

The Window



Welcome to Issue 2 of **The Window**.

Thank you to those who reached out to me following our first edition, it was great to hear your feedback on what the team has been up to.

As we continue to grow as a business it is exciting to be bringing on new customers as well as working with our existing customers to accelerate their exports and create value across the supply chain.

Below you'll find our latest thinking for the month, our podcast Redefining Trade with one of New Zealand's top trade experts, some game changing new product updates from our team and case studies from two of our customers.

Please feel free to share The Window newsletter with your colleagues, and they can subscribe by reaching out to us at:

tradewindow.io/contact-us/

Regards,

AJ Smith
CEO



SHARING OUR THOUGHTS



Protecting Australasian exporters in the transition to digital

by Gavin de Steur, Chief Customer Officer

In early August at the G20 Digital Ministers meeting, leaders from around the world approved a Declaration with 12 actions to accelerate the digital transition of economies and governments.

It is a pivotal moment, outlining actions to accelerate a digital transition in the global economy and enhance productivity, inclusivity, and growth. The Declaration recognises what we've known for a long time: through digitalisation, a nation's economy can move beyond borders and through supply chains, reaching more people.

Digital trade is a key part of this global ecosystem. No longer is it just about buying or selling goods and services online but increasingly the transmission of information and data across the world. Nowhere is this more the case than in Singapore, who are spearheading the global movement to promote the free flow of data and open digital trade. Investment is being made in Singapore to establish an inclusive 5G ecosystem, develop digital technologies, and [digitalisation guidelines have been handed out to 23 different industries](#). This is in addition to multiple international agreements, such as the Australia-Singapore and New Zealand-Chile-Singapore Digital Economy Partnership Agreement (DEPA) – these modernise trade rules, reducing barriers for business and consumers, and lead the way in envisaging [how trade operates in the modern world](#).

Both Australia and New Zealand are key players in the digital trade environment. Australia recently opened dialogues with the Biden Administration in the hopes of [securing a digital economy trade agreement similar to the one it has with Singapore](#), and both nations are negotiating bilateral trade agreements with the EU containing [Digital Trade Titles](#).

However, with technological advances come new opportunities and gaps in security infrastructure for cyber attackers to exploit. Cyberattacks are becoming more frequent and complex as sophisticated pieces of malware are leveraged. It is becoming easier for attackers to take out certain pieces or 'links' due to the distributed nature of some systems. Cybercrime is now professionalised. How then, does one balance the competing needs for digitalisation with cybersecurity? The answer lies in using trustworthy software with a strong security architecture.

At TradeWindow – our digital platform utilises chief security measures. We employ a “defence in depth” multi-layered system. This incorporates four pillars:

1 Assuring authenticity

Credential security, multi-factor authentication and cryptography-based authentication and signature-schemes.

2 Assuring confidentiality

Barring unprivileged access to data and encryption of content that is only decipherable by legitimate recipients (in transit and at rest).

3 Assuring data integrity

Using immutable and incorruptible components (blockchain and other decentralised systems).

4 Assuring business continuity

Using enterprise grade architecture and practices of operation.

All of this means businesses have an added level of protection and security when exporting goods and interacting with finance and logistics providers, governments and other exporters and importers.

Blockchain is a way of recording transactions, or any digital interaction, in a way that is secure, transparent, highly resistant to outages, auditable and efficient. This helps to prevent fraudulent activities, detect data tampering, and strengthen operational resilience. Data encryption that TradeWindow uses protects confidentiality – reducing the risk of theft, destruction, or third-party tampering. Finally, there's multi-factor authentication, or 'MFA'. MFA is a tool requiring more than a username and password from anyone attempting to access a given system – this additional factor relies on an “out-of-band” mechanism, outside of the same network, thus raising the barrier of an account take-over or compromise from attackers.

As digital trade continues to develop, and digitalisation becomes an industry standard, cybersecurity must be a priority. TradeWindow's Cube platform is secure, ISO 9001 and ISO 27001 accredited. Most importantly, TradeWindow helps protect Australasian exporters and gives them the tools to trade with greater trust and ease.



Digital trade helps bring truth to the greenwash

by Rachael Williams, Customer Success Team Lead

While businesses are spending significant time tackling ongoing supply chain challenges, it's a great time to review additional areas of potential vulnerability, risk or opportunity. One such area is sustainability and provenance.

Your customers have a baseline expectation and assumption around your commitment to ethical and sustainable business practices. This is a growing expectation and is a topic that is increasingly being presented and discussed in industry forums, codes of conduct and legislation.

How does digital trade play a role for a sustainable supply chain?

Digital solutions are used for transparency and visibility across the supply chain. Not only do they create efficiencies, but digital tools help businesses and exporters to engage their customers, create trust, and enhance growth.

Traceability is one of the primary benefits that customers and consumers are seeing from digital trade. More and more, we are seeing requests for a record of how goods were sourced and moved through the supply chain. Those that can provide this information will begin to have an advantage over those that cannot.

Digital trade solutions using distributed ledger technology (DLT) help to improve data flows and keep data secure – this seamless transfer of data across the supply chain leads to the breakdown of silos and bridging of gaps. With more connection comes more visibility – the end goal being traceability of products and goods end-to-end.

Achieving end-to-end transparency is not easy – paper-based trade processes are the biggest bottleneck to improving data flows, and this comes down to a lack of standards and regulations across the public and private sectors. Encouraging the uptake of digital trade as well as introducing standards will help to stamp out 'greenwashing' (misleading or exaggerated claims of sustainability practices), and will actually help to build greater confidence for businesses with their sustainability reporting.

We are already seeing some TradeWindow customers experience the benefits of this end-to-end data flow whereby their product can be traced from farm-to-fork, with a single source of truth for all parties across the supply chain. Businesses can then use this data to create a baseline, set goals and targets and influence industry partners to do the same.



Redefining Trade

TradeWindow regularly catches up with some of the smartest and most interesting people in the trade sector, you can catch recent episodes of our podcast below.



The state of trade

with *Stephen Jacobi*

[Watch here](#)



Paperless from paddock to plate

with *Melina Lisignoli*

[Watch here](#)



The Ruakura Superhub

with *Dave Christie*

[Watch here](#)



Prefer to just listen?
Check out our latest episodes on [Spotify](#) or [Apple Podcasts](#).

PRODUCT UPDATES

Ever wondered what's been going on behind the scenes at TradeWindow? Check out our latest and greatest product updates.

Introducing



With supply chains disrupted due to COVID-19, freight forwarders are increasingly being demanded to reduce delivery times and costs. Trade Window Freight can help freight forwarders stay competitive by updating outdated processes through its unique technology.

TradeWindow Freight builds on the 20+ year legacy of Cyberfreight, combined with the new generation technology smarts of TradeWindow who they joined forces with earlier this year (April 2021).

The technology gives freight forwarders greater control and visibility of each supply chain stage - all while reducing costs, errors and delays associated with manual processes.

Known for its competitive pricing and stand-out support and service – TradeWindow Freight offers modules spanning accounts, freight and customs management, order tracking, local transport and warehousing. A flexible rental model means you only pay for what you need.

Find out more about TradeWindow Freight [here](#).



Automated digital Certificates of Origin (CFTA, AANZFTA and Non-FTA origin certificates)

TradeWindow's Origin service is an automated Certificate of Origin issuer authorised by New Zealand Customs. The service has approved over 100,000 Certificates of Origin, covering markets and industries worldwide, with a client base of over 250 New Zealand exporters and freight forwarders in sectors including dairy, meat, seafood, honey, fresh produce, and retail.

The web-based solution is now part of the TradeWindow ecosystem of products and can provide superior, expedited, and cost-effective Certificate of Origin service,

TradeWindow Origin meets quality, performance, technical expertise, competence, and professional judgment standards. The service operates to government regulations, national and international standards and has a highly qualified and experienced technical team. We operate under ISO 27001, 1720, & 9001.

Learn more about TradeWindow Origin and start your journey towards a fully automated export management system by talking to our Customer Success team today - customer-success@tradewindow.io

Tradewindow Origin

Benefits:

- Offers quick turnaround time for export documents, including after hours and weekends.
- Empower your team with in-depth specialised knowledge.
- Keep up to date with regulations, standards, or rule changes.
- Our online system makes submitting certificates hassle-free. It learns and stores products and consignees for automation and tracks and traces your certificates whilst offering layers of security to ensure the integrity and protection of your data.
- Seamlessly integrates to your Prodoc system – meaning not having to leave your screen.

WHAT'S HAPPENING?

NZ-UK Fair Trade Agreement

Earlier this month, the UK government released details around how the NZ- UK trade negotiations are progressing. The Free Trade Agreement (FTA) is likely to be agreed in principle by the end of September.

In positive news for exporters, tariffs on exports of honey and apples to the UK are likely to be significantly reduced and wine which currently faces tariffs of up to 20 pence per bottle is also expected to be cut. In return tariffs on British gin, chocolate, clothing and cars New Zealand imports are likely to be dropped.

However, some tariffs are still under negotiation, with the red meat sector a notable omission from the released documents. It's a particular point of contention, with New Zealand farmers calling for easier access to the UK, and concern from British farmers that removal of tariffs on agricultural goods would undercut UK producers.

While digital trade has been mentioned throughout the negotiations, what this will look like in practice remains to be seen. According to the New Zealand Ministry of Foreign Affairs and Trade (MFAT), the FTA will make it easier for companies of all sizes to do business in the UK, "including through digital means". MFAT has also committed "to look at modern digital trade provisions in recent agreements, including the Digital Economy Partnership Agreement, to form the basis of a digital trade chapter that recognises the contribution digital trade can make to economic growth and well-being". Importers and exporters will be watching closely as the deal is signed off and rolled out.

More detail on the FTA can be found [here](#).

EU Code of Conduct

One of the first deliverables of the Farm to Fork Strategy, the European Union Code of Conduct on Responsible Food Business and Marketing Practices, was recently implemented by the European Commission.

The Code encourages actors 'between the farm and fork' to voluntarily commit to actions that improve their sustainability performance and highlights the importance of data security across the supply chain.

The EU is Australia's 7th most valuable agriculture, fisheries, and forestry export market – worth an average of A\$2.2 billion from 2017-2020.

Exporters should monitor the commitments their importers make in the areas of animal welfare, sugar reduction and the decrease of greenhouse gas emissions in response to the Code. These actions could affect supply chains and opportunities in the EU market.

The European Commission's website has information for businesses interested in making commitments under the Code. Click [here](#) for more information.



Customer Spotlight



Producing more than 300,000 metric tons of finished goods annually and distributing to more than 70 countries, Open Country Dairy's (OCD) customers rely on them to deliver product on time and in specification. This is where TradeWindow Prodoc comes in. With each country having its own specific importing regulations, Prodoc has streamlined OCD's processes by generating highly accurate and secure export documents, mitigating any delays and errors which would have previously occurred with paperwork. View case study [here](#).



For Pacific Forest Products (PFP), it was their expansion that led them to seek out software-based solutions to simplify export processes and deliver efficiencies across the business. Supplying up to 1.7 million logs per month to countries such as China, India, Vietnam, Korea, the manual data entry required for exports was stifling potential growth. Prodoc eliminated the manual copying of data into spreadsheets and instead information was sent directly to NZ Customs Service at the click of a button. These efficiencies have allowed resources to be moved to where it really matters. View case study [here](#).

