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SUCCESS STORY

A new regional campaign, report and partnership are knocking barriers

‘This is really what we mean by regional integration. And this is the right time for it.’

- **Dr. M.O. Afolabi
ECOWAS**

BORDERLESS

Removing trade barriers in West Africa



Ryan Yingling/Trade Hub

At workshops and meetings across West Africa, Borderless is raising awareness and building on multiple efforts to remove trade barriers.

A partnership and a vehicle to carry the message, Borderless is making the case for removing trade barriers.

A trucking company in Togo wants to put the logo on billboards. Another in Ghana wants its trucks to carry the message writ large as the vehicles ply primary trade corridors. And government and bilateral donors have joined the partnership to push for the removal of trade barriers represented by Borderless, a campaign the Trade Hub launched with a broad coalition of stakeholders in March.

Developed pro bono by Publicis Ghana, Borderless is compelling and highly visible, and serves as a platform for efforts aimed at removing trade barriers across the region.

“It’s time for everyone to push hard for regional rules to go into effect,” said Ghassan Hussein of Vehrad Transport & Hauling, which operates across West Africa. “We need it.”

Borderless presents the ECOWAS vision of free trade. “This is really what we mean by regional integration,” said Dr. M.O. Afolabi, ECOWAS Director of Community Computing Centers. “And this is the right time for it. Partners are working with ECOWAS to make this happen.”

The campaign debuted by introducing the first ever regional picture of road harassment in West Africa – data on checkpoints, delays and bribery jointly published by the World Bank-funded Abidjan-Lagos Corridor Organization, USAID’s Agribusiness and Trade Promotion Project and the Trade Hub. A new website presents information on regional integration efforts, too. www.borderlesswa.com

“Borderless comes at the right time to fill a gap in communication,” said Dr. Justin Koffi, ALCO’s director. “This joint action is a strong signal for battle against the impediments of free movement in order to preserve the economic prosperity of our sub region.”

The Trade Hub facilitated Borderless launches across West Africa, with stakeholders in Benin, Burkina Faso, Cote d’Ivoire, Ghana, Mali, Nigeria, Senegal and Togo. The message is spreading far and wide, building commitment and inspiring action to remove trade barriers.