

HOW TO

PROMOTE FREE TRADE

SHIP UNIVERSE

Free trade is the lifeblood of global maritime commerce, driving economic growth, innovation, and prosperity across nations. By reducing barriers such as tariffs and quotas, free trade facilitates the smooth movement of goods, creating opportunities for developing economies and strengthening global supply chains. For the maritime sector, this translates into higher shipping volumes, increased efficiency, and expanded market access.



However, in an era of rising protectionism, promoting free trade has become more critical than ever. Industry stakeholders must unite to advocate for open trade policies, ensuring a stable, thriving global economy that benefits both businesses and consumers worldwide.

BOOSTS GLOBAL ECONOMIC GROWTH
INCREASES TRADE VOLUME
REDUCES CUSTOMS DELAYS
STABILIZES FREIGHT RATES
EMPOWERS DEVELOPING MARKETS

90%

of global trade is transported by sea

60%

of Seaborne Trade Involves Developing Countries

33

Global trade hits record \$33 trillion in 2024.

1. Industry Coalition Building

Unite with trade groups to strengthen advocacy.

2. Policy Advocacy & Lobbying

Engage policymakers with data-driven arguments.

3. Involvement in Trade Negotiations

Shape trade agreements to benefit your operations.

4. Educational Campaigns

Raise awareness about the importance of free trade.

5. Public-Private Partnerships (PPPs)

Collaborate with governments on trade infrastructure.

6. Supply Chain Diversification

Mitigate risks with alternative trade options.

7. Technology and Digitalization

Embrace technology to streamline trade operations.

8. Tariff Classification Optimization

Reduce costs through better tariff management.

9. Trade Compliance Training

Equip teams to handle trade regulations.

10. Data-Driven Advocacy

Influence trade policies with hard data.

11. Collaborations with Trade Partners

Work with partners to address trade challenges.

12. Leveraging Alternative Trade Agreements

Maximize benefits from regional and global agreements.

Promoting free trade demands collaboration, advocacy, and innovation at every level. By building coalitions, optimizing supply chains, and leveraging data, businesses can influence policies that foster growth, stability, and inclusivity. These efforts not only strengthen the maritime sector but also create opportunities for developing countries to thrive. By advocating for free trade, we unlock a path to shared prosperity, driving global economic progress while empowering emerging economies.

