Emerging Trade Technology: Commodity or Strategic Lever?

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Core Messages

1. Technology is a new strategic driver accelerating the transformation of International Trade by:
   - Enabling the innovation of trade process and products/services
   - Allowing market gaps to be filled (SME’s)
   - Removing costs out of the trade process

2. A “Trade Technologies Portfolio” IS a critical strategic and tactical lever for TPO’s.

3. You need both a long term strategy based on a strong partnership plan, AND a strong governance structure and resilient execution plan.
The Integrative Trade Model

Canadian Companies

- Export Sales
- Imported Inputs
- Outbound Direct Investment

Foreign Suppliers
- Imported Inputs
- Foreign-sourced Inputs

Foreign Customers
- Affiliate Sales

Cdn. Foreign Affiliates

Canadian Companies

Foreign Customers

Affiliate Sales
The Technology View of Integrative Trade

ONLINE MATCH-MAKING & ORDER MANAGEMENT
SEARCH ENGINES
TRADE HUBS (E-MA)
E-CATALOGS & AUCTIONS
VIRTUAL TRADE SHOW
E-CONTRACTS

E-FACITORING
E-PAYMENTS
E-FINANCING

Manage cash flow and working capital

SCM
PO Mgmt
INVENTORY Mgmt
FTAs Optimisation

Manage supply to meet demand

E-LOGISTICS
E-TRADE DOCUMENTS
E-MANIFESTS

SOURCE: ABERDEEN GTM MODEL
Trade Technology Portfolio

TRADE PROMOTION TOOLS
- Trade Portal
- E-Catalogue
- Virtual Show Room
- Virtual Trade Agent
- Sophisticated Search tools
- E Marketplaces & Auctions
- Trade Info
- E Marketing
- E-Contracts
- E-Trust enablers
- Qualified Suppliers Database

E TRANSACTION PROCESSING TOOLS
- E Invoicing
- E Payment
- E Ordering
- E Bill Presentment

E FINANCING TOOLS
- E Factoring
- & Advanced Payments
- E Insurance
- E Bonding

SUPPLY CHAIN MGMT & DISTRIBUTION TOOLS
- E Ordering
- E procurement
- E Fulfilment
- E Document
- E-Manifest

STANDARDS & INFRASTRUCTURE + E GOVERNMENT
Trade Services Integration: The Race is On!

- **Trade Development Services**
  - Trade Development
  - Trade Management Services
  - Production
  - Financing Services
  - Trade Hubs
  - Trade Facilitation
  - Infrastructure & Services
  - Private/Public Intl Trade Hubs
  - Government Trade Facilitation Infrastructure Services
  - Intl Banks
  - Logistics
  - Non Banks
  - Large Buyers & Intl Trade Power House

- **Partners**
  - E Trade Korea
  - NAFIN
  - TradeLINK/DTTN, Trade-VAN
  - KTNET
  - TradeBEAM
  - Ali Baba
  - E Bay
  - TradeCard
  - J P Morgan
  - Vastera
  - UPS Capital
  - SAP
  - Walmart
  - Li & Funk

- **Branding**
  - EDC
The Technology Gap - Maze effect

Export services continuum

Understanding the Global Economy
- Export Readiness Assessment
- Laws & Regs
- Customs Matters
- NCAGE Code
- PEMD
- JCO #
- DUNS #
- JS Gov’t CCR / TPIN #
- Export Plan Development

Choosing your Market
- Market Research
- Sector Specific Advice
- Market Prospects

Registration / Preparation
- Market Development Fund
- Local Company Information
- Key Contacts Search
- Partners
- CIDA / FCC / Prov Gov’t / Regional Devl Agencies
- Progress Paym’t Program
- EDC Loan Guarantees

Export Financing
- Provision of Working Capital
- Missions, Fairs and Events
- Business Opp.’s
- Key Contacts Search
- Virtual Trade Show
- Regional / Sector Marketplaces
- Procurement Services Agreement
- BDC
- Small Business Financing

Opportunities Marketplace
- Canadian Company Capabilities
- Export Contract Negotiation
- Foreign Risk Mitigation
- Medium / Long Term Foreign Buyer Financing
- Logistics Guides
- Customs Matters
- CCC, BDC, EDC, CCRA, DFAIT, CIDA, FCC, Provinces, Regional Devl Agencies, others

Export Readiness Assessment
- EDC Consulting Services
- International Trade Centres
- CBSCs
- Export Information Service (1-888-811-1119)
- CBSCs
- Virtual Trade Commissioner

In-Market Assistance (Visit Information, Trouble Shooting, Face-to-face Briefing)
- CCC Consulting Services
- BDC Consulting Services
- CCC Consulting Services
- Exportsource.ca (Step-by-Step Guide)
- CCC, BDC, EDC, CCRA, DFAIT, CIDA, FCC, Provinces, Regional Devl Agencies, others

Export Contract Negotiation
- Foreign Risk Mitigation
- Medium / Long Term Foreign Buyer Financing

Export Alert (SCC)
- Understanding the Global Economy
- Choosing your Market
- Registration / Preparation
- Export Financing
- Opportunities Marketplace
- Closing the Deal / Delivery

Understanding Exporting
- Choosing your Market
- Registration / Preparation
- Export Financing
- Opportunities Marketplace
- Closing the Deal / Delivery

Export Readiness Assessment
- EDC Consulting Services

International Trade Centres
- CCC Consulting Services
- BDC Consulting Services

Export Information Service (1-888-811-1119)
- CBSCs
- Exportsource.ca (Step-by-Step Guide)
- CCC, BDC, EDC, CCRA, DFAIT, CIDA, FCC, Provinces, Regional Devl Agencies, others

The Technology Gap – Maze effect
To This…
In a not so distant future!

GLOBAL TRADE DEVELOPMENT
- PUBLIC & PRIVATE MARKETPLACES
- OTHER COUNTRY INTL TRADE HUBS
- DOMESTIC & INTL TRADERS
- TRADE SERVICES PROVIDERS

NATIONAL TRADE FACILITATION HUB
- MARKET SEARCH
- TRADERS QUALIFICATION
- MARKETING NEGOTIATION
- AGREEMENT CUSTOMS CLEARANCE
- LOGISTICS ARBITRATION
- E-TRUST & FINANCING
- SME

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