



Asia-Pacific
Economic Cooperation

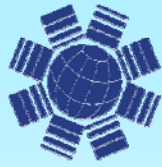
2007/ECSG/SYM/004

Tradelink and Digital Trade and Transportation Network

Submitted by: Tradelink



**Symposium on Paperless Trading Capacity
Building and Intellectual Property Rights
Protection
Beijing, China
14-16 August 2007**



貿易通
TRADELINK



數碼貿易運輸網絡
DIGITAL TRADE AND
TRANSPORTATION NETWORK

**APEC Symposium on Paperless Trading
Capacity Building and IPR Protection**

**TRADELINK AND
DIGITAL TRADE AND TRANSPORTATION NETWORK**

**Justin Yue Chief Executive Officer
August 2007**

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Agenda

- ◆ **Tradelink (B to G) Highlights**
- ◆ **Digital Trade and Transportation Network (B to B)**



Tradelink Highlights



Security Solution



- Uses PKI
- All documents digitally signed and encrypted for open network transmission

Now

◆ Support mainly Tradelink's e-Business Services

- 320,000 + certificates issued
- Pan-Asian E-Commerce Alliance mutual recognition
- Certificate Processing Services including
 - Mobile Validation Solution
 - Time-stamping Service
 - Online Certificate Validation Service
 - Professional Consultation

Immediate Future

◆ Enterprise security solution for applications such as

- Internet banking
- Internet stock broking
- Authenticity certification for professional bodies

◆ Technology Standards

- | | |
|--|--------------------------|
| - Accepted and Trusted by all popular browsers | - 99.3% browser ubiquity |
| - Chained to GTE CyberTrust Root CA | - 128 bit SSL encryption |



Our Key Services

Services	Details
Import or Export Declaration ("TDEC")	♦ e-lodgment of import or export declaration with Customs
Production Notification ("PN")	♦ e-lodgment of notification to the Trade & Industry Department about cut-and-sewn garments manufactured in HK
Certificate of Origin ("CO")	♦ e-application for CO to the Trade & Industry Department or other government approved organisations
Dutiable Commodities Permit ("DCP")	♦ e-application for DCP to Customs for import, export, manufacturing or storage of dutiable commodities
Electronic Cargo Manifest ("EMAN") (excluding road mode)	♦ e-submission of manifests for air, rail, water cargo to the Census Department and the Trade & Industry Department ♦ e-receipt of notice / voucher from Customs and e-communication with other government departments
Notifications under Textiles Trader Registration Scheme ("TTRS")	♦ e-submission of notification to the Trade & Industry Department for textile trading under TTRS

Other Value-added Services

Services	Details
Trader Documentation Services	<ul style="list-style-type: none">◆ web-based application solutions◆ facilitates secure electronic document exchange for international trade transactions
Electronic Shipping Orders	<ul style="list-style-type: none">◆ platform that assists shippers and forwarders to prepare and submit shipping orders and obtain draft bills of lading
Automated Manifest Services	<ul style="list-style-type: none">◆ e-solution for carriers and non-vessel operating common carriers◆ meets the requirements under the "24-hour Rule" imposed by the US Customs and Border Protection
Digital Certificate	<ul style="list-style-type: none">◆ supports digital signatures◆ ensures secure electronic transactions

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Our Substantial Customer Base

- ◆ Over 54,000 registered users including manufacturers, importers, exporters, freight forwarders, logistics services providers, and carriers
- ◆ Steady transaction volume – over 19 million in 2006
- ◆ Dedicated customer services: hotline, onsite technical support, 35 customer services centres, training support, and account managers for key clients

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Tradelink Highlights



Support for both web based service and client software based service

Customer Hotline and Training

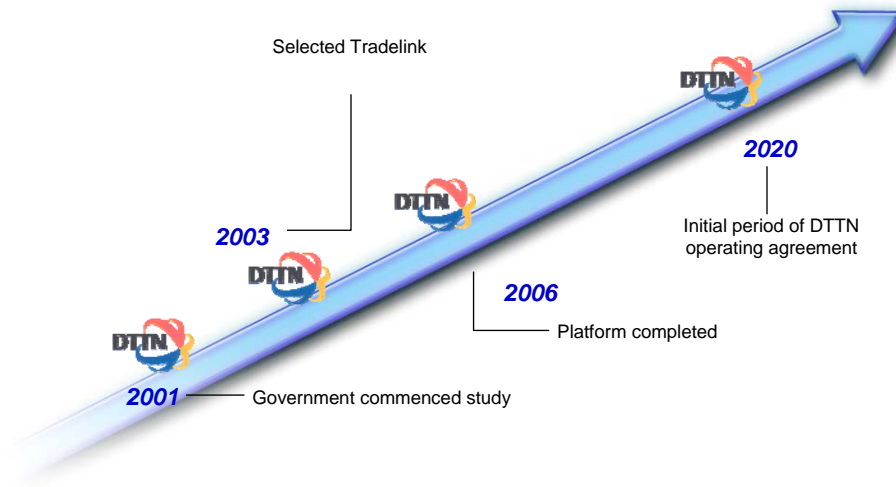
- **Three tiers with 100 + staff**
- **Dual call centers**
- **Sophisticated Customer Relation Management System**
- **Dedicated training centers**



B to B The Digital Trade and Transportation Network (“DTTN”)



Genesis Digital Trade and Transportation Network ("DTTN")



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Launch of DTTN

◆ Capital

- Tradelink:
HK\$76,500,000
- HK SAR Government:
HK\$31,500,000
- Other Shareholders:
HK\$42,000,000

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DTTN Services – Core Infrastructure

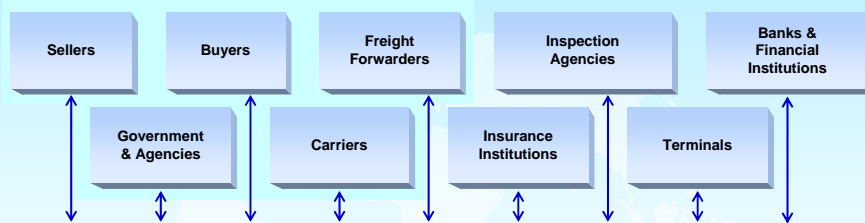
Reliable, secure transformation and delivery of legally recognized electronic documents

- ◆ Any-to-any protocol & document transformation
- ◆ Secure delivery – encryption & digital signatures
- ◆ Documents stored online for 2 years, offline for 7 years
- ◆ Data inheritance service allowing reuse of data and documents
- ◆ Creating a network with world-wide reach



Functional Blueprint of DTTN

- ◆ Rich array of capabilities for messaging, transactions, payments, security etc.

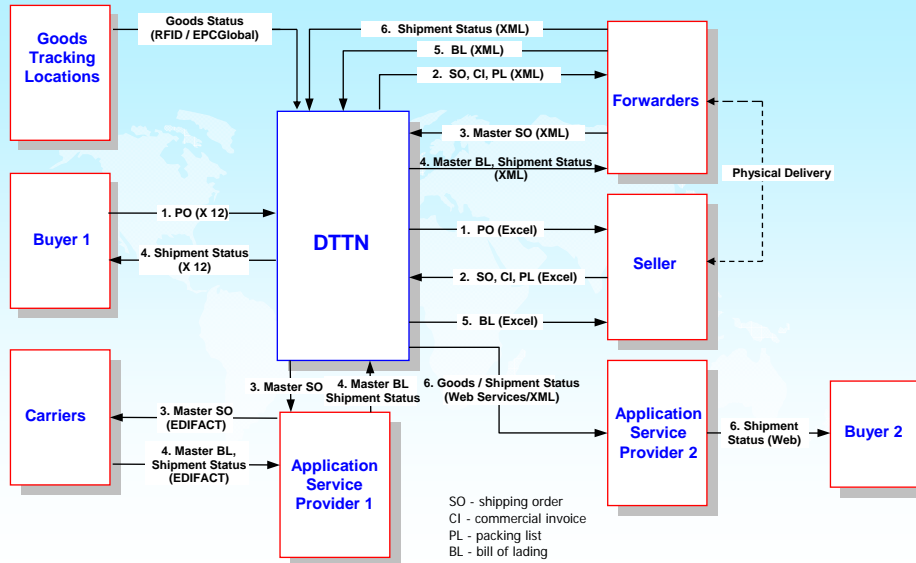


DTTN Key Services Offering DTTN

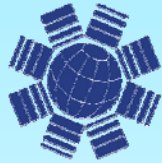
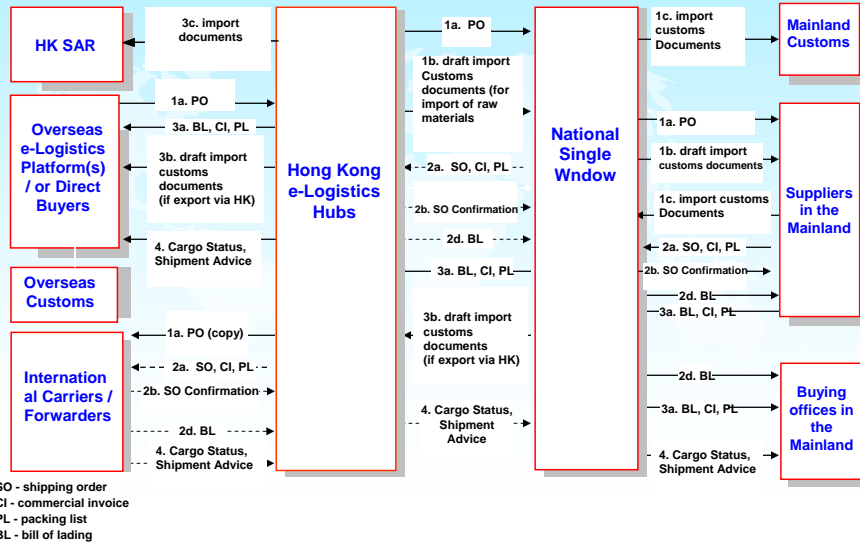
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|--|---|
| <i>Electronic message routing services</i> | <i>Electronic message transformation services</i> |
| <i>Portal services</i> | <i>Data inheritance services</i> |
| <i>Statistical and analytical reporting services</i> | <i>Information security services</i> |



DTTN Interconnection Example (Purchase to Delivery)



DTTN Model for Worldwide Interconnections



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