

ANALYSIS OF THE LOGISTIC PROCESSES OF THE INTERNATIONAL TRADE RELATIONSHIPS IN THE EUROPEAN UNION

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Abstract

This paper analyzes the logistical processes in the international trade relations in the European Union. Logistics relating to a range of services and activities such as transport, storage and mediation is an integral part of international trade. The movement of goods and capital is based on rules and laws, the knowledge of which is extremely important and a fundamental part of the international trade process. The development of the logistics sector in the EU, the harmonization and the creation of a single European transport market, the promotion of global integration and the prospects for commercial logistics in the European Union are going to be examined.

The main purpose of the paper is to explain in detail the development of the logistics sector in the EU, the harmonization and the creation of a single European transport market, the promotion of global integration and the prospects for commercial logistics in the European Union. The essence of the European Union, the essence of the terms "free trade zone", "customs union", "common market", "economic and monetary union". The concepts of "free movement of goods, services, people and capital", which are the main idea of international trade within the European Union, also will be examined and explained.

Keywords: The EU; international trade; logistics; customs; laws

I. INTRODUCTION

Logistics refers to a range of services and activities such as transport, storage and mediation that help to move goods and establish supply chains across and within boundaries. Although these services and activities are carried out by private companies for the benefit of private companies, the provision of services and the supply chain efficiency depend on the public sector and political interventions. Logistics uses publicly funded or state-regulated infrastructure. International trade is served by border services. Services and logistics activities are regulated due to fiscal, environmental, safety, land use and competitive objectives. All these features are included in the notion of logistics. Logistics is a resource for much of the economy, for example industry, trade, and so on. The performance of logistics influences productivity in other sectors as well. In addition, logistics can be a development sector where countries with high global or regional connectivity are expected to play the role of a logistic and commercial hub, such as the Netherlands in Europe and Dubai or Singapore in Asia.

Anyway, logistics is part of international trade that is based on agreements, rules, and laws. All goods passing through state borders are subject to a different treatment regime depending on the country of origin of the product and the country which is the final recipient. Knowing exactly these agreements, rules and laws is an integral part of the logistics process, that is why I will start with a legal explanation of the current situation in the European Union.

II. IMPORTANCE OF THE FOUR FREEDOMS OF THE EU

With the establishment of the European Economic Community, the Member States agree to create among themselves a “common market” which forms the basis of the economic integration development between them, aiming at contributing to the accelerated raising of the standard of living of their populations and close cooperation between them. Later, when the Common Market was almost completed at the beginning of the 1990s, the Maastricht Contract on the creation of the European Union puts forward the new objective of establishing an Economic and Monetary Union.

The common market is one of the forms of international economic integration between sovereign states. The very notion of "integration" includes in itself, above all, the unification of elements of existing separate and independent markets of sovereign economic subjects on the basis of their negotiation. By virtue of their sovereignty, States may voluntarily agree to limit their rights in the name of creating common but in any case better and more advantageous conditions for each participant to produce and trade with each other. That is what ultimately is the very economic integration of the states.

A. Free trade area

It shall be established on a contractual basis between two or more States which have decided to cancel customs duties and any other restrictions on goods produced in those States. However, each of the units entering the zone retains its own customs tariff as well as any other restrictions that exist with respect to goods coming from third countries outside the zone. In this situation, we can assume that the Free Trade Area has only a domestic effect (ie with respect to goods produced in the area), whereas for goods coming from third countries the sovereign right of each the zone area itself determines the amount of duty and any other restrictions it will apply¹. In order to avoid the intrusion of goods from third countries into the zone through the country with the lowest customs tariff and at least other restrictions, the goods are accompanied by a 'certificate of origin' on its movement.

The most striking example of such an area is the European Free Trade Association. It is a trade and economic organization established on the initiative of the UK. The contract for its creation was signed on 4 January 1960 in Stockholm by representatives of Austria, England, Denmark, Norway, Portugal, Switzerland and Sweden. It entered into force on 3 May 1960. Finland became an associated EFTA member on 27 November 1961 and on 01 November 1970 Iceland became an associated EFTA member. EFTA was created as a counterbalance to the EEC to guarantee free trade in industrial goods between participating countries by phasing out tariffs and quantitative restrictions. The final completion of the free trade area ended in 1967². It promotes an increase in commodity exchange between the EFTA States, but its main objective - EEC competition - has not been achieved. On 22 June 1972 the EEC signed individual agreements with the EFTA countries and with Finland on the principles of mutual trade. On this basis, a free

¹ Chalmers et al, European Union Law: Cases and Materials (Cambridge, CUP, 2010)

² Chalmers et al, European Union Law: Cases and Materials (Cambridge, CUP, 2010)

trade area for industrial goods covering the Member States of the EEC and EFTA is established. EFTA Governing Bodies - Council of Ministers, which controls implementation of the concluded contracts and decisions taken by the Secretariat, whose seat is in Geneva.

B. Customs Union

An agreement between two or more States not only to abolish customs duties and other restrictions on goods produced there but also to adopt and introduce a common customs tariff applicable and applied at the frontier of all countries in respect of goods coming from third countries. The Common Customs Tariff means that the goods from a third country pass through the border of any of the countries entering the customs union, the same customs tariffs and restrictions will apply to it³. This makes it unnecessary to use a "certificate of origin". The issue of negotiation between the participants in the customs union is the way of using and distributing the revenues from the applied Common Customs Tariff.

C. Common Market

Arrangement between two or more countries that goes beyond the customs area only. When concluding an agreement to establish a common market, States Parties agree not only to establish a customs union, but also to ensure the free movement of production factors such as labor, entrepreneurship and capital. This is how the four fundamental freedoms of the common market - free movement of goods, people, services and capital - are shaped. Relations with third countries are usually regulated on a conventional basis, but it is also possible to adopt a national settlement.

D. Economic Union

Achieving an agreement between countries to build a common market and on its basis - to develop a high degree of harmonization and coordination of key areas of economic activity - trade, industry, agriculture, transport, etc. The economic union also presupposes a start of cooperation going beyond the purely economic sphere and entering other areas, such as political and social, education, regional development, etc.

E. Currency union

An agreement which, on the basis of a common market, provides either for the cancellation of the national currencies of the participating countries and for the introduction of a common currency unit in their place or for full convertibility and an arrangement for irrevocably fixing the parity of the national currencies of the participants.

An Economic and Monetary Union is a union of the two previous forms. It is the 1992 Maastricht Treaty which sets the goal, on the basis of the already completed "common market", to move towards a higher degree of economic integration, namely the establishment of an "economic and monetary union"⁴.

³ S. Weatherill, Cases and Materials on EU Law (Oxford, OUP, 2012)

⁴ S. Weatherill, Cases and Materials on EU Law (Oxford, OUP, 2012)

F. Full Economic Union

Agreement on the full alignment of the economies of the participating countries and the implementation of common policies in all key areas. This integration form is usually accompanied by political integration and the establishment of a political union. Both the theory and the practice of international economic integration have shown that it is not necessary to move progressively from one integration form to another, to pass all of the above stages. What is important is that in each of them the aim is to eliminate discrimination in the negotiated spheres between the participants on the one hand and to introduce restrictions (mostly common) with regard to third parties absent from the process.

In the creation of the Common Market in the 1950s, the economies of the founder countries were distinguished by a strong presence of the state in the regulation of economic processes. This has impeded the free movement of goods and has limited the possibility of price regulation. The task of the Treaty on European Economic Community was to establish a 'common market' whereby any restrictions (both customs and any other) would be removed, a common customs tariff should be introduced for goods coming from third countries, to ensure fair competition⁵.

G. The four freedoms of the EU

The main freedoms are the main means of achieving the objective of building and developing an internal market. These freedoms are systematically divided into four groups:

- Free movement of goods
- Free movement of people, including free movement of workers and right of establishment (freedom of enterprise)
- Free movement of services
- Free movement of capital and payments

The Treaty of Lisbon puts the matter in a different light. It essentially accepts that the internal market has already been built and the task now is to ensure its effective functioning.

The legal framework about “the free movements of goods” is governed by EU legislation, distributed as follows: Free movement of goods; Customs Union and Prohibition of quantitative restrictions between Member States. The free movement of goods plays a central role in the completion of the internal market. The objective is to remove all obstacles to the movement of goods across the Community.

There are tariff and non-tariff barriers and constraints in the movement of goods between individual states. Tariff constraints are the different types of import or export duties and other charges of a similar nature that are collected due to the fact that a commodity crosses the border. Non-tariff restrictions include so-called quotas in the form of quantitative restrictions on the import or export of a commodity over a given period of time. Any other constraints that stand in the way of goods when crossing borders and are intended to create more favorable conditions for

⁵ Chalmers et al, European Union Law: Cases and Materials (Cambridge, CUP, 2010)

domestic pre-import goods, such as different taxation, currency restrictions, etc., should also be addressed here. Both tariff and non-tariff barriers are a form of protection for domestic production from cheap competition coming from other countries. Such obstacles in the form of duties, quotas and other constraints existed in the practice of the co-founders of the European Communities in the 1950s. They are gradually taking on the difficult task of removing them⁶.

This first freedom covers all goods produced in the Member States as well as goods coming from third countries which are in free circulation in the Member States. For goods from third countries enjoying the right of free movement within the Community, those in respect of which the import formalities have been completed and all customs duties and other charges payable in one Member State are payable. In the modern internationalization of production, it is sometimes difficult to determine from which country it originates and where it is produced. Thus, a 1968 regulation sets out the following approach: one product is considered to be originating in that country where it is economically finished where it has undergone its substantial processing where it has been introduced in the production of an establishment created for that undertaking and has led to a corresponding new stage of production.

As regards goods coming from third countries in order to move freely within the common market, they must have crossed the border of a Member State and, in respect of it, all the formalities required by Community law must be fulfilled, that is to say, the import duties payable under the Common Customs Tariff were paid⁷.

Establishing a customs union is the first and the main step towards realizing the free movement of goods. It is complemented by a ban on imposing other restrictions on intra-Community trade, a prohibition of discriminatory intra-state spending and discriminatory practices. In relations with third countries, the customs union implies the introduction of a common customs tariff and the conduct of a common trade policy.

The Customs Union covers the total trade of the Member States and consists of two elements:

- Internal prohibition of the imposition and imposition of import and export duties (as well as costs with similar effect) between Member States;
- External - the introduction of the Common Customs Tariff as regards goods coming from third countries.

III. DEFINITION OF INTERNATIONAL LOGISTICS

The essence of international logistics consists in designing and managing systems that control the flow of materials from, through and to an international company, and encompass all processes related to the movement of products and information both on import and export.

The cases in which international logistics are manifested are 4:

⁶ Barnard, *The Substantive Law of the European Union: the Four Freedoms* (Oxford, OUP, 2013)

⁷ S. Weatherill, *Cases and Materials on EU Law* (Oxford, OUP, 2012)

- when the company exported part of, or entirely, its production abroad
- when the company imports raw materials, materials and components from abroad
- when the goods are partly processed or assembled in one country and sent to another where the processing continues
- products are assembled in another country and from there distributed in the motherland or in another country.

In the EU, France is among the best-performing economies in terms of logistics. This is a determining factor for the country's competitiveness. Logistics accounts for 10 percent of the country's GDP, 200 billion euro turnover and 1.8 million jobs. The country is popular with the quality of the workforce, its network infrastructure, equipment, and the availability of free land. But this situation can not be taken for granted, and France needs further progress to become a world leader⁸.

This sample of the French government's press release is just an example of the importance of logistics for the economy.

IV. DEVELOPMENT OF THE LOGISTICS SECTOR IN THE EU

A cornerstone of international trade relations for the EU is the adopted roadmap for a Single European Transport Area (hereinafter referred to as the White Paper). It fully recognizes that sustainability and competitiveness are complemented and strengthened and recognizes the key role of technology in delivering more efficient and greener transport. The White Paper forms an ambitious policy framework that should enable the transport and logistics sector to improve both the competitiveness and the sustainability of the entire industrial base in Europe. In addition to building the Single European Sky and liberalizing road freight flows, initiatives aimed at increasing airport capacity are crucial.

In 2008, levels of passenger transport emissions accounted for 60% of greenhouse gas emissions compared to 40% for freight transport. Achieving CO₂-free in urban logistics is a desirable goal that can be achieved through new ways of delivering or allowing energy-efficient minibuses to use bus lines. These solutions require close cooperation between industry and local authorities and have the potential to be far more effective in reducing congestion and emissions from additional regulation.

Agreeing to have new maximum vehicle weight and dimensions standards, the Commission has also made the right move for wider use of long truck combinations (European Modular System, EMS).

Nevertheless, the European logistics industry expresses reservations about the achievement of the targets by 2050, which appear to be rather uncertain and unrealistic. In particular, the

⁸ Royal, Sïgoline, Emmanuel Macron, and Alain Vidalies. 2016. "France Logistique 2025: Une stratïgie nationale pour la logistique." March. Ministry of Ecology, Energy, Sustainable Development, and Spatial Planning, Paris. http://www.developpement-durable.gouv.fr/IMG/pdf/DP_-_France_Logistique_2025_-_24-03-16-2.pdf.

logistics sector has serious reservations about relocating 30% of road freight transport over 300 km to rail and water transport by 2030 and 50% by 2050, as well as the assumption that air traffic will be limited only to intercontinental operations. The imposition of freight transfer without a competitive and efficient rail alternative has never produced results in the past. Modal transport is only possible if there are competitive solutions as alternatives. In addition, air freight transport should not be reserved for long distances and intercontinental operations.

The core network of multimodal freight corridors should be developed on the basis of TEN-T projects, reflecting trade lines and market demand. They should work as a whole, including intermodal infrastructure, intermodal platforms and equipment and IT solutions. Investments should be based on a cost/benefit analysis rather than on national considerations. When new infrastructure is required, funding should focus on improving existing infrastructure by removing bottlenecks and filling in missing links.

In order to maintain the inertia of green logistics, a standard, EU-recognized methodology should be developed to calculate the carbon footprint of transport and logistics operations.

A. A single European market for transport services and the promotion of global integration

The White Paper aims to create a sustainable future for transport. This can be achieved by removing fragmented national rules in key areas:

✓ Harmonizing European airspace: The implementation of the Single European Sky (SES) project will have significant benefits for the efficiency and sustainability of logistics operations resulting in an overall reduction of CO₂ of up to 12% for European aviation. Therefore, the SES should be achieved as a first opportunity.

✓ Ensuring successive air operations: Sufficient action must be taken to ensure that the existing Directive 2002/30 / EC is put into practice in order to avoid operating restrictions at individual airports.

✓ Liberalization of road transport in Europe: Full liberalization will allow freight vehicles to be loaded and unloaded anywhere in the EU and to increase the efficiency of European supply chains at reduced cost.

✓ Creating a truly competitive rail freight market: Encouraging competition will increase the reliability of rail freight transport, the lack of which significantly reduces the efficiency of rail transport and logistics services.

✓ Promote the liberalization of global air transport: The global supply chain relies on aviation operations around the world, allowing fast delivery to and from anywhere in the world. However, restrictions imposed on air services under bilateral country agreements create barriers to a global and flexible logistics business. Therefore, the Commission should continue vigorously to promote liberalization worldwide, and in particular with third countries.

B. The Prospects for Commercial Logistics in the EU

During the second wave of globalization, there has been a massive reduction in trade barriers, ranging from cuts in conventional commodity tariffs to the development of technologies to

facilitate the exchange of products previously regarded as non-tradable. However, a third factor that has significantly affected the growth of trade has often been put in the background, namely shipment, cargo handling in ports, and traceability from the manufacturer to the consumer. The importance of these logistics services has been recognized in international trade.

Usually trade is seen as the end product moving from one side to another where the product is consumed. Although this is still true for some products, in many sectors this is no longer the case: incoming raw materials cross the borders many times before they become an end product. This is a world of global supply chains or world value chains. Whenever a raw material is exported after processing, some "net" added value is created, which in turn contributes to the national economy. Some sectors, of course, have higher added value than others. For example, in the European Union, the chemical sector and the machinery and equipment sector usually create higher added value than textiles or food production. Therefore, if the EU economy is more concentrated on the production of these so-called complex products, it will form a surplus of higher added value and, ultimately, greater prosperity.

Specializing in these advanced high value adding sectors implies the transfer of much more resources than low value added sectors. In other words, these sectors use more related resources during the production process. The import, supply and use of all these interconnected resources can become so complex a task that will require strong business co-ordination. This, of course, concerns the cost of managing the global supply chain. As a result, on the one hand, there are sectors adding relatively little value to the EU economy. These sectors need less coordination, and they use less interconnected resources. On the other hand, there are sectors in the EU such as electrical equipment or mineral production that generate high added value, which still require good coordination of coordination through the use of many interconnected resources in the global value chain.

With changes in patterns of trade, the concept of trade costs also changes. Furthermore, the essence of trade policy needs to be reconsidered. Nevertheless, the "old" trade policy is important: even low EU tariffs (around 2%) have a significant effect in a world around global supply chains, with small mark-ups having a huge effect on goods crossing multiple borders every day. Yet, what is of great importance to Europe's global competitiveness is the cost of managing the international segmentation of production that links domestic production processes to global markets.

In this case, logistics is of great importance and the EU can take the following actions:

Firstly, the EU can improve its logistics activities by addressing problems such as the timeliness of international freight transport. By comparing the EU with the best countries on transport indicators, it has a particularly low efficiency in the process of release by the border control authorities. This process involves the speed, simplicity and predictability of trade formalities. Furthermore, the EU could further develop the quality of the trading infrastructure, such as ports, railways, roads and information technology. Also, questions concerning third countries The EU is performing relatively well, such as timeliness of deliveries in line with schedule, ease of

organizing competitive pricing, or tracking ability. But there are still some areas that can be improved.

Secondly, although many countries in Europe have a good reputation for so-called. "Easy doing business", Europe's trading costs are still relatively fragmented. For example, the cost of exporting a container in the Czech Republic is 1.5 times more expensive than in Denmark. Similarly, the unit price of imports into France is more than 2 times higher than in Finland. These differences are bright for the internal market, based on common transport policies and do not appear to be in line with the overall cost structure of EU countries. Most likely, the different quality of the infrastructure, the number of checkpoints and the operation of administrative procedures cause these diverging costs within the EU. Moreover, exports to and outside the EU are a long process: it takes an average of five days for the US to import and export goods. The order can be delivered in accordance with the schedule, but longer trans-national shipments increase the cost of coordination. As a result, faster trade increases competitiveness in the global value chain.

Thirdly, other measures also have an impact. Generally, transport network connectivity could further reduce trade costs in the EU. This includes the frequency of shipments, their reliability or the variety of destinations. In a world where parts and components come from multiple destinations, connectivity becomes an increasingly important concept. In particular, the World Bank's Air Link Index indicates that the United States is best connected with the rest of the world. The second place is the EU - Germany, the Netherlands and France, albeit with much lower scores. At the other end, there are economies such as Latvia, Finland, Romania and my country Bulgaria, which could improve their situation. Although part of the explanation is related to geography, security policy can play a significant role in improving these links. Research has shown that a more liberal air transport policy regime is a determinant of increasing levels of connectivity⁹.

Global value chains occupy a central place in today's business models and the competitiveness of production. Consequently, the notion of trade policy has also changed - and this change must be better reflected in the real trade policy. The question is not what comes into or stays on the domestic market, but how goods and raw materials are imported and exported. Therefore, the EU urgently needs to pay more attention to transport and logistics policies.

Transport and logistics are some of the most important common policies of the European Union focused on the abolition of borders between Member States, thus contributing to the free movement of people and goods. Its overarching objectives are to complement the internal market, ensure sustainable development, expand transport networks across Europe, maximize

⁹ Korez Vide, Romana and Tominc, Polona and Logožar, Klavdij, Impact of Trade Logistics Performance Costs on Intra-EU Trade: Empirical Evidence from the Enlarged EU (April 2, 2009). Proceedings of 7th International Conference «Economic Integration, Competition and Cooperation», 2-3 April, 2009, Opatija, University of Rijeka – Faculty of Economics, CD with Full papers. Available at SSRN: <http://ssrn.com/abstract=2232746> or <http://dx.doi.org/10.2139/ssrn.2232746>

space utilization, improve safety and promote international cooperation. The single market reflects a real turnaround in the common transport policy.

In the current conditions of globalization and the liberalization of business and the world economy as a whole, transport is a key factor in achieving competitiveness. The European Union itself is the result of global globalization of politics and the economy, and the EU's common transport policy is of the utmost importance for the achievement of the modern Community objectives - namely sustainable development in the context of enlargement and globalization.

With \$ 1 trillion trade between the US and the 27 countries of the European Union (EU), the potential impact of the new transatlantic trade pact is really significant. The combined population of 800 million generates almost half of the world's gross domestic product and accounts for 40 percent of world trade. The European Union is also China's biggest trade partner. There are billions USD Chinese investments into the union which are the engine of the international trade and feed the logistics sector in both sides.

The EU countries are an example of how to capture and realize growth in the logistics network. The industrial and logistics markets in Europe are about to grow exponentially over the next 10 years.

Amazon Inc., the world's largest e-commerce company, has recently hired more than 6,000 permanent employees in three new logistics centers in Poland to build capacity for further expansion in Europe. Poland's central location in Europe, close to European Amazon customers, and access to skilled labor are among the reasons for Amazon's investment decision. Amazon also plans to open two centers near Wroclaw in southwest Poland and a facility near Poznań, 150 miles east of Berlin.

Four years ago, FedEx moved its hub for Central and Eastern Europe from Frankfurt to Cologne. UPS, another dominant logistics provider in the EU, also headed for Cologne airport by announcing its expansion - an investment of more than \$ 200 million. In fact, this is part of the long-term strategy of the company, which should help shippers successfully compete and do business within Europe and connect them with North America and Asia.

By the way, Frankfurt Airport (FRA) has reached a new annual record in cargo growth of up to 2.1 million tonnes in 2017. Also, infrastructure continues to expand.

By successful development of the 16 + 1 and One Belt One Road Initiatives everybody is expecting China also to get enter and to set stable positions into the EU market.

V. CONCLUSION

The introduction of specific trade-related measures to promote trade must be a key policy initiative to improve future trade flows. It is clear that developing countries can have benefits, given the high transaction costs in their business models. Trade measures focused on customs procedures and the regulatory environment can lead to improved controls, reduction of

administrative costs and increased cooperation between the public and private sectors, even when the implementation of these measures entails costs¹⁰.

Over the last two decades, multilateral and bilateral trade agreements have cut tariffs and, to a lesser extent, have softened non-tariff barriers to trade. However, trade costs, such as those stemming from poor transport infrastructure, have proven to be too expensive. Former Finance Minister of my country - Simeon Djankov and his team have found that on average every additional day of shipping delay reduces trade by at least 1%. As a result, developed countries are forced to rethink their trade policy agenda to calculate the trade costs that are not included in the latest rounds of international negotiations. Without paying attention to non-political trade costs and the compliance of transport logistics and specialized transport infrastructure with trade, developing countries will continue to be placed outside of production and commercial networks.

The introduction of specific trade-related measures to promote trade must be a key policy initiative to improve future trade flows. It is clear that developing countries can have benefits, given the high transaction costs in their business models. Trade measures focused on customs procedures and the regulatory environment can lead to improved controls, reduction of administrative costs and increased cooperation between the public and private sectors, even when the implementation of these measures entails costs¹¹.

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