



**Asia-Pacific  
Economic Cooperation**

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**2021/SOM1/CTI/A2C2/005**

Session: 2

## **Towards Super Connectivity**

Submitted by: TradeWindow



**Twelfth APEC Alliance for Supply Chain  
Connectivity Meeting  
24 February 2021**



# Towards Super Connectivity

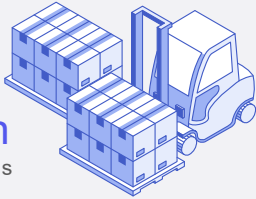
*Presentation to the APEC Alliance for Supply Chain Connectivity (A2C2)*

COMMERCIAL IN CONFIDENCE

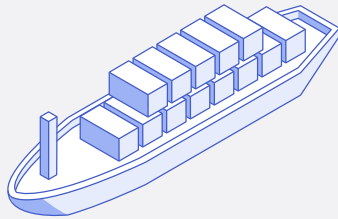
AJ Smith, Chief Executive, TradeWindow

# Bringing a pan industry APAC view

**\$32 billion**  
total exported goods



Prodoc's Digital Documents  
reach trades in  
**150+** economies

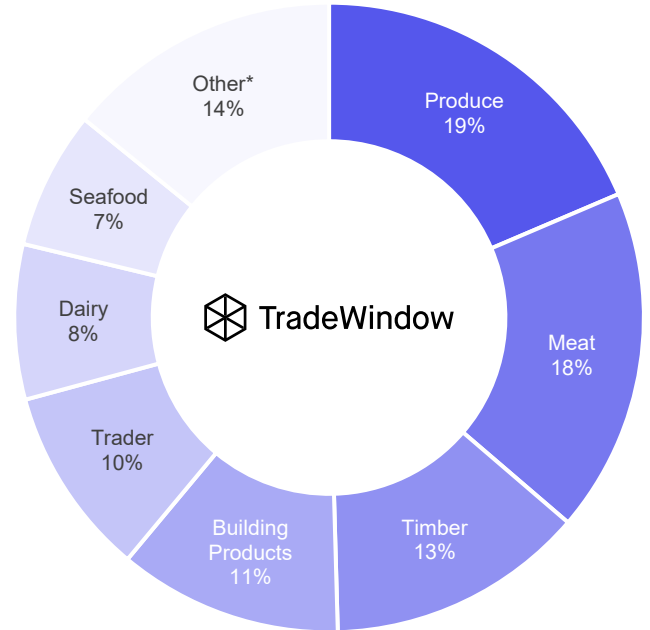


**130,000+**  
shipments per year



**750,000+**  
Export Documents  
generated per year

We have a diverse customer base with over 400 customers across 30 sectors



# The opportunity – towards trade with less friction, waste and noise



*“Global trade is underpinned by the flow of data, a single transaction often requires the interaction of more than 20 entities, and involves between 10 and 20 paper documents and 5,000 data field exchanges. Only 1% of these interactions create value, with 85 – 90% of the transactions consisting of ignore/transmit to the next party actions.”*

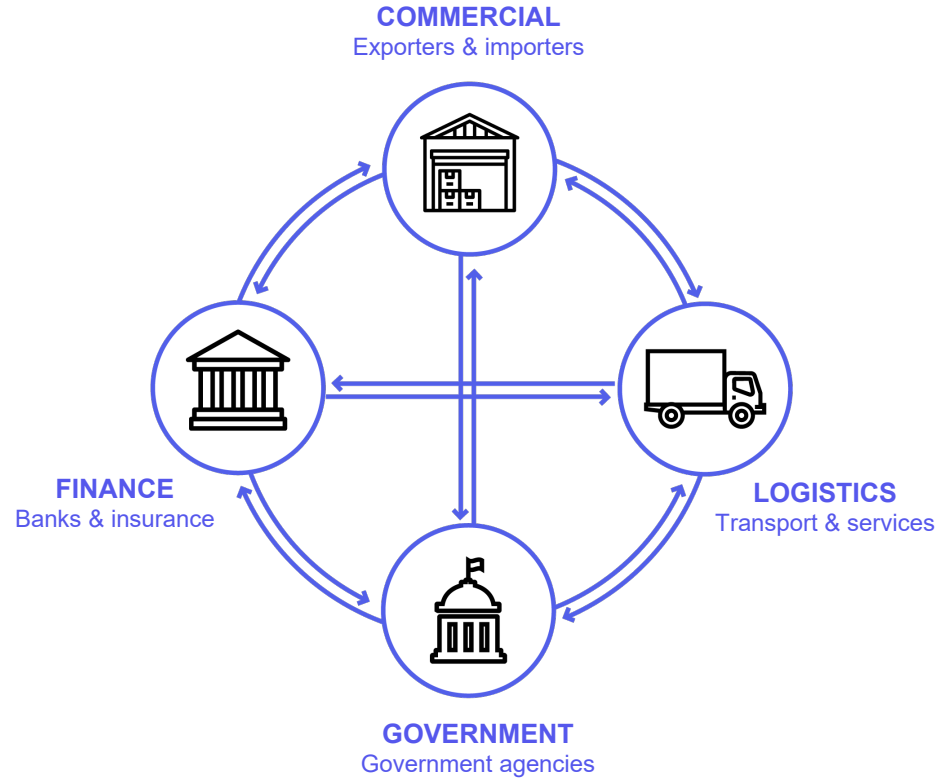


Boston Consulting Group

# The ultimate goal

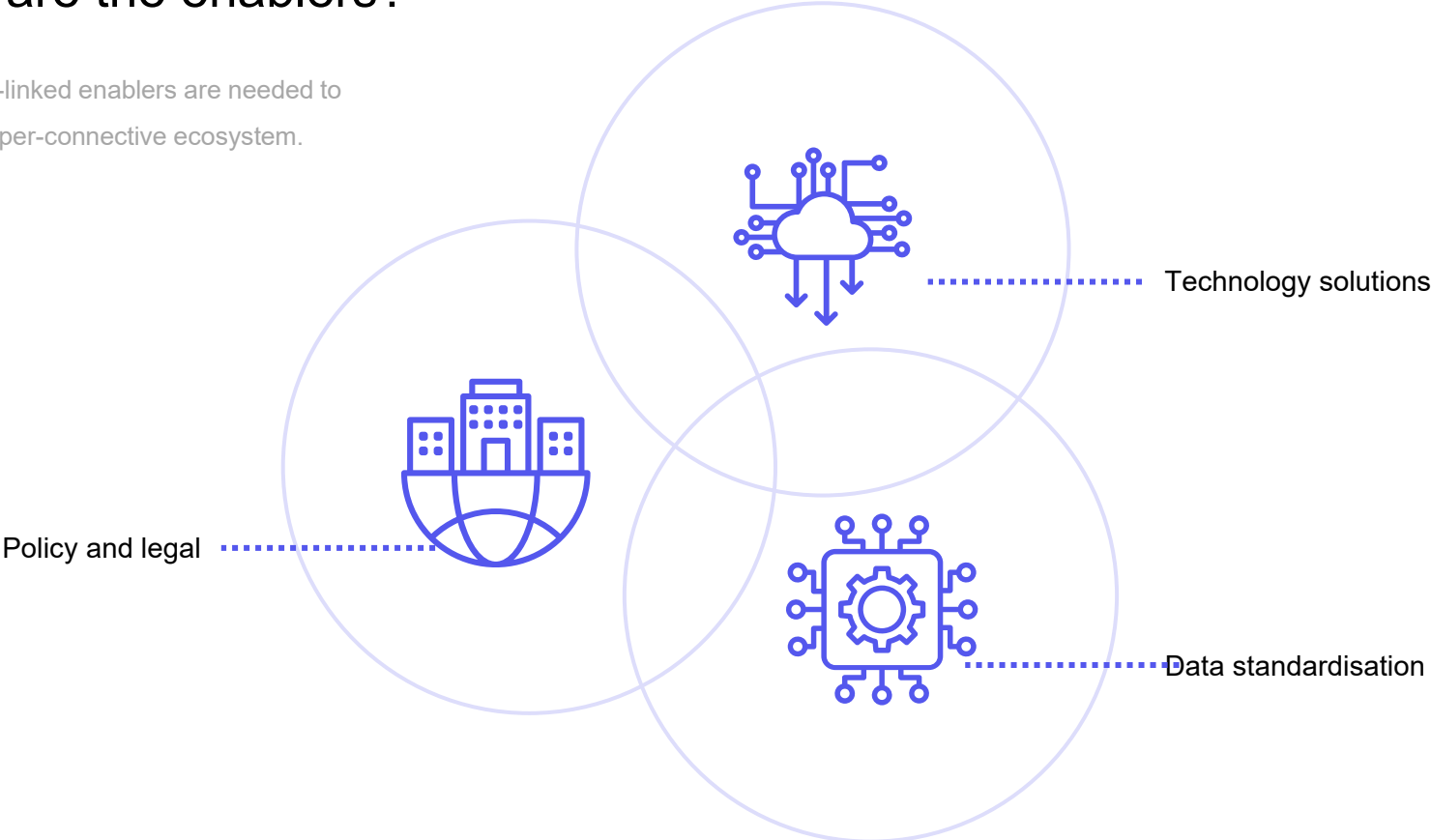
Digital trade orchestrated by a sector neutral data 'super-connector' that allows for seamless connectivity through the permissioned flow of information across the four data silos of global trade.

- Business-to-business (B2B)
- Business to government (B2G)
- Government to government (G2G)



# What are the enablers?

Three inter-linked enablers are needed to create a super-connective ecosystem.

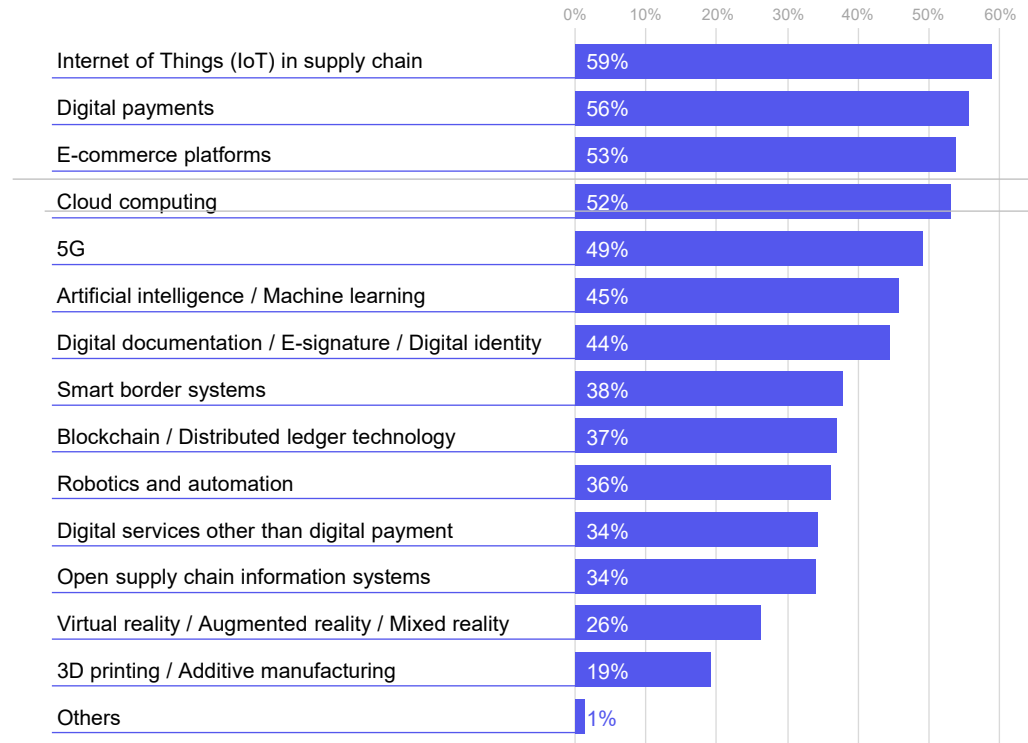


# The technology is already here

- Large scale commercial development
- Built to enterprise standard
- Ubiquitous broadband infrastructure
- Enterprise grade security
- Low capex/low risk rapid deployment
- Integration with legacy solutions



## Most transformational technologies for trade



Source: World Economic Forum 2020 global survey on TradeTech

# Policy and legal is making progress

Recent FTA upgrades conflict with legacy legislation and policy

Digital trade depends on the Model Law below to be ratified:

- Digital signatures
- Transferring digital documents
- Electronic commerce



## UNCITRAL Model Law for

X = ratification, accession or enactment

● = ongoing work

APEC economies	Electronic Commerce	Electronic Signatures	Electronic Transferable Records
Australia	X		
Brunei Darussalam	X		
Canada	X <sup>3</sup>		
Chile			
People's Republic of China	X	X	
Hong Kong, China			
Indonesia			
Japan			
Republic of Korea	X		
Malaysia	X		
Mexico	X	X	
New Zealand	X		
Papua New Guinea			
Peru		X	●
The Philippines	X		
The Russian Federation			
Singapore	X		X
Chinese Taipei			
Thailand	X	X	
United States of America	X <sup>3</sup>		●



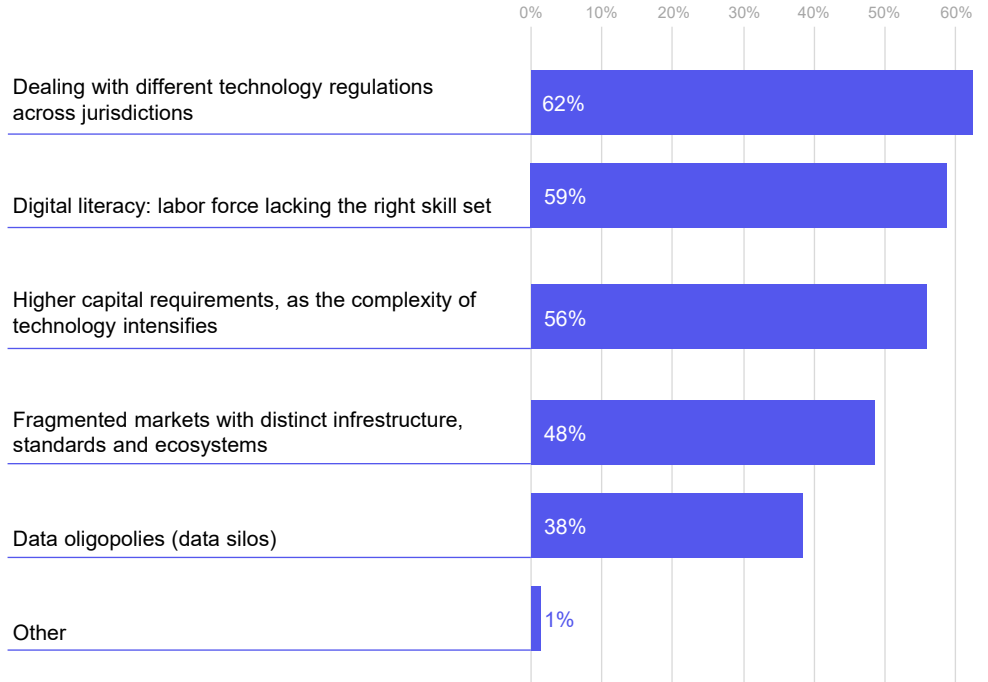
# Data standards are lagging

Still struggling to break down data silos between economies and across sectors such as:

- Business-to-business (B2B)
- Business to government (B2G)
- Government to government (G2G)



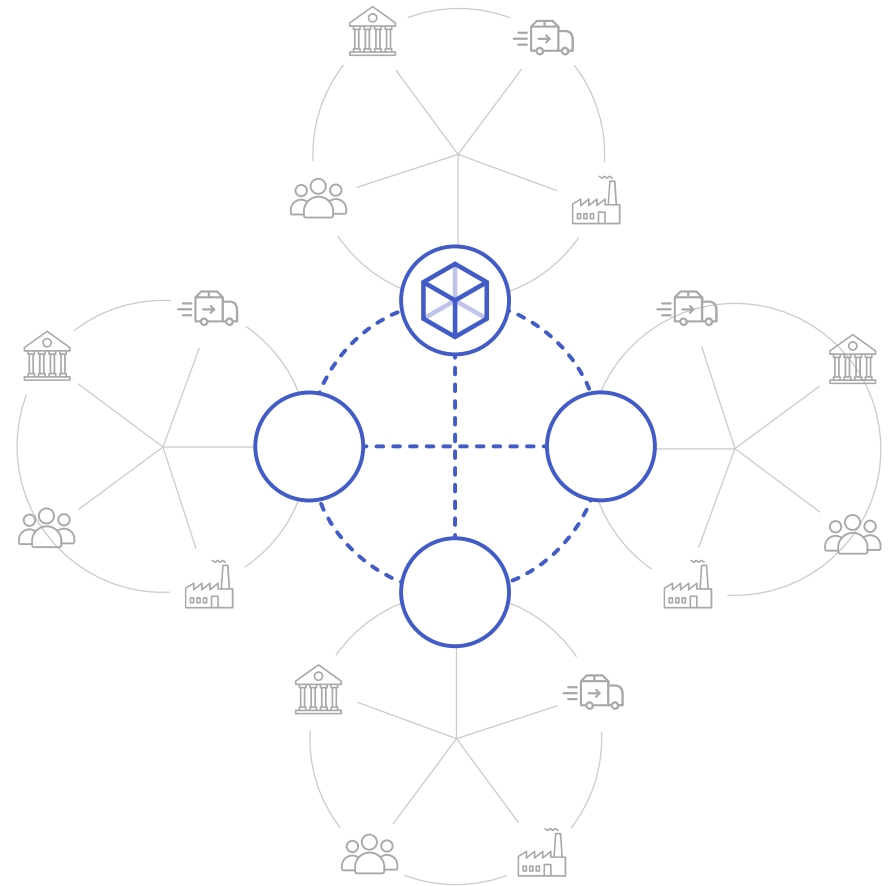
## Emerging challenges associated with TradeTech



Source: World Economic Forum 2020 global survey on TradeTech

# What are the reasons for optimism?

- Model law is gaining ground – Singapore last month!
- Economic partnership agreements e.g. DEPA
- Digital trade is called out in FTAs
- WCO is driving customs standardisation
- Digital Container Shipping Assn. – eBills of Lading
- ICC – work on standardisation
- WTO – driving awareness on digital trade
- PAA – connecting ecosystems throughout APAC



# Why do public and private need to keep working together?

Business and public sectors need each other to enable digital trade.



## Public sector brings:

- Regulatory support
- Governmental relationships
- Existing physical infrastructure



## Private sector brings:

- Appetite for risk
- Cutting edge technology
- Cross sector connectivity
- Trade relationships and trade volumes

# Thank you

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