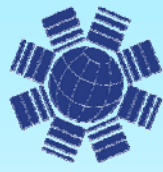




**APEC Symposium On Paperless Trading Capacity  
Building And Intellectual Property Protection  
People's Republic of China  
September 2007**

**Paper**  
**Tradelink and Digital Trade and Transportation Network**



**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)**





## Security Solution



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

Now	Immediate Future
<ul style="list-style-type: none"> <li>◆ <b>Support mainly Tradelink's e-Business Services</b></li> <li>– 320,000 + certificates issued</li> <li>– Pan-Asian E-Commerce Alliance mutual recognition</li> <li>– <b>Certificate Processing Services including</b> <ul style="list-style-type: none"> <li>- Mobile Validation Solution</li> <li>- Time-stamping Service</li> <li>- Online Certificate Validation Service</li> <li>- Professional Consultation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>Enterprise security solution for applications such as</b></li> <li>– Internet banking</li> <li>– Internet stock broking</li> <li>– Authenticity certification for professional bodies</li> </ul>
<ul style="list-style-type: none"> <li>▶ <b>Technology Standards</b></li> <li>– Accepted and Trusted by all popular browsers      - 99.3% browser ubiquity</li> <li>– Chained to GTE CyberTrust Root CA                      - 128 bit SSL encryption</li> </ul>	

## Our Key Services

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

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## Other Value-added Services

Services	Details
<b>Trader Documentation Services</b>	◆ web-based application solutions ◆ facilitates secure electronic document exchange for international trade transactions
<b>Electronic Shipping Orders</b>	◆ platform that assists shippers and forwarders to prepare and submit shipping orders and obtain draft bills of lading
<b>Automated Manifest Services</b>	◆ 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
<b>Digital Certificate</b>	◆ 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

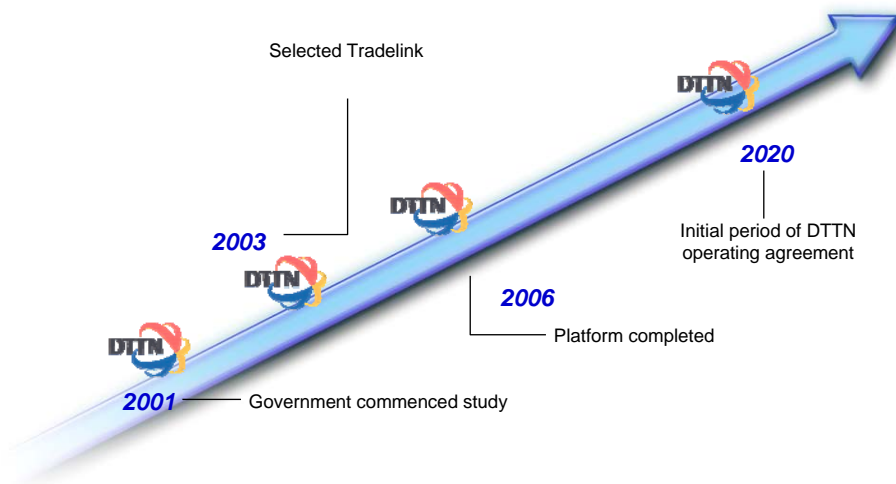
- **Three tiers with 100 + staff**
- **Dual call centers**
- **Sophisticated Customer Relation Management System**
- **Dedicated training centers**



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



## Genesis Digital Trade and Transportation Network (“DTTN”)



## 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

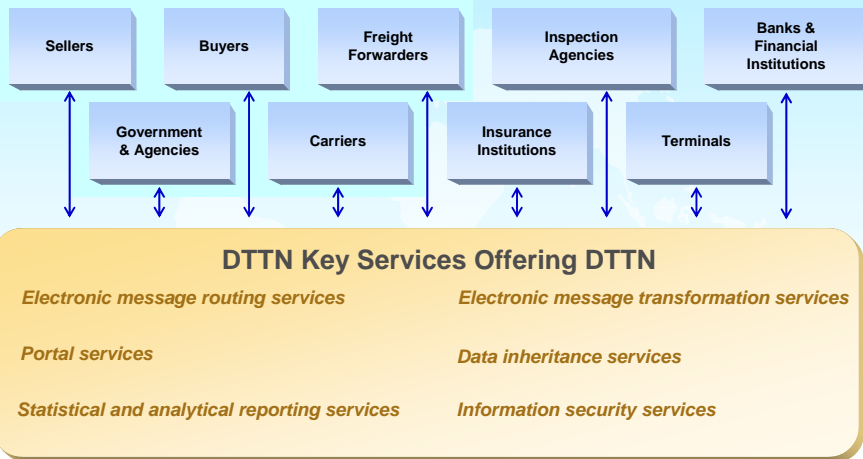
**Reliable, secure transformation and delivery of legally recognized electronic documents**

- ◆ 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

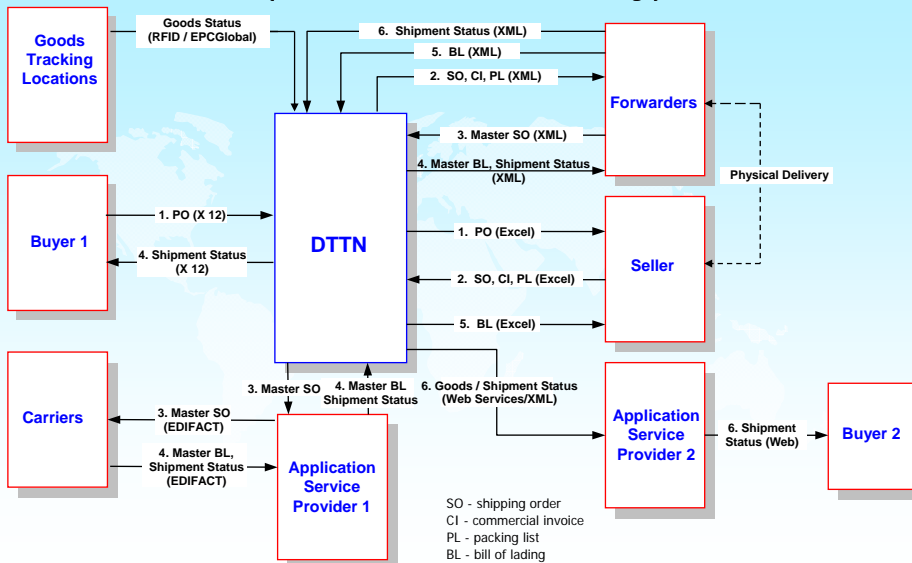


# Functional Blueprint of DTTN

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

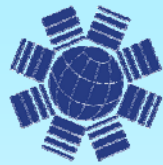
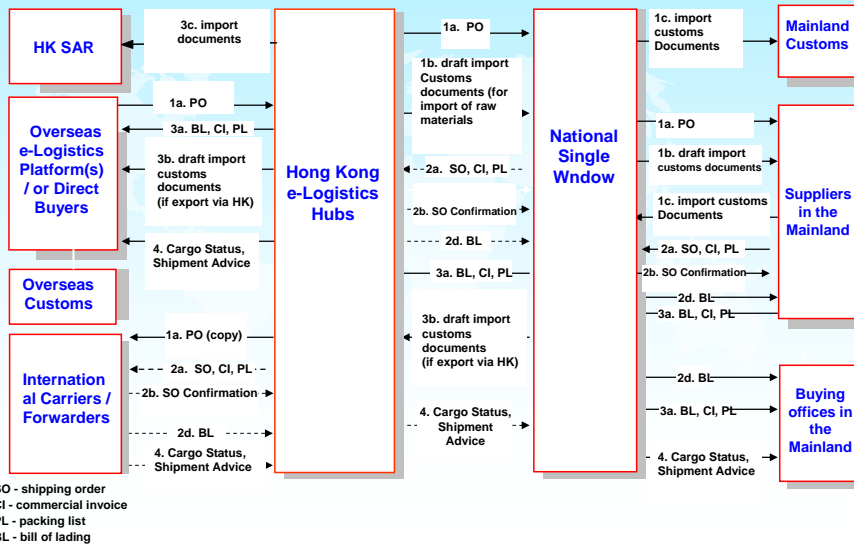


# DTTN Interconnection Example (Purchase to Delivery)





# DTTN Model for Worldwide Interconnections



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