

11 May 2018

AUSTRALIA'S TRADE COMMUNITY SYSTEM GLOBAL SHIPPERS FORUM

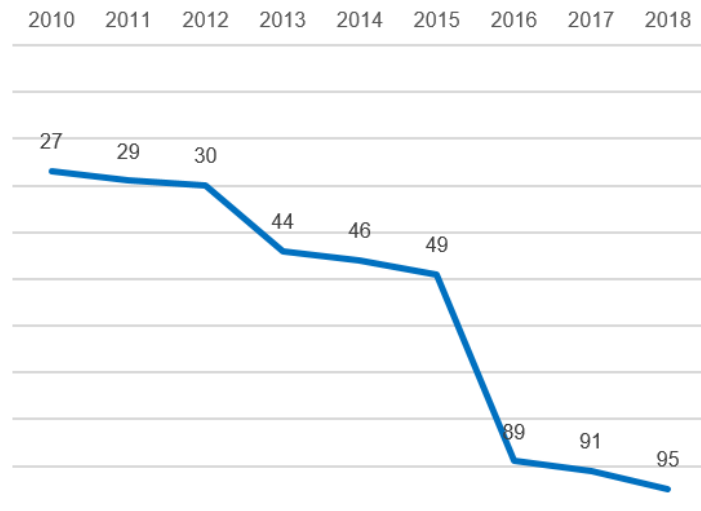
MATT KUPERHOLZ, PWC



Strictly private and confidential

Australia's productivity problem

Trading Across Borders - Australia's World Ranking



Source: World Bank

What has caused our decline in productivity?

- As a country, our peers have simplified and digitised; we have not
- International trade has increased in volume and complexity
- End customer price and service expectations have gone up through exposure to international operators

PROJECT BACKGROUND

PwC, the Australian Chamber of Commerce and Industry, and the Port of Brisbane have partnered to bring Australian international trade into the 21st century by *removing complexity* through a 'Trade Community System' which *links key supply chain information* and ensures *trust in that information* by using blockchain technology.

WATCH VIDEO



TRADE COMMUNITY SYSTEM

WHAT IS A TRADE COMMUNITY SYSTEM?

A platform where everyone involved in international trade can securely share their information to drive productivity and service innovation through trusted end-to-end visibility of the supply chain.



TRADE COMMUNITY SYSTEM

The TCS can facilitate secure **linking** of data between players...

TCS Portal

AUSTRALIAN TRADE COMMUNITY SYSTEM

Actors



Exporter /
Importer



Transport
Operators



Terminal
Operators



Shipping
Lines



Govt
Agencies



Container
Parks

Systems

Various
ERPs

Various
logistics
systems

1-Stop
Jade
A2B
etc.

Maersk
ANL
etc.

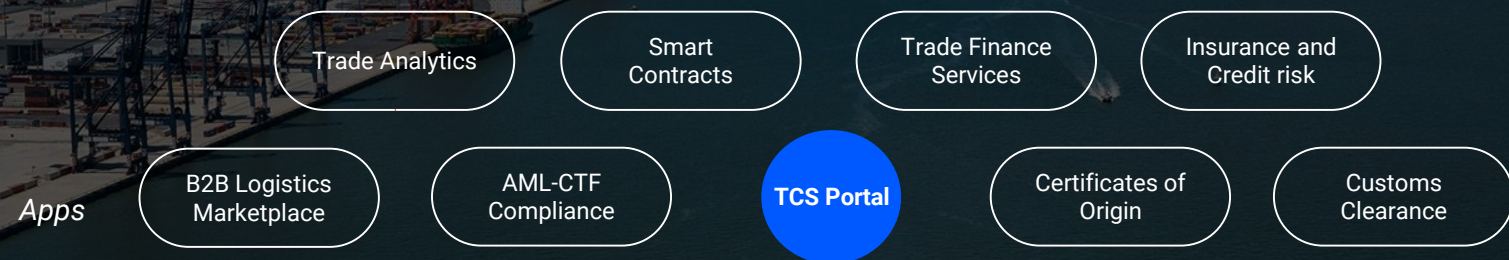
ICS
etc.

Container
Chain
etc.

..and between other supply chain platforms that are developing across the globe



...so industry can develop apps that drive productivity and service innovation





TRADE COMMUNITY SYSTEM

An open, secure and trusted data sharing platform

The data is owned and governed by its creator

The platform is operated independently of established supply chain interests

Easy to integrate and start using

It augments not replaces the systems that are already part of Australia's supply chains

Users access directly through a web portal or indirectly through their existing systems

Low to no cost to participate

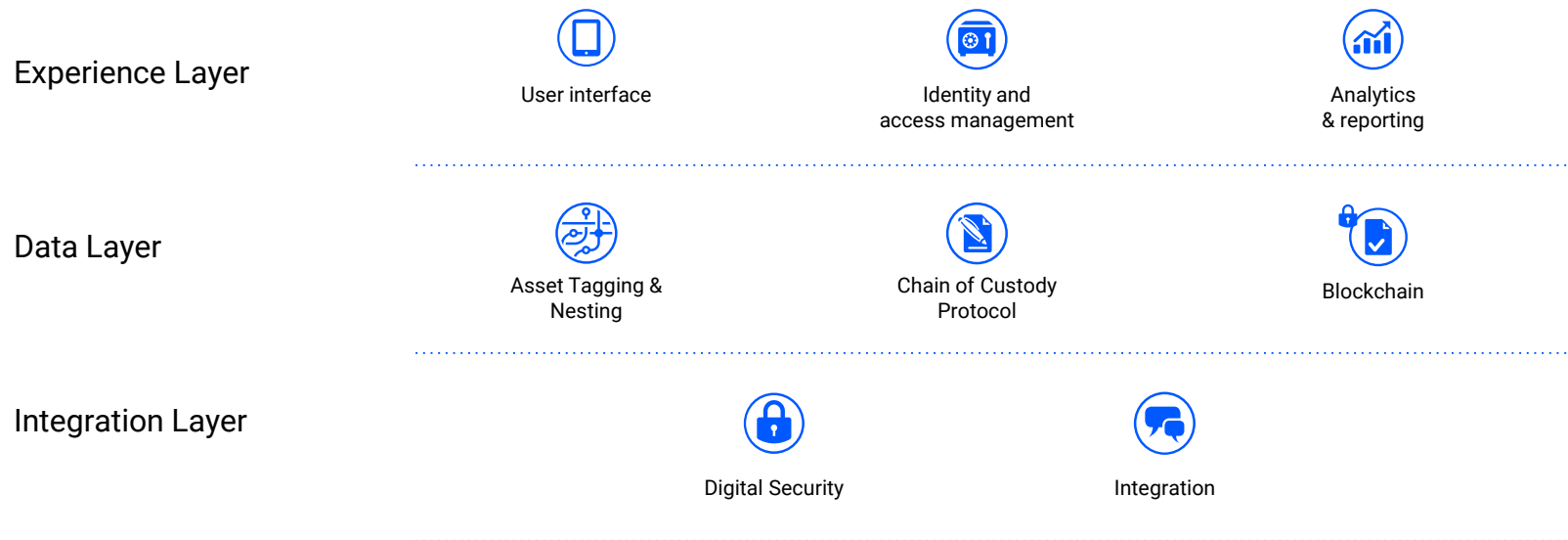
The platform does not make money from charging users to access data about the goods they are managing

The platform's revenue comes from the productivity and service innovations that the data unleashes

Visibility that delivers velocity and efficiency

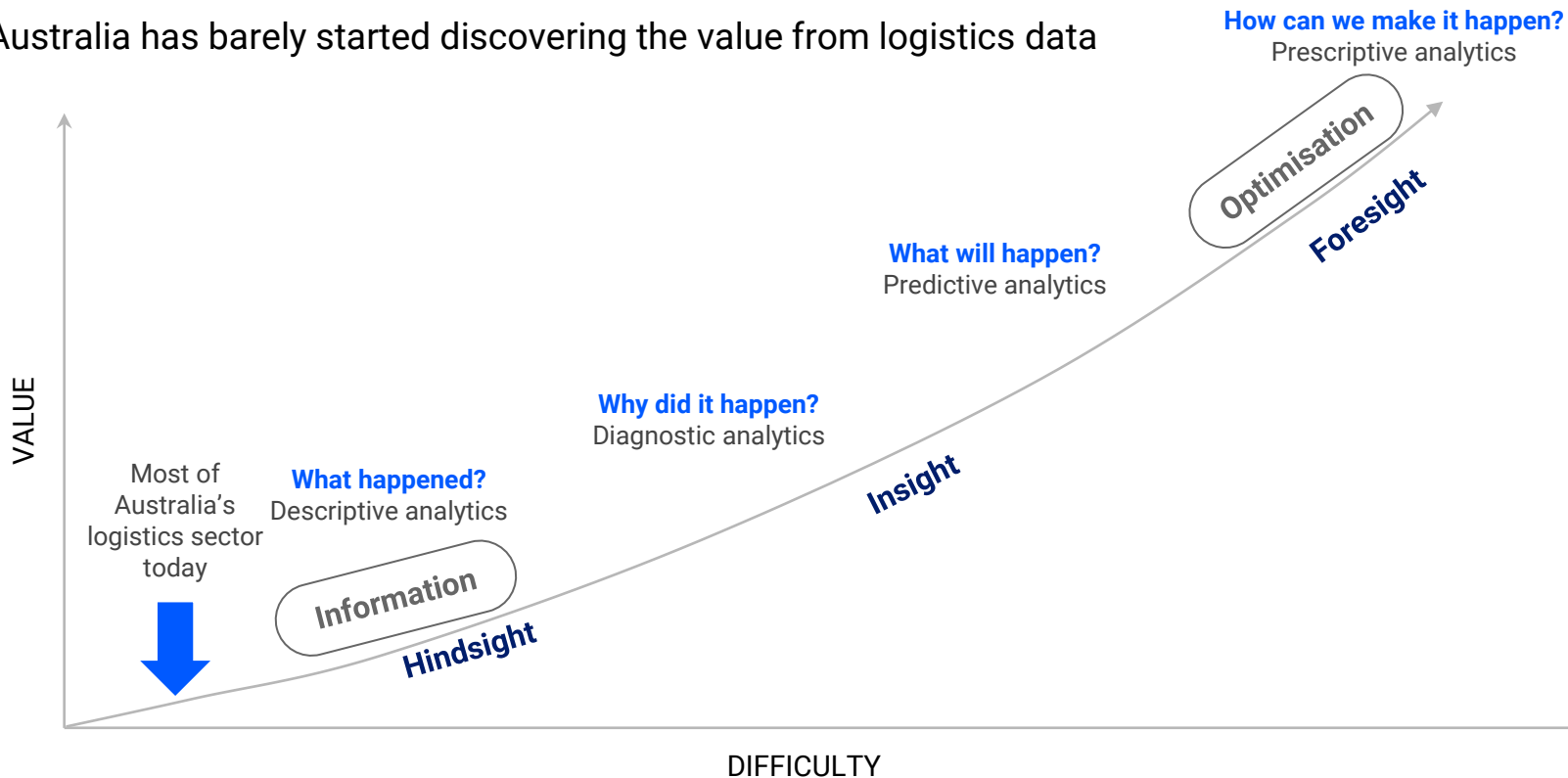
The platform will enable goods to flow through the supply chain more quickly and manage avoidable costs and fees

The TCS platform has three layers that use eight types of technology



Data driven productivity and service innovation

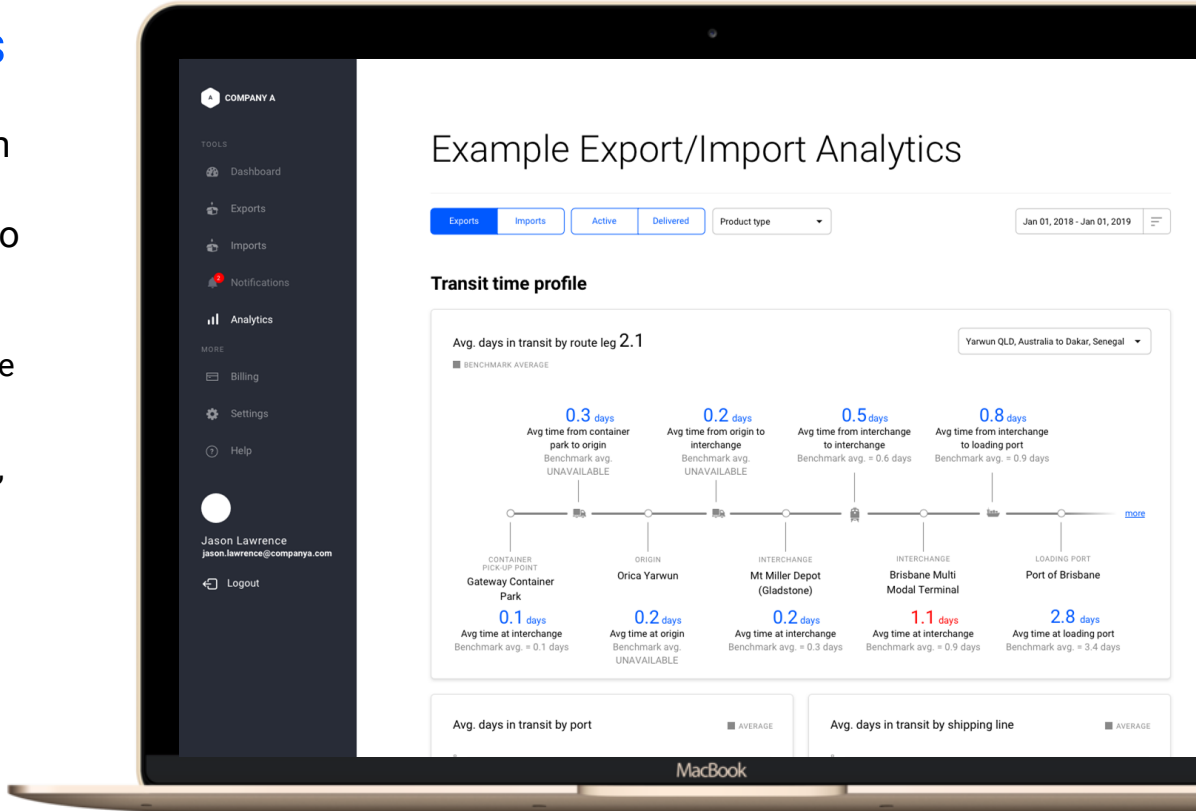
Australia has barely started discovering the value from logistics data



For exporters and importers

What if... you had your information from multiple sources consolidated, and **benchmarked against everyone else** who took the same trade route?

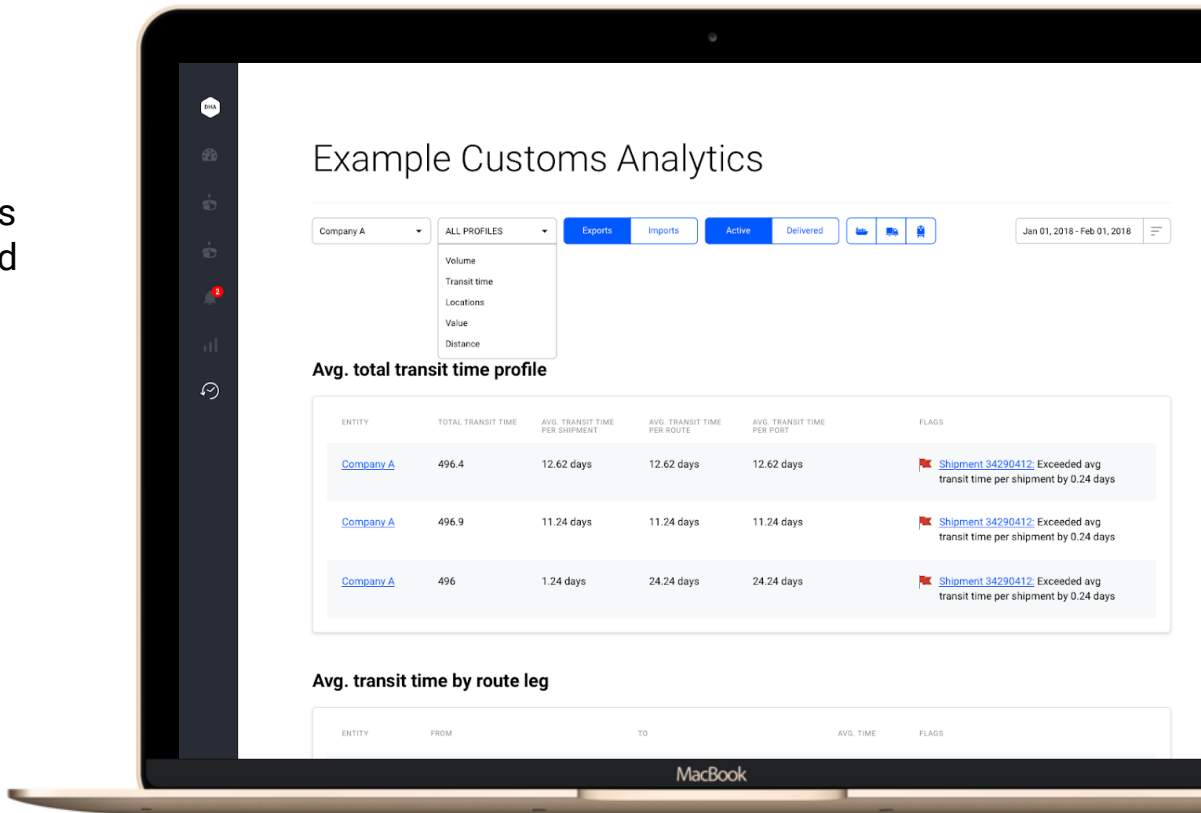
- See your average days in transit by route leg compared to others on that leg.
- See your average days in transit by port, shipping line, transporter operator and freight forwarder/broker.



For the Department of Home Affairs

What if... Customs Officers could access the data of every entity and event related to a shipment and apply **advanced risk algorithms** to automatically approve or target

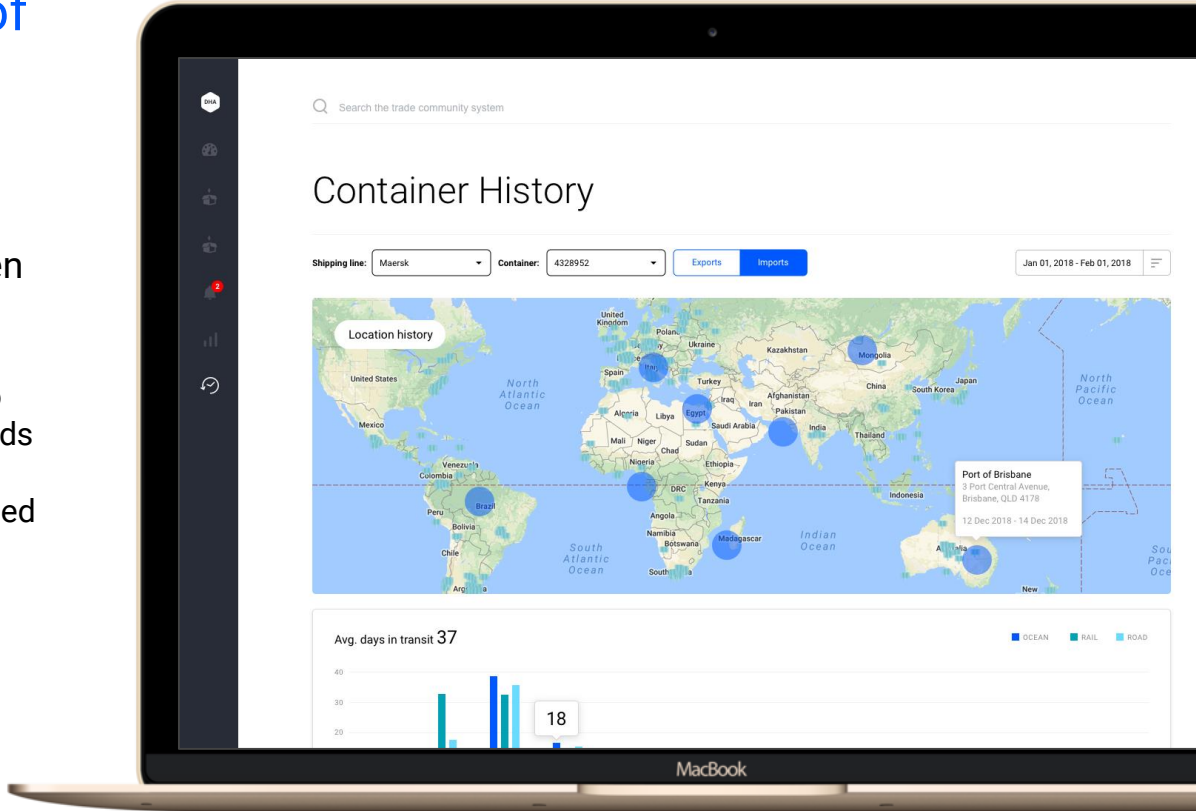
- A secure 'customs only' view allowed **irregularities to be flagged**. e.g. transit time on a high risk leg exceeded a threshold
- Parties with a record of blockchain assured activity, **got their goods faster**



For exporters or importers of specialist goods

Imagine if...there was a blockchain assured **history of a container's use** dating back days, weeks, months or even years?

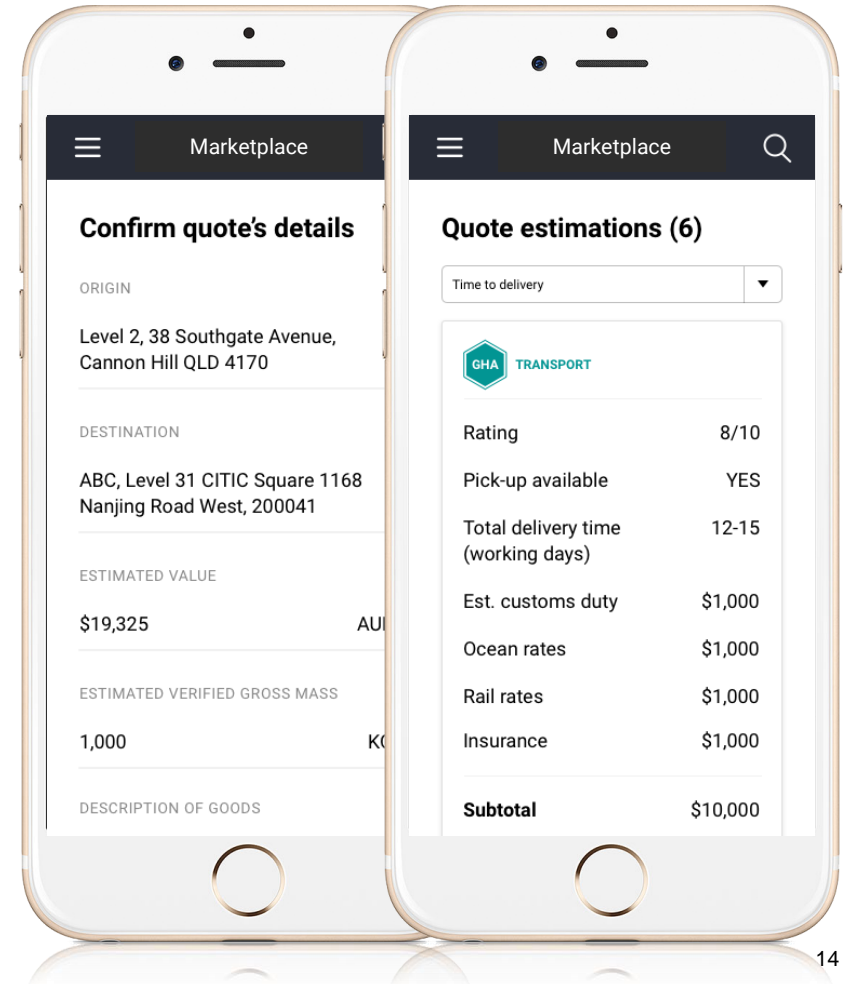
- You could be assured that there was no risk of cross contamination of your goods before the container was hired
- For example, as a food exporter may need assurance that its container had not recently held hazardous goods.



For all industry

What if importers or exporters could post a job on a [logistics marketplace](#) and let supply chain providers come to them?

- Improved transparency - Users have ability to compare rating, price, speed & service of your existing provider with any other supplier, freight forwarder or direct via shipping line..
- Ongoing improvement for providers - Aggregated customer feedback, and an ability to compare themselves to competitors and improve their service offerings.
- Democratisation of access to customers - Provides an even playing field for all supply chain service providers to access new opportunities



Thank you!

