



CASE STUDY



▶ TradeWindow- Redefining trade by refining trade practice

In an era characterised by rapid technological advancements and interconnected global economies, the traditional landscape of trade agreements is moving towards a transformative digital shift.

The cogs are already in motion - with the United Kingdom government passing the Electronic Trade Documents Act on 20 July 2023, granting digital documents the same legal status as physical trade documents. A key enabler that underpins the future of international trade.

The pioneering team at software company, TradeWindow, believes it is only a matter of time before other countries follow suit and, in recognising New Zealand's position as a trade-dependent nation, is ready to assist the country in being at the forefront of early adoption.

"We should be leading digitalisation of trade, given its fundamental importance to New Zealand's economy" says TradeWindow's Chief Executive Officer, AJ Smith, who isn't afraid of tackling issues that will make a global difference.



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Chief Executive Officer, AJ Smith



For a country geographically located at the bottom of the world, AJ noted the importance of digitisation if we want our exporters to remain internationally competitive.

“We are a long way from our primary markets, we have more costs. If we can use digital means to create efficiency, why would we not do that?”

TradeWindow’s solution is a purpose-built, scalable and global trade platform which offers streamlined trade compliance, secure end-to-end connectivity. The company’s customers include some of Australasia’s leading brands across dairy, meat, seafood, horticulture, timber, manufacturing and freight forwarding.

With the aim of democratizing trade and streamlining the necessary tools, the platform is designed to be inclusive, serving not only large exporters, but also effectively catering to small-to-medium sized enterprises.

While TradeWindow calls New Zealand home, its ambitions extend globally. The opportunity lies in a product that is not a ‘nice to have’ or optional, rather an integral part of shipping goods across the globe.

“There is no shortage of opportunity - compliance

drives adoption,” says TradeWindow’s Chief Strategy Officer, Andrew Balgarnie. “We are solving a significant problem, it’s about being selective

of where we can make an impact, we’re excited about the evolving our solutions to further our reach into new sectors and geographies.”

In 2011, four years since its establishment, TradeWindow achieved a significant milestone of listing on the NZX. This was instrumental in instilling confidence in their product and accelerating their momentum.

As they set their sights on venturing into new markets, the company’s primary objective is market presence - understanding differences in business culture and negotiating agreements, and building relationships within the countries they intend to operate in.

TradeWindow’s recent strategic agreement with UK-based technology company nChain is a testament to this, with nChain becoming the exclusive distribution partner for TradeWindow’s solutions across the UK and Scandinavia.

The outlook for TradeWindow is exciting, as they help propel industries, countries and economies towards a future of efficiency, prosperity and connectivity.