



Amplifying your v@ice

amfori Advocacy

Better business

Trade matters. It shapes the world. It drives innovation. It's the single most effective, efficient agent of prosperity we have.

As the leading global business association for open and sustainable trade, amfori empowers over 2,000 members worldwide to shape a policy environment that supports the success of their business and the sustainability of their operations.

Have your voice heard by stakeholders and policy makers with the power to make a difference.



We monitor and stay on top of changes in the political legal and technical landscape



We empower our members by giving them expert insights



We engage locally and globally to ensure our members' voice is heard



We provide support for businesses wherever they operate

Amplifying your voice

amfori advocacy engages our members to create a single, collective voice. The voice of global, open and sustainable trade.

In a fast changing world, we engage locally and globally with a broad range of stakeholders to create an environment where companies can trade openly and sustainably. Where the environment and workers are better protected.

We believe that trade, sustainability and prosperity are inextricably linked. Our members are retailers, importers, brand companies and associations from all over the world who want to trade openly and take action on policy issues, working conditions, the environment and global value chains. Their concerns are reflected in the UN Sustainable Development Goals (SDGs). We can enable every business, however small, to have an impact on the SDGs through our collective contribution to their achievement. This is what we mean by Trade with Purpose.

Your goals

- Efficient and sustainable global supply chains
- Fair labour conditions
- Sustainable resource use
- Better trade agreements
- Smooth customs procedures
- Smart product regulations

We can help you with that!



Advocacy matters

Little things have a big impact. Months of advocating can change laws that make the difference between being able to trade easily and openly or going out of business. Tiny regulatory changes make a huge difference to how well workers and the environment are protected.

Building trusted relationships with stakeholders provides the foundation for constructive dialogue, effective partnerships and helps us respond to current and emerging challenges.

The benefits

- ✓ A partner that stays on top of global political, legal and social developments that impact you
- ✓ A seat at the table with key policy makers and stakeholders
- ✓ Diverse learning opportunities with webinars and seminars
- ✓ Deep insight and engagement through our relationships with governmental and non-governmental stakeholders
- ✓ Access to exclusive updates on open and sustainable trade policy issues
- ✓ Access to the Country Due Diligence Tool for information on a country's unique trade, environmental and social situation

Our experience

We know how to make your voice heard with over 40 years' experience and a well earned reputation with policy makers, and governmental and non-governmental stakeholders. Over 2,000 members trust our advocacy services.

Our expertise

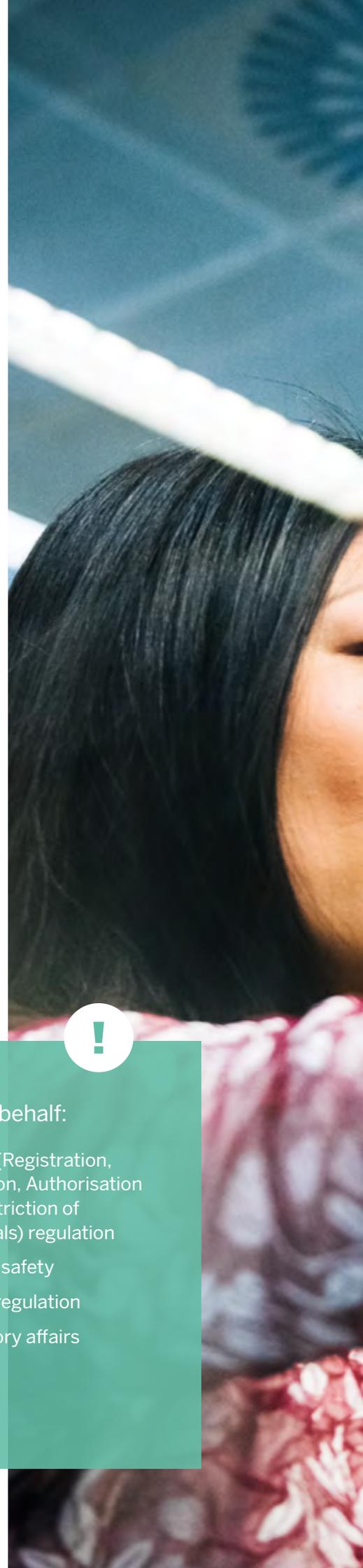
We are an international team of experts on all relevant open and sustainable trade issues.

- ✔ Striving for open and sustainable trade through multi-lateral and bilateral negotiations
- ✔ Making sure the right policies are in place to promote supply chain responsibility at national, European and international level
- ✔ Fostering relationships with key stakeholders that inform our broader sustainable trade work
- ✔ Intimate knowledge of complex legislations on areas such as chemicals and product safety
- ✔ Aiming for simpler rules and lower customs tariffs
- ✔ Working for a transparent and fair system of trade defence
- ✔ Tailoring our advice on supply chain policy issues

Critical issues

These are just some of the things we work on, on our members' behalf:

- Trade preferences
- Trade agreements
- Customs
- Sustainability imports
- Trade defence instruments
- GSP (generalised scheme of preferences)
- Trade barriers
- Human rights due diligence
- Gender equality
- Migrant worker rights
- Freedom of association
- Fair labour practices
- Fair remuneration
- REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) regulation
- Product safety
- Timber regulation
- Regulatory affairs





amfori is an excellent platform for Adidas to communicate with public stakeholders on global trade topics. It also monitors and updates our teams on policy issues that could affect our operations.”

Karl Sedlmeyer

VP Global Government Affairs, Adidas



Connections

We are the voice of open and sustainable trade. The voice that makes a difference.



Representing interests locally and globally to ensure our members' voices are heard



Collaborating with stakeholders through the amfori Stakeholder Advisory Council



Working together with partners to take a stand on the issues that matter



Using our convening power to make a difference



Participating in European Commission investigations



Using our Local Networks to create connections within and across countries

These are just some of the people we work with:

- EU and government officials
- Trade associations
- International organisations
- Trade unions
- UN agencies
- Think tanks
- Civil society organisations
- Academia



Results

The power of our collective voice delivers results.



WTO Ministerial Conference: We have been chosen by the European Commission to be part of their business delegation at all previous WTO Ministerial Conferences



Facilitating open trade: Re-instatement of GSP+ status to Sri Lanka thanks to cooperation with the Sri Lanka government and European Commission



Partnerships that make a difference: A successful \$20 trillion business coalition to support WTO trade negotiations



Collective action: Put pressure on governments where workers' rights are being jeopardised



REACH seminar and guidance: A practical seminar on the European Union's principle chemicals regulation and subsequent guidance documents to support members

amfori BSCI

amfori BSCI enables companies to drive sustainable trade by monitoring and improving working conditions in their supply chains.

Read more in the dedicated amfori BSCI brochure.

amfori BEPI

amfori BEPI enables companies to drive sustainable trade by monitoring and improving environmental performance in their supply chains.

Read more in the dedicated amfori BEPI brochure.

Participate

Become an amfori member and we will deliver what you need.



Tailored support and advice based on business needs



Focused Project Groups that allow our members to guide our actions and access policy makers



Fora to exchange best practice and develop coordinated advocacy strategies



In-depth analyses of international trade policy and sustainability issues



Involvement in meetings with decision-makers



Regular public events and roundtables

Join us

Be part of the open and sustainable trade community. amfori Advocacy is just one of the products our members can benefit from.

Go to [amfori.org](https://www.amfori.org) or contact us at info@amfori.org

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Trade with purpose