

## Re: Sponsorship opportunities for the Global Illicit Trade Environment Index

Dear colleague,

We are writing to invite your organization to join in sponsoring the production of the *Global Illicit Trade Environment Index*.

Illicit trade drains global GDP, robs governments of tax revenue, imposes unfair competition on legitimate business, increases supply chain costs, fuels corruption and puts cash in the hands of criminals.

This problem demands a global response – and to address it, we have joined forces with The Economist Group to produce the *Global Illicit Trade Environment Index*. The *Global Index* will evaluate and rank 84 countries on the extent to which they enable or prevent illicit trade. It will highlight specific areas where countries are weak or strong.

The *Global Illicit Trade Environment Index* will improve the knowledge and understanding of the regulatory environment and economic circumstances that enable illicit trade.

The research findings will underpin our efforts to:

- Inform governments on the effectiveness of their efforts to fight illicit trade
- Establish policy priorities and identify areas that merit greater attention
- Encourage governments to strengthen their legislative and enforcement measures to combat illicit trade
- Provide companies and organizations with tools and messages to raise awareness and mobilize action against illicit trade

### About TRACIT

This initiative is part of TRACIT's overall strategy to:

- ✓ Strengthen the business response to illicit trade
- ✓ Reduce vulnerabilities in supply chains
- ✓ Close governance gaps that facilitate illicit trade
- ✓ Press for interconnected strategies among governments
- ✓ Improve awareness, expand the knowledge base and energize the dialogue

[www.TRACIT.org](http://www.TRACIT.org)

## About the Index

This initiative 'globalizes' the 17-country Asian Index published in 2016, which attracted worldwide media attention. The new *Global Index* will build upon last year's innovative approach and expand the analysis to 84 countries worldwide. Each country will be assessed on:

- Transparency and Trade
  - Customs Environment
  - Intellectual Property Protections
  - Supply and Demand
  - Government Policy
- The Index also features a number of sub-indicators addressing corruption, law enforcement, criminal activity, FTZ governance, and illicit financial flows – to be determined by the expert panel.*

The findings will be published in a major report, which will also provide best practice case studies covering issues such as customs procedures and inspections.

The *Global Illicit Trade Environment Index*, the *Final Report*, *Expert Perspectives* and information about *Sponsors* will all be **hosted online** by the Economist Group, featuring an interactive platform and database.

## How to participate

We are inviting you to help us develop this work by sponsoring our research and collaboration with the Economist Group.

1. **Choose a sponsorship level.** To facilitate your participation, there are 4 Sponsorship Levels, each providing your organization with opportunities to showcase your involvement and/or to engage in our follow-on advocacy work. (*see sponsorship levels attached below*)
2. **Complete the online expression of interest.** Visit <http://www.tracit.org/global-illicit-trade-index> to fill out our brief expression of interest. Upon receipt, we will initiate your sponsorship invoice and begin your engagement.

In order to complete the research in time for publication in 2<sup>nd</sup> Quarter 2018, we will accept sponsorship applications through the end of 1<sup>st</sup> Quarter 2018.

Your contribution is needed to realizing production of this valuable new tool, improve the understanding of the regulatory environment and economic circumstances that enable illicit trade, and to encourage governments to take action against illicit trade.

We look forward to hearing from you.

Best regards,

**Jeffrey Hardy**

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## Sponsorship Levels and Benefits

### Global Illicit Trade Environment Index

#### Bronze (\$1,000)

1. Listing on the Index website, hosted by the Economist Intelligence Unit.
2. Sponsor banner for placement on your website.

#### Silver (\$2,500)

1. Listing, Logo and Organizational description on the Index website, hosted by the Economist Intelligence Unit.
2. Sponsor banner for placement on your website.
3. Eligible to co-host and nominate speakers to national/regional workshop presenting the Index findings.\*

#### Gold (\$5,000)

1. Featured Listing, Logo and Organizational description on the Index website, hosted by the Economist Intelligence Unit, alongside the online report.
2. Sponsor banner for placement on your website.
3. Eligible to co-host and nominate speakers to national/regional workshop presenting the Index findings.\*
4. Practical involvement in development of the advocacy campaign and policy recommendations for use with trade ministries and other government officials.

#### Platinum (\$10,000)

1. Featured Listing, Logo and Organizational description on the Index website, hosted by the Economist Intelligence Unit, alongside the online report.
2. Sponsor banner for placement on your website.
3. Eligible to co-host and nominate speakers to national/regional workshop presenting the Index findings.\*
4. Practical involvement in development of the advocacy campaign and policy recommendations for use with trade ministries and other government officials.
5. ***Platinum sponsorship includes 2018 TRACIT membership at Associate Member level: Members are Eligible to participate in meetings of the Executive Committee and Special Project Working Groups. Visit [www.TRACIT.org/join](http://www.TRACIT.org/join) to learn more.***

#### TRACIT Membership

All Full members of TRACIT receive Sponsor benefits at Platinum level. Membership is US\$25,000. Visit [www.TRACIT.org/join](http://www.TRACIT.org/join) to learn more, or contact us at [info@TRACIT.org](mailto:info@TRACIT.org).

This document is also available online at: <http://www.tracit.org/global-illicit-trade-index>

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\* *Regional workshops to be co-financed by local participants*