



## **Tradelink Speaks at “Regional Policy Forum on Trade Facilitation and SMEs in Times of Crisis”**

Tradelink was invited to speak at the “Regional Policy Forum on Trade Facilitation and SMEs in Times of Crisis” (“the Forum”) organised by United Nations Economic and Social Commission for Asia and Pacific and the World Bank Development Research Group, in collaboration with China Council for the Promotion of International Trade and the Asia-Pacific Research and Training Network on Trade. The Forum was held on 20-22 May 2009 in Beijing, China. At the Forum, Mr. Stephen Cheung, Senior Vice President, Business Development of Tradelink, shared his experience in the areas of customs procedures and trade logistics for SMEs .

This unique event brought together private and public officials from across the Asia Pacific region to raise awareness of the importance of trade facilitation and discuss the needs of SMEs within the context of the global recession. Particular emphasis was placed on technology-based trade facilitation measures, customs administration reforms, and trade logistics enhancements that can be used to reduce trade barriers faced by SMEs. Panelists included World Bank trade facilitation specialists, private sector technology experts, and senior government officials.

In view of its expertise in trade facilitation and SMEs development, Tradelink was invited to deliver a presentation on its experience on facilitating SME’s participation in trade. In the presentation, Mr. Cheung shared with the participants Tradelink’s vast experience not only in providing B-to-G services, but also through its wholly-owned subsidiary, B-to-B services on the Digital Trade and Transportation Network (DTTN) which is a secured, trusted community platform connecting all parties along the supply chain for electronic document exchanges with their trading partners. Mr. Cheung said, “Cumbersome customs procedures and inefficient trade logistics are major obstacles for SME participation in international trade. With the objective of enhancing efficiency of business transactions along the supply chain, DTTN serves as the catalyst, in particular for the SMEs, to adopt e-commerce in a cost-effective manner, helping them to enhance competitiveness.”