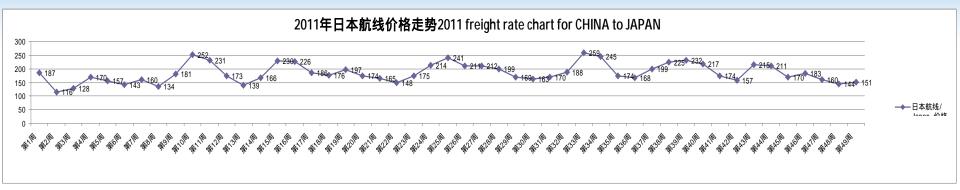
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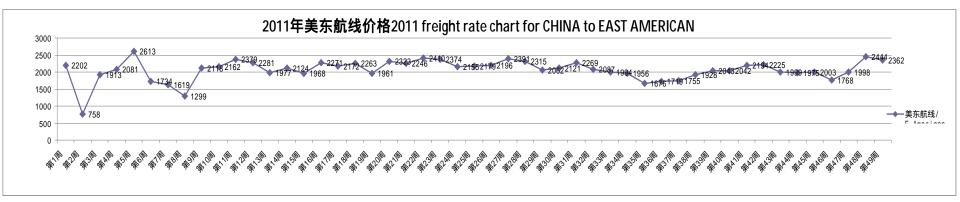
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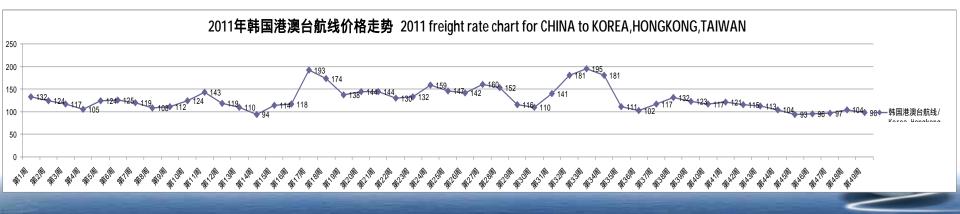
Language	Visits
en-us	252
ru	126
zh-cn	40
ru-ru	22
de	15
fr	11
en-gb	8
de-de	4
en	3
ja	3



- 6. To extend cooperation and expand CFCFA's influence in China
- Participated in "Addressing border crossing jams to ensure a smooth new Euro-Asia land bridge" seminar on December 1<sup>st</sup>, 2011, in Lianyungang City.
- Cooperated with the world's biggest logistic trade market jctrans.com
- Published "Logistic Procurement Handbook" jointly with JCTrans.com.
- Published the Freight Tariff from China to World Major Ports jointly with JCTrans.com and CIECC. It will serve as basis for analysis, prediction and calculation of logistics and trade costs.







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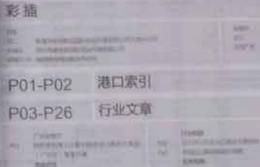
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- 7. To explore financial leasing services
- Discussed with ADB PRC Resident Mission on a financial leasing schedule, in order to enable SMEs without sufficient financing to conduct cross-border logistic business.
- To provide logistics companies with long-term financial services by cooperating with Ministry of Commerce of China, and China Development Bank.



- 8. Standardization development
- Standards have become the biggest trade barrier.
   CFCFA should lead the regional standardization.
- Cooperate with Standardization Technical Committee of CIFA on standard trade terms, electronic message standards, financial services standards, etc. 12 national standards and 4 industry standards will be published in the first half of 2012.







## 9. International Logistic Credit Information Platform

CFCFA, jointly with CIECC (Ministry of Commerce of PRC) and CIFA, developed the international logistic credit information platform

http://cfcfa.bcpcn.com/aboutUs/index.html )

to publish information on the credibility and credit ratings of international trade and logistic companies.



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## CFCFA Objectives and Achievements -Challenges in capacity building (I)

1. CFCFA has not yet made a breakthrough from its current position as the organizer of CPMM. Capacities in services, innovations, organization, leadership, coordination and financial support need to be further improved. The lack of sufficient financial support is especially prominent.



## CFCFA Objectives and Achievements -Challenges in capacity building (II)

2. There is an overlap between the positioning of member associations and that of CFCFA. CFCFA has not yet repositioned itself. CFCFA should extend its services to areas that cannot be covered by its member associations, from its current works.

3. Member associations have various enthusiasm, and have not yet formed a consensus on the development, positioning and scale of CFCFA. The influence and unity of CFCFA need to be further enhanced.

## **CFCFA Objectives and Achievements -**Challenges in capacity building (III)

- 4. A lot of suggestions could not be adopted and implemented because of lack of funding.
- 5. The secretariat did not play its role and daily works could not be done.
- 6. The link between CFCFA and industry needs to be further strengthened.





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