

Emerging Trade Technology: Commodity or Strategic Lever?

Gilles Morin

Vice-President IT Business Services

Export Development Canada

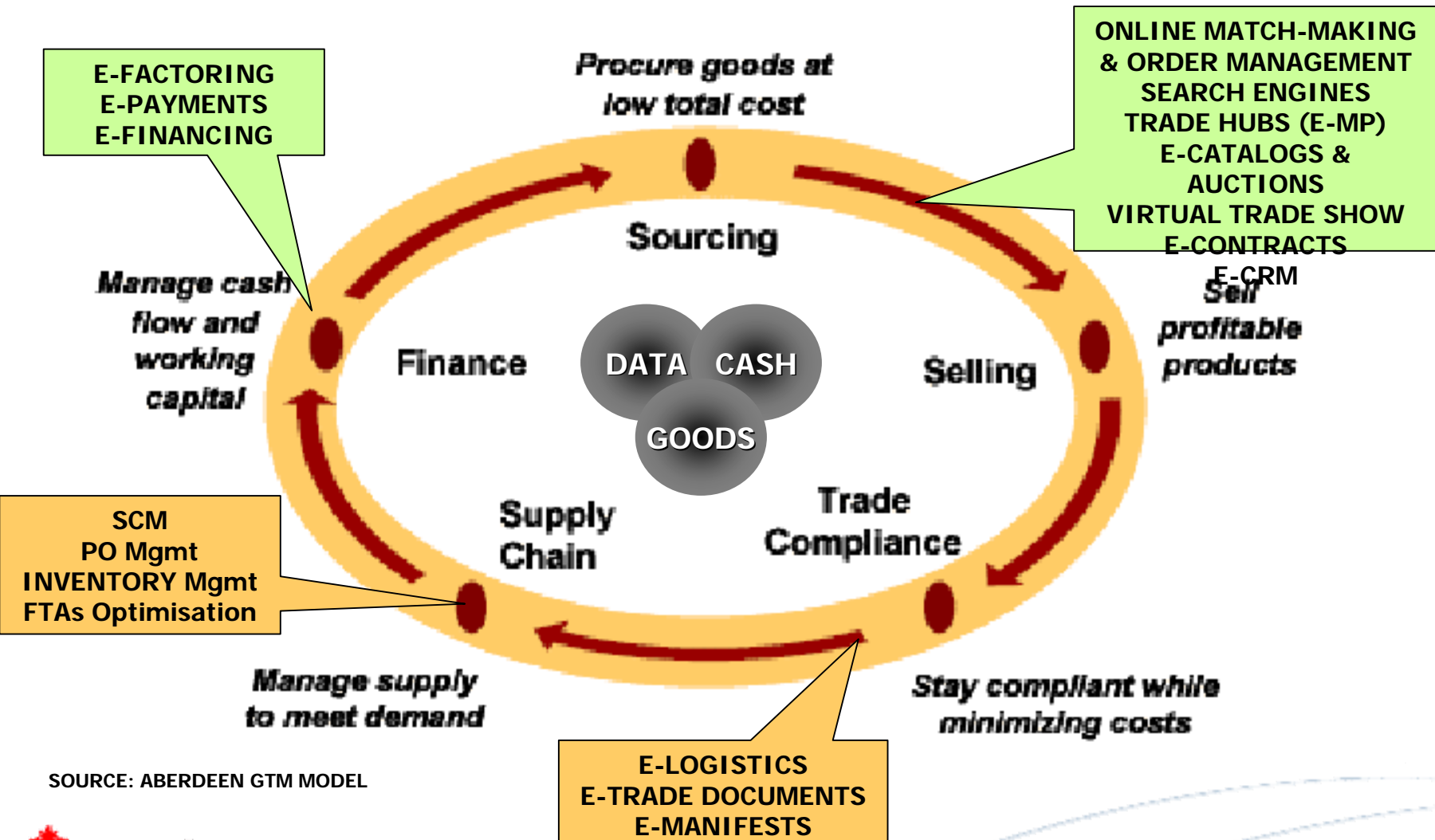
Core Messages

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



The Technology View of Integrative Trade



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!

UPSTREAM

DOWNSTREAM

TRADE DEVELOPMENT SERVICES

PRODUCTION

TRADE MANAGEMENT SERVICES

FINANCING SERVICES

E TRADE KOREA

KTNET

NAFIN

TRADELINK/DTTN, TRADE-VAN

PRIVATE/PUBLIC
INTL
TRADE HUBS

INTL BANKS

LOGISTICS

NON BANKS

LARGE BUYERS &
INTL TRADE POWER
HOUSE

GOVERNMENT
TRADE FACILITATION
INFRASTRUCTURE
& SERVICES

JP MORGAN
VASTERA

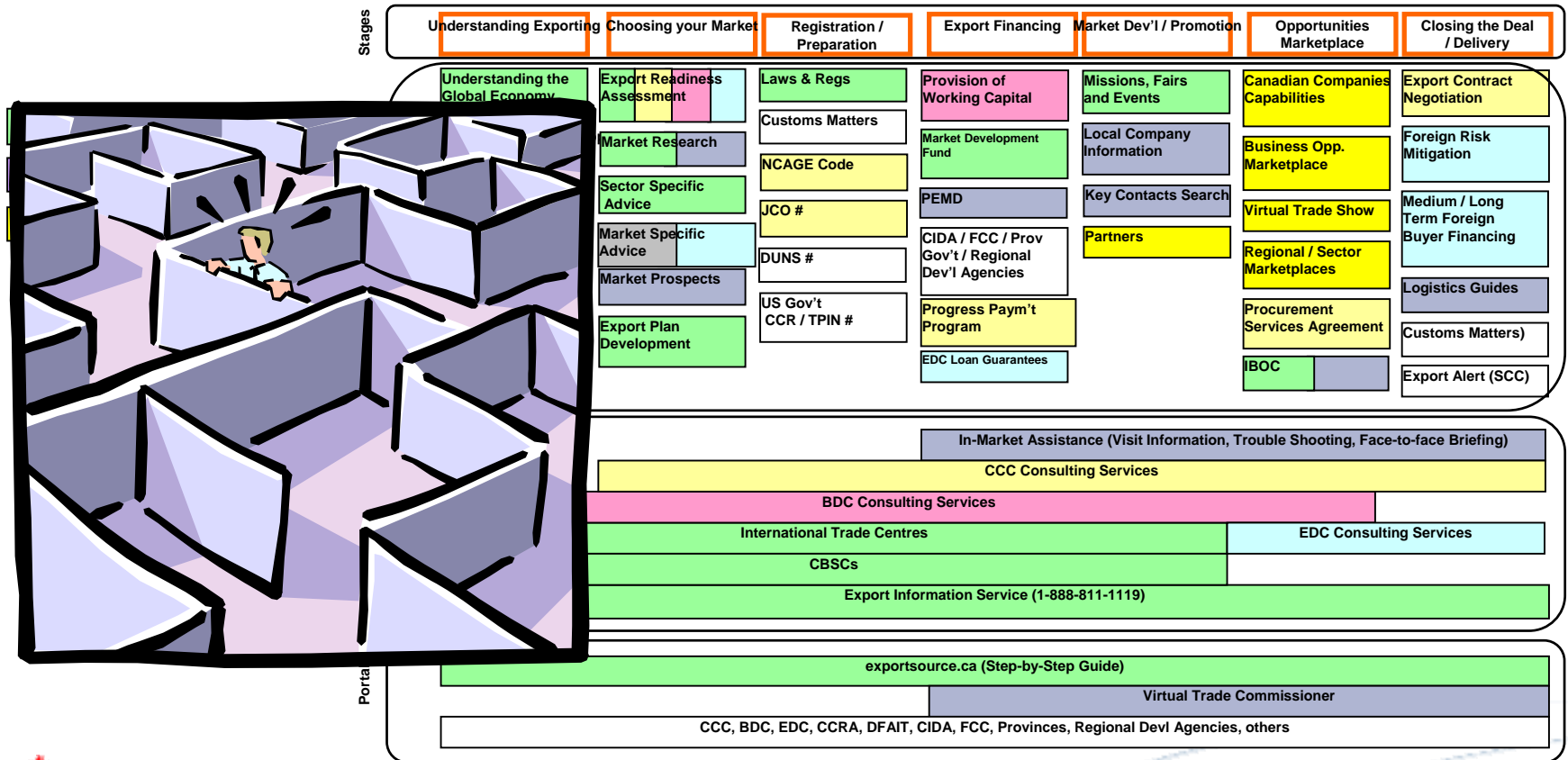
UPS
CAPITAL

SAP
TRADEBEAM
ALIBABA
E BAY
TRADECARD

WALMART
LI & FUNG

The Technology Gap – Maze effect

Export services continuum



To This...

In a not so distant future!

GLOBAL TRADE DEVELOPMENT

PUBLIC TRADE SERVICES

GLOBAL TRADE MANAGEMENT

PUBLIC & PRIVATE MARKETPLACES

NATIONAL TRADE FACILITATION HUB

OTHER COUNTRY INTL TRADE HUBS

OTHER COUNTRY INTL TRADE HUBS

MARKET SEARCH TRADERS

DOMESTIC & INTL TRADERS

DOMESTIC & INTL TRADERS

QUALIFICATION MARKETING

TRADE SERVICES PROVIDERS

TRADE SERVICES PROVIDERS

AGREEMENT CUSTOMS CLEARANCE

LOGISTICS ARBITRAGING

E-TRUST E-FINANCING

SME

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.