



Partnership/MOU Overview

Contains Confidential and Proprietary Information https://icttm.org

Legal Name: International Centre for Trade Transparency Limited

Incorporation: United Kingdom

Company Number: 14500902

Office: 71-75, Shelton Street,

Covent Garden, London, WC2H 9JQ. United Kingdom

Website: <u>www.icttm.org</u>

Email: info@icttm.org

Subsidiary of: The International Trade Council

About the ICTTM

The International Centre for Trade Transparency (ICTTM), a subsidiary of the International Trade Council (ITC), stands at the forefront of revolutionizing global trade practices. With a steadfast commitment to fostering transparency, compliance, and innovation, ICTTM introduces cutting-edge solutions like ADAMftd. This platform is designed to empower businesses of all sizes with tools for in-depth supply chain analysis, risk management, and compliance with international regulations.

Key Highlights:

- Global Reach: Partnered with governments, chambers of commerce, and industry associations worldwide to set new standards in supply chain transparency.
- Real-World Solutions: Offering a suite of solutions including ADAMftd for unparalleled insights into market trends, due diligence, risk management, and supply chain mapping.
- Data-Driven Decision Making: With access to billions of historical and real-time trade data points, ADAMftd forecasts future trade trends, enabling users to make informed decisions based on customer and competitor data, market demands, and predictive analytics.
- Global Impact and Accessibility: Aimed at creating equity in international trade, ICTTM strives to make
 advanced data analytics and supply chain tools accessible to all businesses, regardless of size, promoting
 fair competition and sustainable economic growth.

Join us in shaping the future of international trade, where transparency leads to trust, innovation fosters growth, and collaboration drives success.

Some Existing Chamber and Government Partners



Our Proposal

We propose to sign a Memorandum of Understanding covering the following areas:

- 1. Offering free unlimited web access to the ADAMkyc software (sanctions avoidance / compliance) for your organization and its members.
- Offering free first market access for a period of 6 months for the ADAMftd software tool (supply chain mapping, market intelligence, company intelligence, trade compliance) for your organization and its members.

Includes:

- Custom branded information portal with materials.
- Custom branded educational resources.
- Free advertising via the <u>supplychainreport.org</u> for your organization and your constituents.

About our Platforms

- 1. <u>ADAMkyc</u> A PEP, Sanctioned Entity, and Disbarred Individuals screening tool designed to help organisations comply with <u>mandatory</u> Anti-Money Laundering Laws, Supply Chain Transparency Laws, Sanctions Laws, Know-Your-Customer Laws. Provides a single look-up for individuals, companies, other legal entities, bank accounts, crypt-currency wallets and other assets. Includes searches of sanctioned entities, disbarred entities, wanted entities, oligarchs, beneficial owners, politicially exposed individuals, financial crime, negative media and more. This helps reduce reputational and financial risk to businesses.
- 2. <u>ADAMftd</u> A solution combining the ADAMkyc solution and datasets from customs agencies, shipping documents, rules of trade, taxes and tariffs, company information and other regulatory information related to international trade. Together this data forms the basis for an AI-powered statistical analysis tool which is designed to *enable companies to locate buyers and sellers, understand historical and future pricing and demand, perform risk analysis, calculate landed costs, know the market entry rules for each product, map supply chains, perform due diligence on suppliers and potential customers, perform competitive analysis, reach out to potential partners and predict future market demand.*

Benefits to Your Chamber

- Enhanced Reputation: Position as a forward-thinking leader by offering advanced trade tools and insights.
- Community Strengthening: Foster a robust business community with resources for growth and sustainability.
- Global Networking Facilitation: Access GDPR-compliant contact information for global business connections.
- Educational Resource Hub: Become a central source of knowledge on trade regulations, market trends, and strategic planning.
- Operational Efficiency Support: Promote supply chain optimization and regulatory navigation among members.
- Risk Management Leadership: Provide tools for risk analysis and compliance, reducing members' legal and financial risks.
- Technological and Innovation Champion: Encourage adoption of the latest technologies and innovation within the business community.

Benefits to Your Members

- Market Intelligence Access: Gain insights into global market data, including pricing analytics and supply chain mapping.
- Competitive Advantages: Utilize competitor analysis and predictive insights to stay ahead in the market.
- Compliance Ease: Navigate international trade regulations with ease, avoiding potential penalties.
- Risk Mitigation Tools: Protect business operations with sanctioned entity matching and avoidance detection.
- Supply Chain Enhancements: Increase supply chain transparency and efficiency, ensuring resilience.
- Adaptive Alerts: Receive timely notifications on supply chain and regulatory changes for quick adaptation.
- Growth Opportunities: Leverage predictive analytics for strategic expansion in local and international markets.
- Strategic Decision-Making Empowerment: Equip with the knowledge and tools for informed business decisions and market exploration.

Our Board Members



Lord JD Waverley

- Member: House of Lords
- Interest: International affairs
- Co-Chair Trade & Investment All Party Parliamentary Group
- Co-Chair Future UK Freight & Logistics All party Parliamentary Group
- Founder: GoGlobal Trade
- Chair: Capital Finance International (CFI)
- Co-Chair: International Trade & Investment Council (DC)



H.E. Sven Jürgenson

- Diplomat
- Former Head of UN Security Council
- Former President of UNICEF Executive Board
- Former Ambassador of Estonia to the United Nations



Hon. David Wells (Chair)

- Senator Senate of Canada
- Member of the Institute of Corporate Directors
- Former Deputy CEO of Canada's offshore petroleum regulator
- 35 years experience in international business development

Our Board Members



Hon. lain Evans

- Chairperson, Seafood Industry South Australia
- Chairperson, Southern Rock Lobster
- Chairperson, Lenswood Cold Stores Co-Op Society
- Member of the Board, Citrus Australia
- Former Director, Crime Stoppers South Australia
- Former Shadow Minister of Finance, South Australia
- Former Minister for Environment and Heritage, South Australia
- Former Minister for Industry and Trade, South Australia
- Former Minister for Police, South Australia& Investment Council (DC)



Hon. Charles Mok

- Current Trustee Board of Trustees of the Internet Society
- Current Visiting Scholar at Stanford University's Global Digital Policy Incubator within the Cyber Policy Center.
- Founder of Tech for Good Asia
- Advisory Board Member Surrey Law and Technology Hub, School of Law of the University of Surrey
- Former Member of the Legislative Council in Hong Kong
- Former President of the Hong Kong Information Technology Federation
- Former Chair of the Hong Kong Internet Service Providers Association
- Former Director of the Hong Kong Internet Registration Corporation

Our Advisory Board



Ranjani Rangan (Singapore)

- Executive Director of Changi Travel Exchange (a wholly-owned subsidiary of Changi Travel Services and the Changi Airport Group)
- Approved by the Monetary Authority of Singapore to head a Financial Institution
- Director at Olimea Advisory, Provider of M&A, Incorporation, AML/CFT Advisory and Training Services
- Board of International Trade Council



Dr Olga Trofymova (Ukraine)

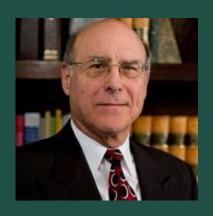
- Manager of the Ukrainian Association of Management Consultants CMC-Ukraine
- Director, EIT Manufacturing, Manager Likraine
- Director, Ukrainian Automotive Cluster
- Co-Founder Ukrainian Cluster Alliance
- Quality Center Ukraine, Director
- PhD in Industrial Economics, National Technical University, Kharkov, Ukraine



Dr Abdallah Nassereddine (Lebanon)

- Economic Attaché at the Embassy of Lebanon in Washington, D.C
- Guest lecturer at George Washington Universitu
- Assistant Dean, Associate Professor in Economics, Faculty of Business Administration, Beirut Arab University
- Visiting Lecturer in Economics, American University of Beirut
- PhD in economics from the University of Kent in the UK

Our Advisory Board



David J. Habib (United States)

- Founder Law Office of David J Habib
- Current Adjunct Faculty Member of International Business Law, California Lutheran University
- Vice Chair. District Export Council of Southern California
- Former Adjunct Professor, International Business Law, Santa Barbara City College
- Former, Chief Operating Officer, Avalon Group Ltd
- Former Judicial Intern, U.S. Supreme Court
- Former staff counsel for Saudi National Oil Company "Aramco"



Jenick Radon (United States)

- Founder of Radon Law Offices
- Adjunct Professor at Columbia Universitu
- Founder/Director of Eesti and Eurasian Public Service Fellowship
- Former Lecturer at Stanford University
- Board Member of Various Institutions
- Key Drafter of Nepal's Interim Peace Constitution (2006)
- UN Global Compact Academic Initiative Member
- Executor/Trustee of Vetter Pharma, Germany
- Fulbright Scholar at Makerere University Law School, Uganda
- Author of Numerous Articles and Reports
- Awards Including Medal of
 Distinction of the Estonian Chamber of
 Commerce, Order of Honor of Georgia,
 Dr. Susan Aurelia Gitelson Award for
 Human Values in International Affairs.



Burcu Cetinkaya (Turkey)

- Professional Champion Rally Car Driver, TV Producer, Reporter and Journalist
- Communication Professional, Türkiye Turing ve Otomobil Kurumu ·
- Program Host and International Representative of Agro TV Turkiye
- Former Moderator of the EKOTURK news channel
- Former Reporter for the Turkiye Gazeesi
- Former TV Reporter and Host for Kanal 24
- Former Program Host BloombergHT

Other Relevant Information

Universal Problems for Businesses

- 1. Unpredictability of global supply and demand of goods world wide
- 2. Difficulties in finding new customers and suppliers
- 3. Increased costs *(paperwork, processes, compliance, finance, insurance)*
- 4. Difficulty mitigating risk (financial, reputational, compliance)
- 5. Market entry challenges
- 6. Problems forecasting future demand

+ 330 MILLION COMPANIES GLOBALLY ARE ESTIMATED TO BE AFFECTED BY SUPPLY CHAIN

TRANSPARENCY LAWS

Other Reasons Why These Tools Are Important

Legislative Requirements: Rapid legislative changes in supply chain transparency affect 330m+ companies globally, and for which there is no functional solution – *yet*. There are also 'know-your-customer' and supply chain mapping legal requirements that are overlooked by the majority of businesses globally – posing serious reputational and financial risks to non-compliant organizations.

Market Access: Global supply chains are moving faster than ever. Organizations need access to real-world supply chain data to help inform their decisions, predict and plan around disruptions, and compete with both new and established players on equal footing.

Counterfeit and Fraud in International Trade: OECD estimates this at almost 1 trillion USD per annum (2022). This does not include 13%+ of international trade documents which have errors (country of origin, HS Code, description mis-matches, incorrect quantity or weight, price issues etc).

EXISTING RELATIONSHIPS



Chambers of Commerce



Corporations



Government Export
Promotion and
Investment Agencies

A PLATFORM COMBINING THOUSANDS OF DATA SOURCES INTO A SINGLE TOOL

Customs Data Bills of Lading **Shipping Data Statistics** Rules of Trade Tariffs and Taxes **Anti-Dumping Phytosanitary Packaging** Free Trade Agreements Weather **Port Congestion** Satellite



Official Government Company Registries International and Country Specific Sanctions Lists Lists of Current and Former Politicians, Ambassadors, Diplomatic Representatives and High-Level **Government Officials** International Lists of Terrorists and other types of Banned Persons and Organizations **Economic Sanctions Lists** INTERPOL Red and Yellow Notices Terrorism Financing Lists Ransomware Cryptocurrency Addresses Ship Tracking Databases OCC Enforcement Lists Weather Databases **Debarred Providers** Oligarch Databases Disgualified Directors Databases Government Tender Databases Consolidated Screening Lists Lists of Frozen Assets Aircraft and Ship Registries Government Procurement Databases

Target Users: Corporate

Import/Export

- Manufacturers
- Exporters
- Importers
- Distributors
- Independent Sales Representatives
- Retailers

Logistics

- Brokers
- 3PLs / 4PL
- Shipping Companies
- Supply Chain Management
- Warehousing Companies

Legal and Professional Organizations

- Financial Institutions (including trade finance)
- Insurance Firms
- Accountants
- Asset Management Companies
- Trade Compliance

Market Research

- Consulting Firms
- Trade Show Organizers
- Market Research Companies
- Lobbyists

Target Users: Government

Ministries

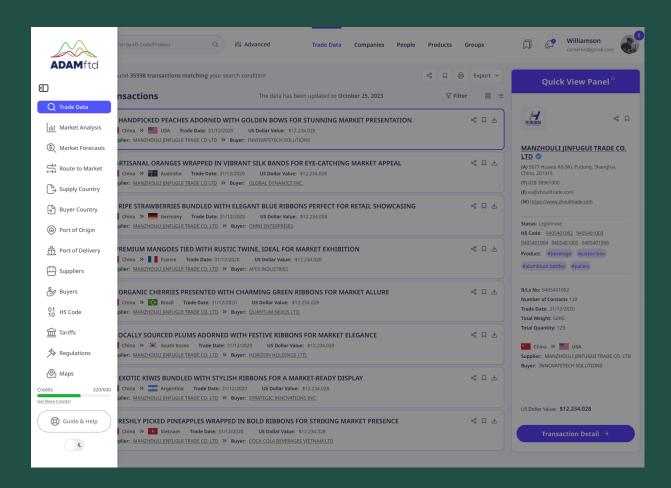
- Labour
- Economy
- Agriculture
- Infrastructure
- Energy
- Health
- Innovation
- Economy
- Foreign Affairs
- Finance

Agencies

- Customs
- Statistics
- Export Promotion Agencies
- Government Procurement
- Investment Promotion Agencies
- Economic Development
- Embassies, Consulates (Economic Diplomacy / Trade Commissioners)



AN EASY TO USE GLOBAL PLATFORM

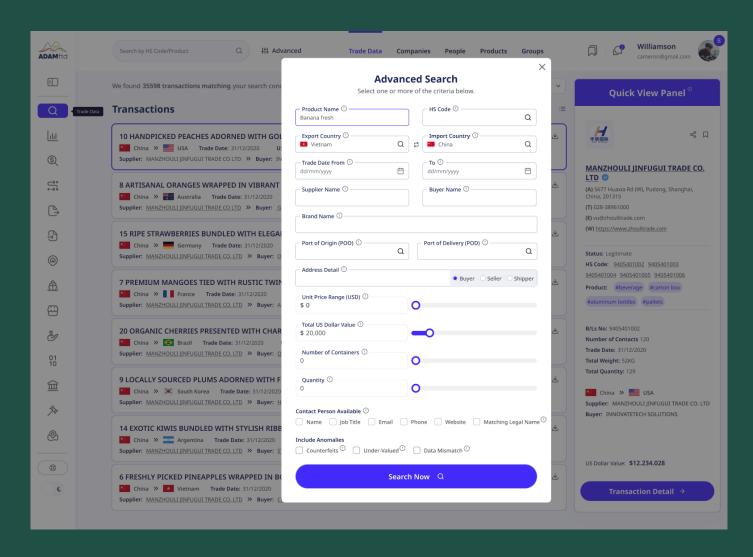


Easy to use platform showing:

- <u>Trade Data for Any Product</u> <u>Worldwide</u>
- Detailed Market Demand Analysis
- Individual Product Pricing
- Enhanced Bills of Lading
- Market Forecasts
- Routes to Market
- Supply Country Availability
- Buyer Country Demand
- <u>Supplier Information</u>
- Buyer Information
- Ports of Origin Analytics
- Ports of Delivery Analytics
- Product Details (Product / HS Code)
- Tariffs
- Regulations
- Maps



SEARCH FOR ANY PRODUCT GLOBALLY

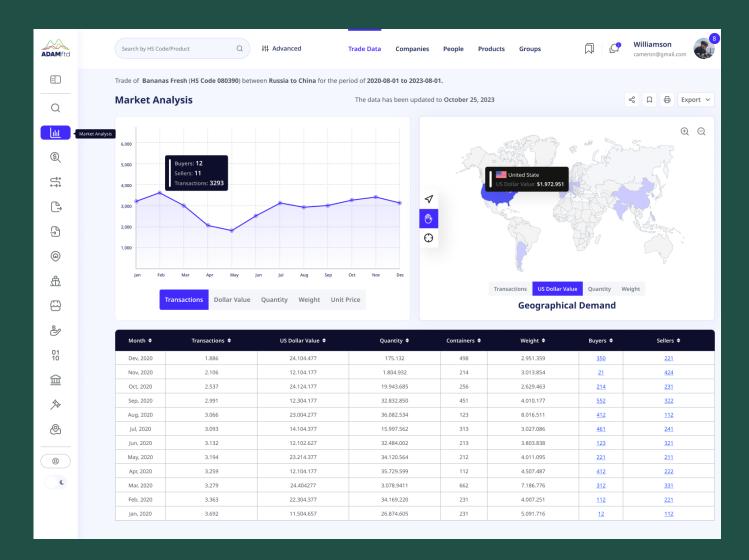


Search real world customs records using any combination of the following:

- Product
- HS code
- Export country
- Import country
- Supplier name
- Buyer name
- Brand name
- Port of origin (sellers port)
- Port of delivery (buyers port)
- Address
- Unit price (range)
- Dollar value (range)
- Number of containers (range)
- Quantity (range)
- Personal details
- Anomalies (counterfeit, under-valued, data mis-match etc)



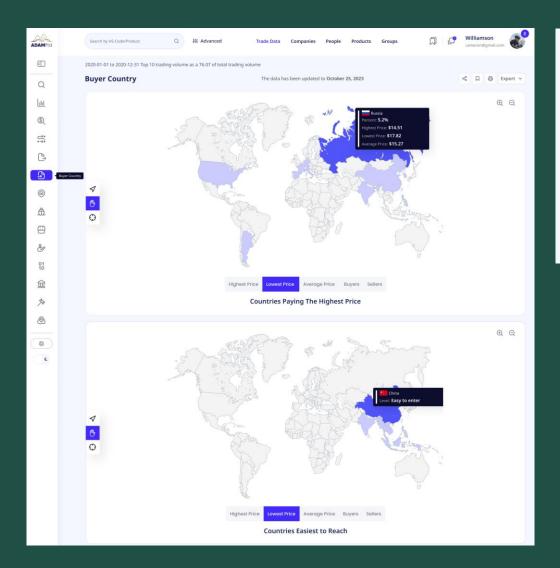
ANALYSE GLOBAL MARKET DEMAND



Understand which markets are the best in terms of pricing, demand, growth, number of buyers, competitors etc...



PERFORM GEOGRAPHICAL ANALYSIS

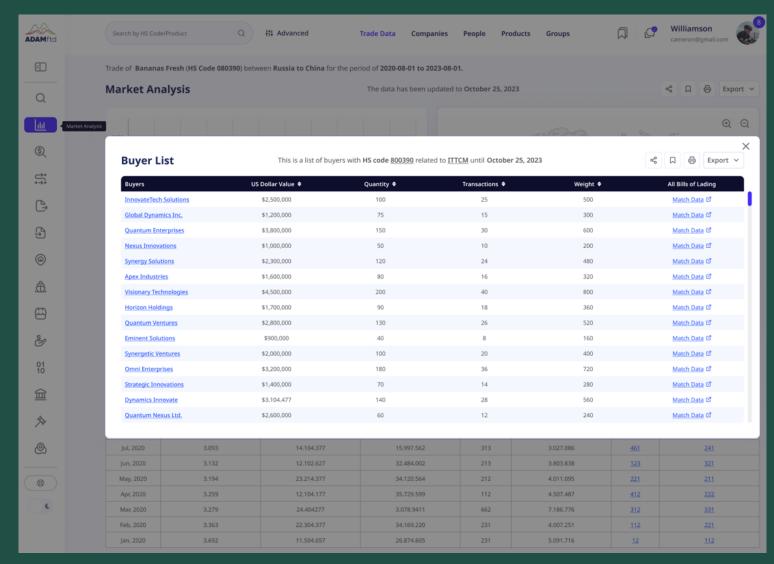


Buyer Country	Highest Price 🗢	Lowest Price 🗢	Average Price 🗢	Buyer 💠	Sellers ♦
* China	\$21.51	\$19.82	\$15.27	350	12
Russia	\$14.51	\$17.82	\$15.27	21	112
United States	\$52.12	\$25.71	\$14.51	214	312
Germany	\$15.29	\$13.74	\$13.27	552	412
Philippines	\$24.76	\$21.84	\$16.32	412	350
France	\$15.27	\$24.69	\$13.67	461	221
Poland	\$24.69	\$15.27	\$14.42	123	123
■ Italy	\$21.84	\$24.76	\$15.20	221	461
Spain	\$13.74	\$15.29	\$16.33	412	412
India	\$25.71	\$52.12	\$16.13	312	552
- Argentina	\$17.82	\$14.51	\$15.17	112	214
South Korea	\$19.82	\$21.51	\$13.27	12	21

Learn which countries will pay the highest price, lowest price, have the largest trade volumes, largest numbers of buyers or sellers, are the easiest to reach, have the lowest trade barriers etc.



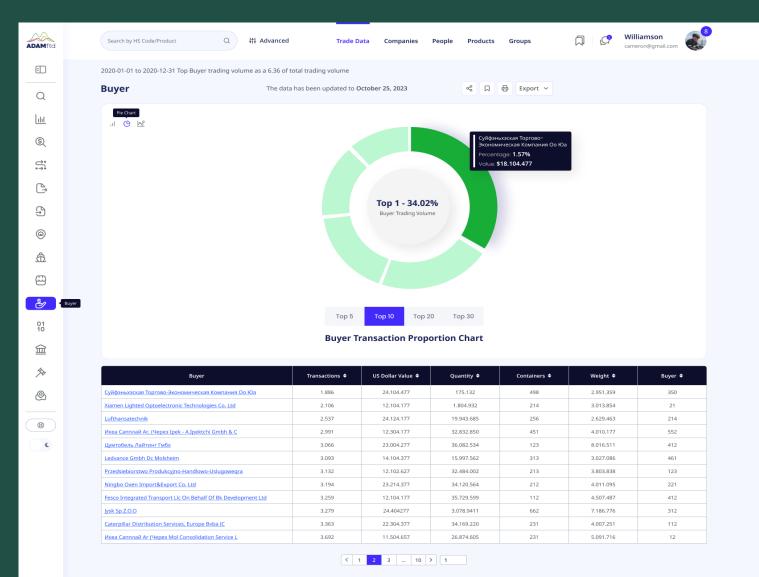
PIN-POINT GLOBAL BUYERS



Locate exact buyer and seller information for every product.



PIN-POINT GLOBAL BUYERS

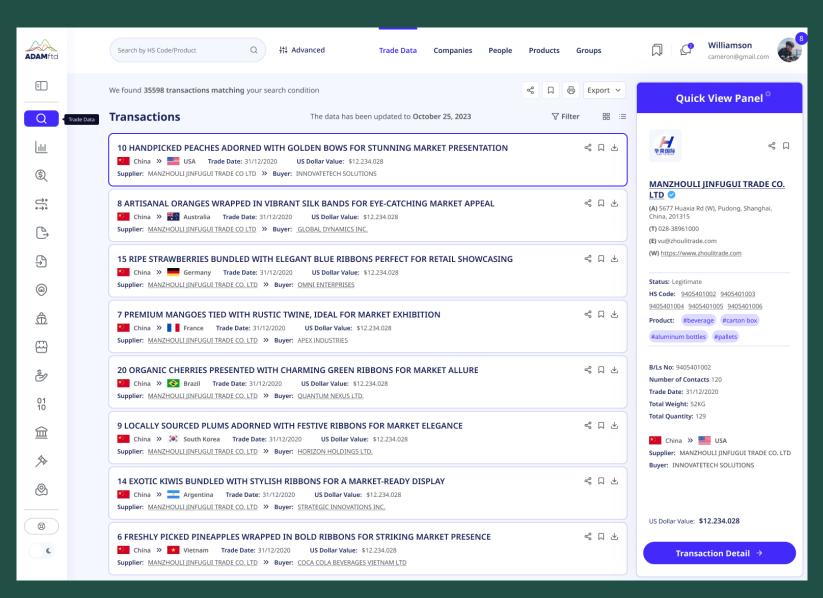


Company name data is amalgamated, de-duplicated, and correlated against official company registration information.

- Transactions
- US Dollar Values (Total)
- Unit Price Paid
- Quantities
- Containers
- Weight
- Rankings



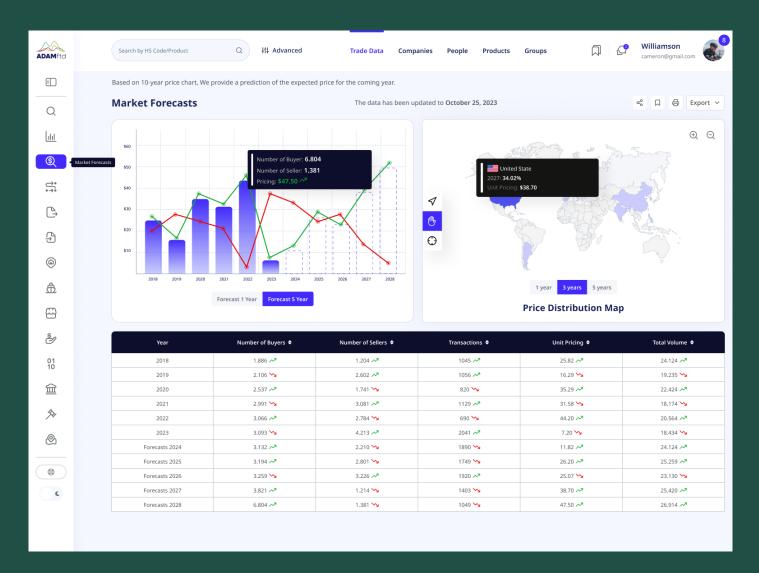
VIEW HISTORICAL TRANSACTIONS



- View detailed shipment information taken directly from government customs records and bills of lading.
- Company names correlated against official government records.
- Identifies discrepancies including pricing (vs regional or global average), incorrect HS code, incorrect product descriptions, exchange at sea, and other anomalies.



FORECAST FUTURE DEMAND

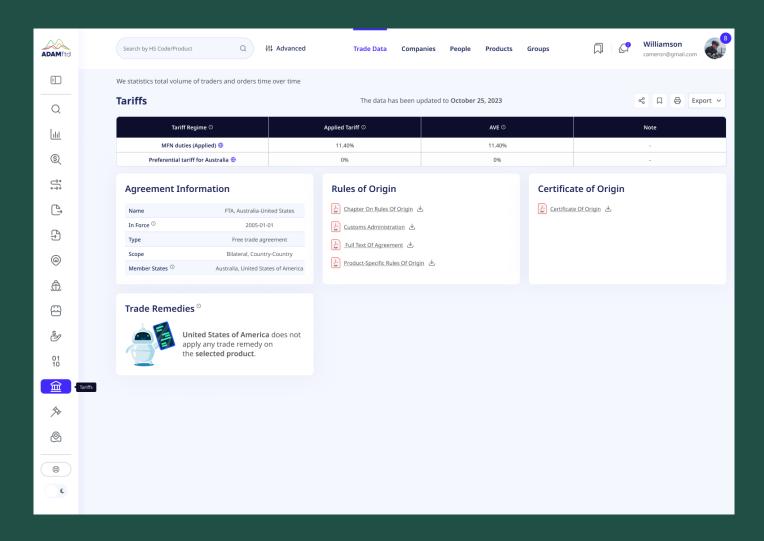


Forecasting of:

- Unit Price
- Quantity
- Demand
- Number of Buyers
- Number of Sellers



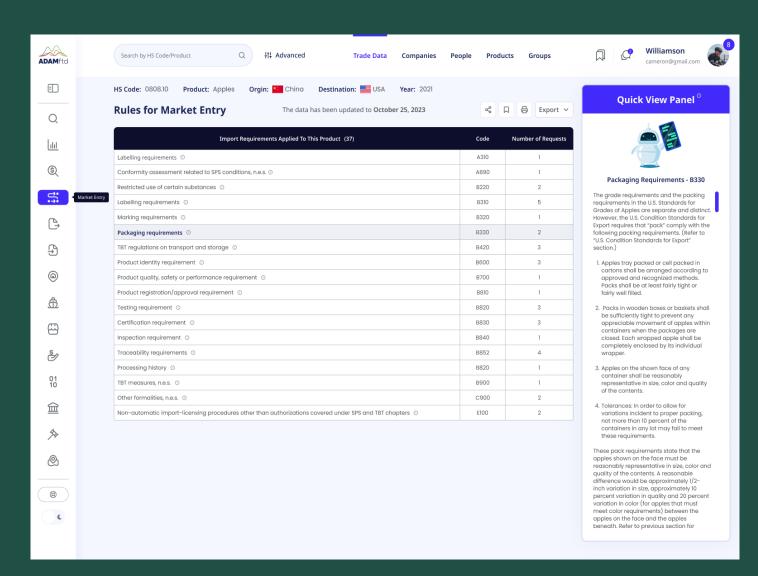
UNDERSTAND TARIFFS, TAXES & FTAS



Understand all taxes and tariffs associated with a particular product in a specific market.



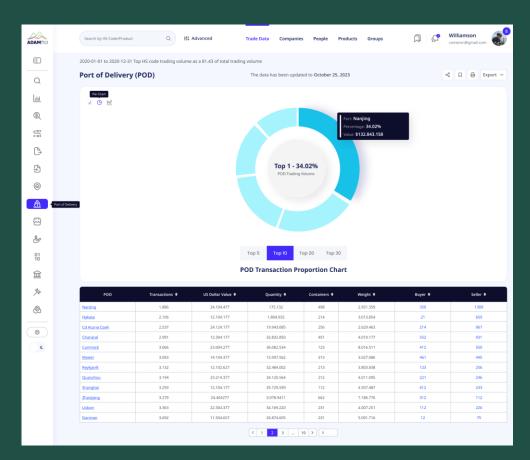
LEARN RULES OF MARKET ENTRY

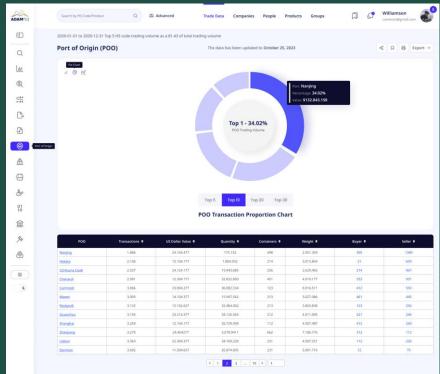


Detailed information on the rules for market entry for any product for any market – globally.



NAVIGATE TRADE ROUTES

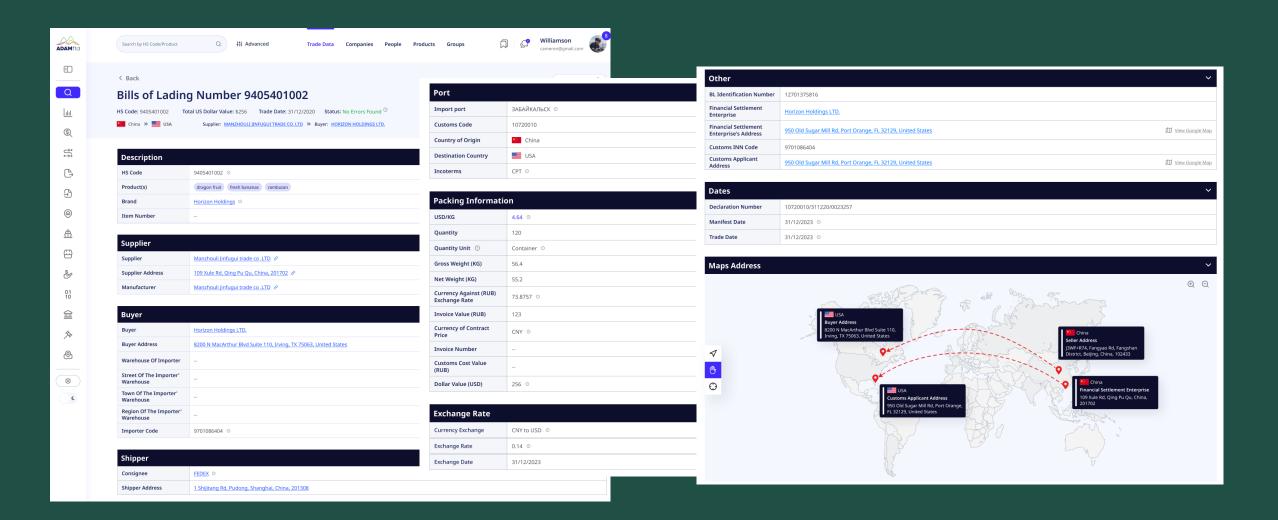




Port of Origin (Sellers Ports) and Port of Delivery (Recipient Ports) with number of transactions, dollar values, quantities, number of containers, weights, number of buyers, number of sellers and more.

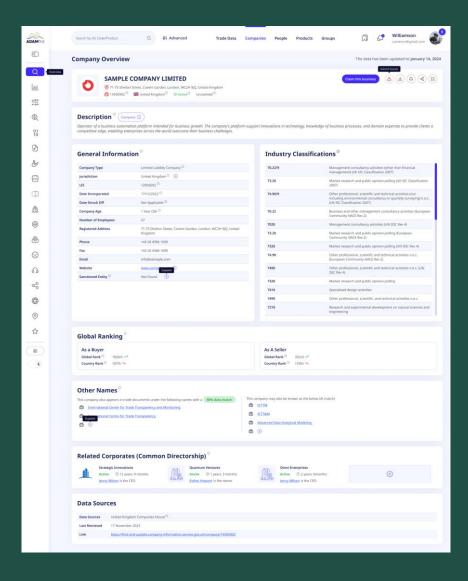


ANALYZE ENHANCED BILLS OF LADING





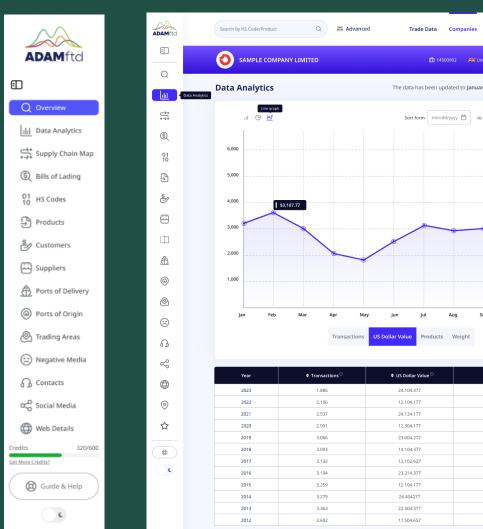
INVESTIGATE COMPANY INFORMATION

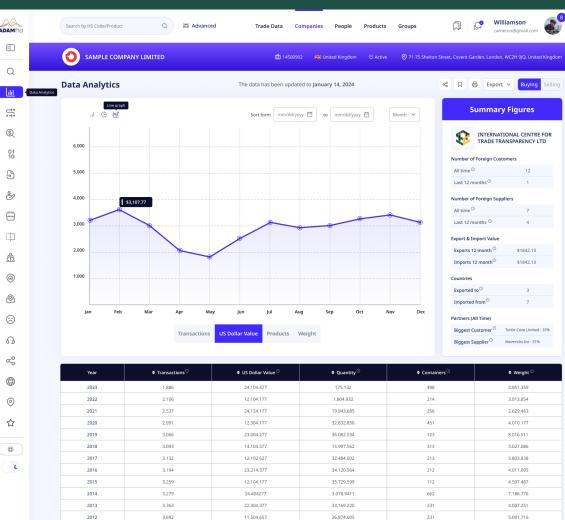


Global company records are augmented with unified industry classifications, director and shareholder information, beneficial ownership, verified addresses, LEI information, external reviews, competitor information and more – all linking directly to the original official data sources.



UNDERTAKE COMPANY ANALYSIS



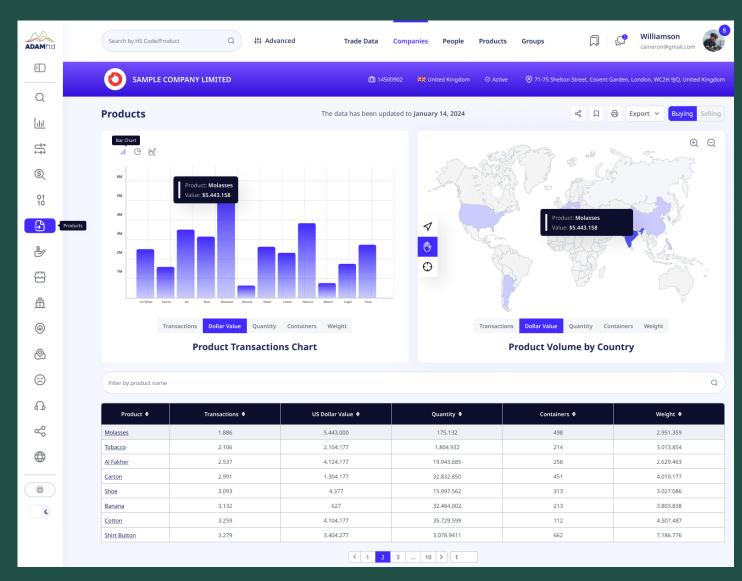


Company analysis includes:

- Advanced data modeling tools
- Supply chain maps
- Bills of lading (shipments)
- Detailed analysis of imports and exports
- Competitor information
- Global rankings
- Customers
- Suppliers
- Ports of delivery and port of origin information
- Geographical trading areas
- Negative media
- Contacts
- Social media
- Website and technical details



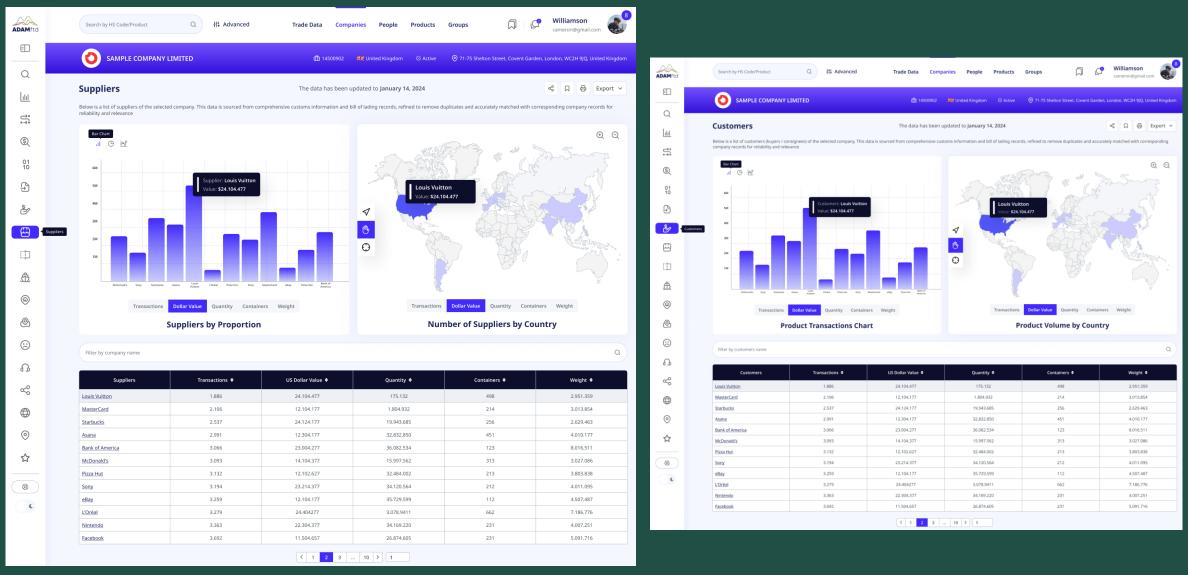
VIEW ALL PRODUCTS BOUGHT & SOLD



- Detailed product information by suppliers or buyers.
- Historical market trends for each product.
- Information can be exported graphically, as PDF, CSV or in Microsoft Excel format.

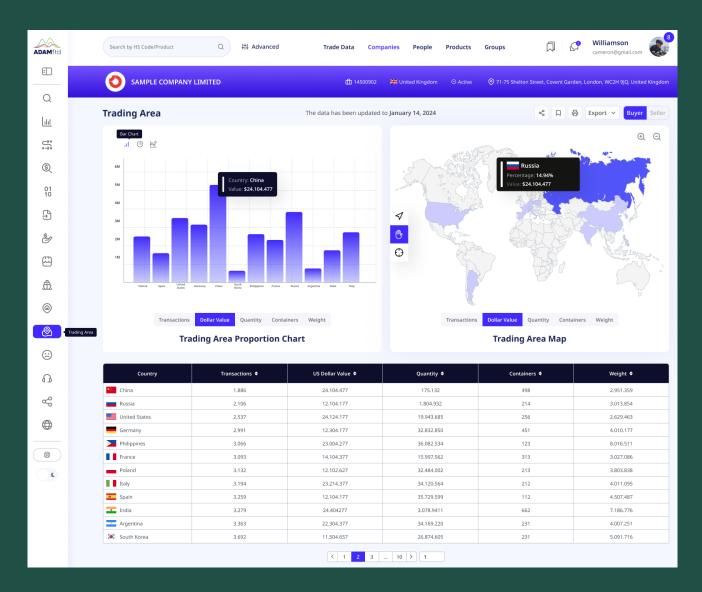


VIEW ALL SUPPLIERS & CUSTOMERS





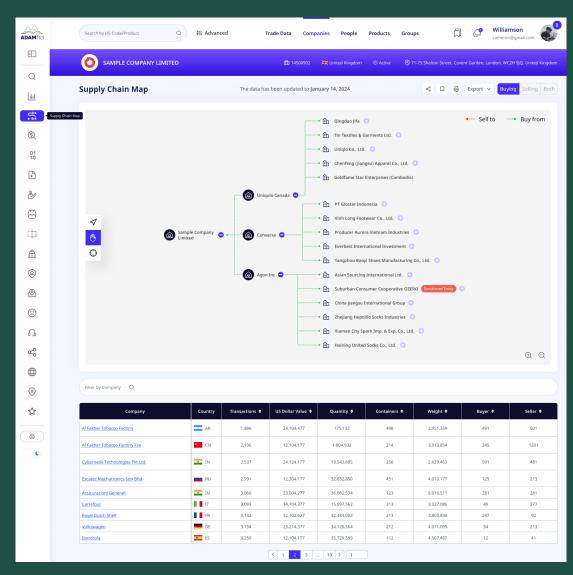
MAPTRADE BOUNDARIES



- Where does the target company buy from / sell to?
- What is the trade volume by geographical area?



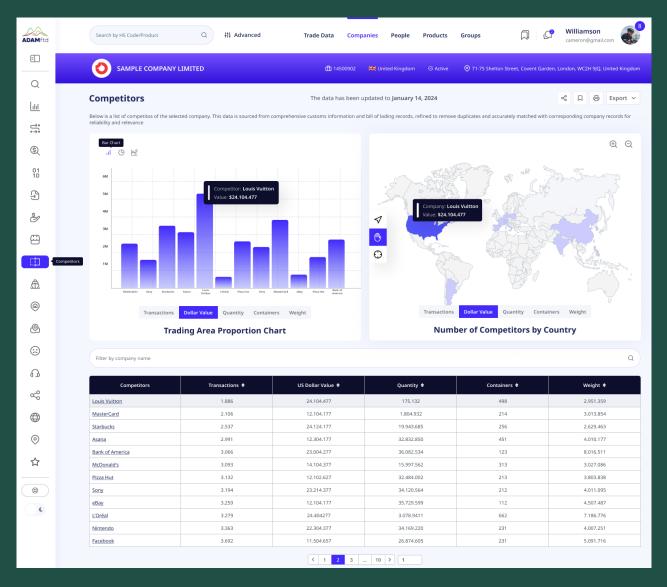
VISUALIZE SUPPLY CHAIN RELATIONSHIPS



- Mapping both the buy and sell side of a target companies supply and customer chains.
- Drill down analysis of each target company.
- Filterable data of partner customers and suppliers - with access to company profiles of each.

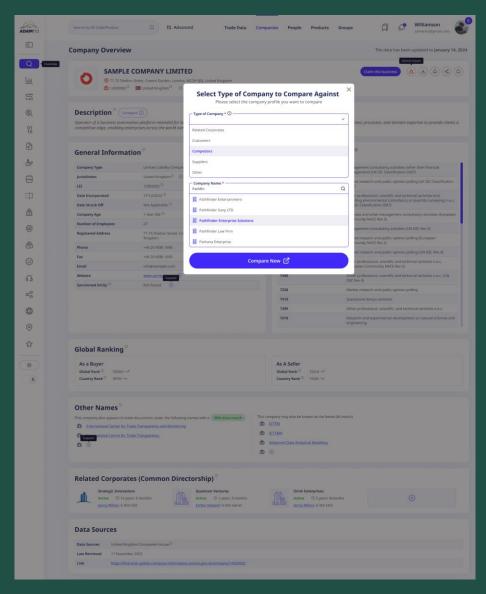


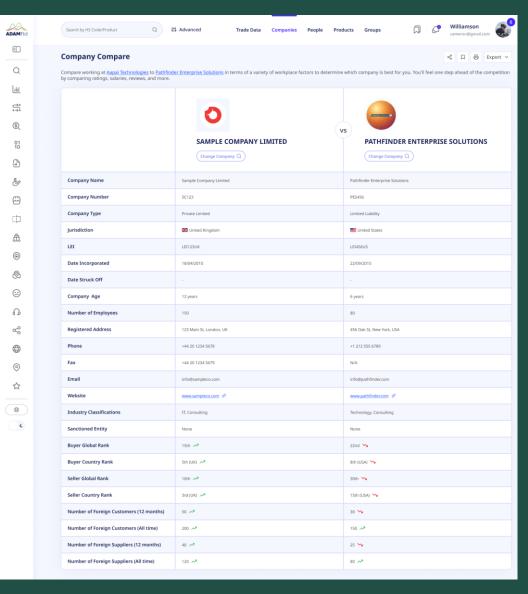
LEARN ABOUT COMPETITORS





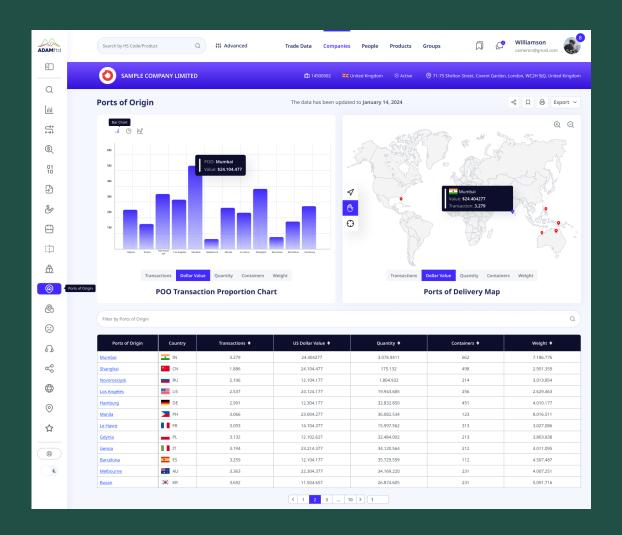
PERFORM COMPANY COMPARISONS

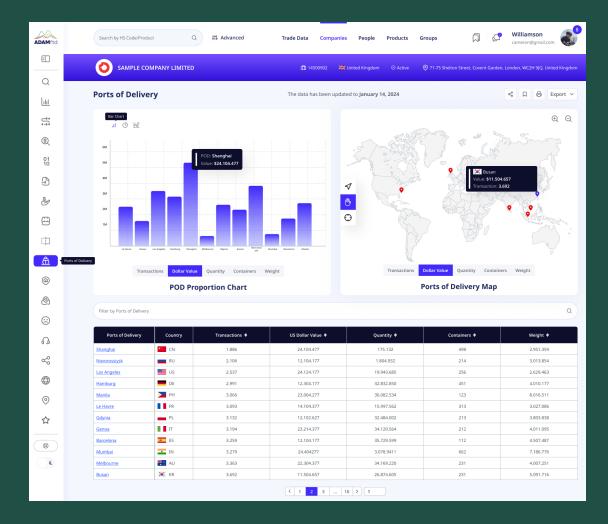






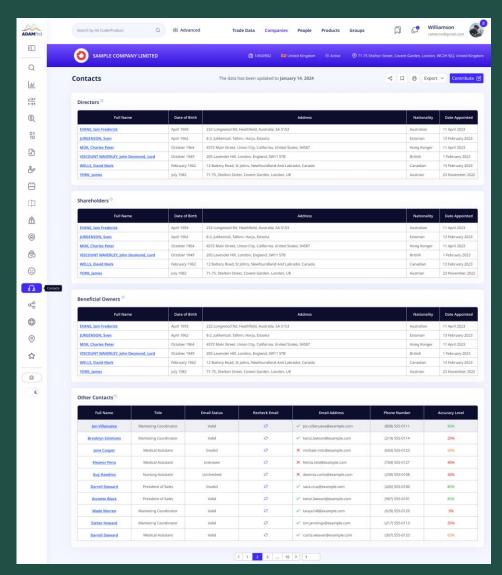
NAVIGATE PORTS OF ORIGIN & DELIVERY

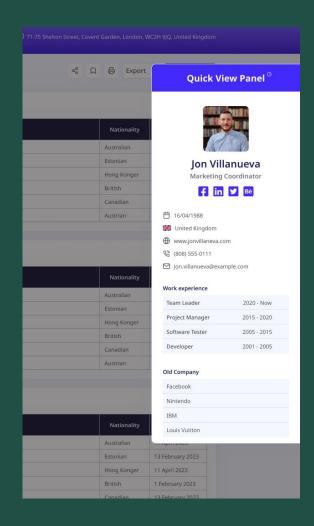






VIEW ENHANCED COMPANY CONTACTS





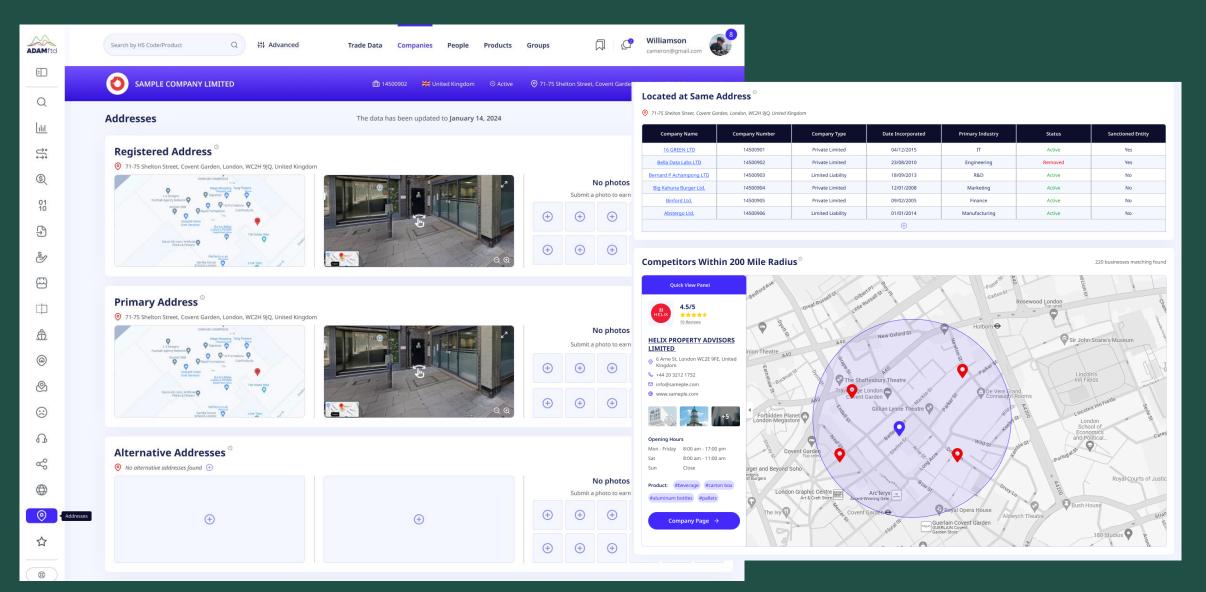
GDPR compliant contact information, sourced from official government records:

- Beneficial Owners
- Directors
- Shareholders
- Other Contacts

Record enhancement using proprietary AI tools designed to streamline outreach to each contact.

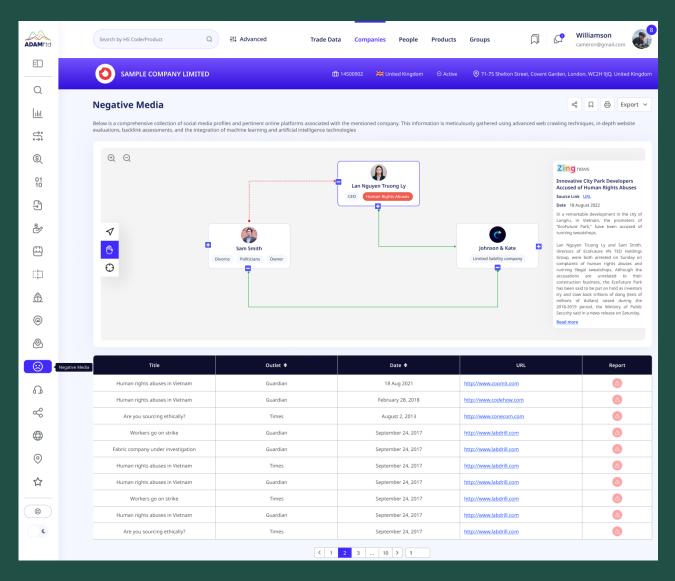


LEARN ABOUT RELATED ADDRESSES





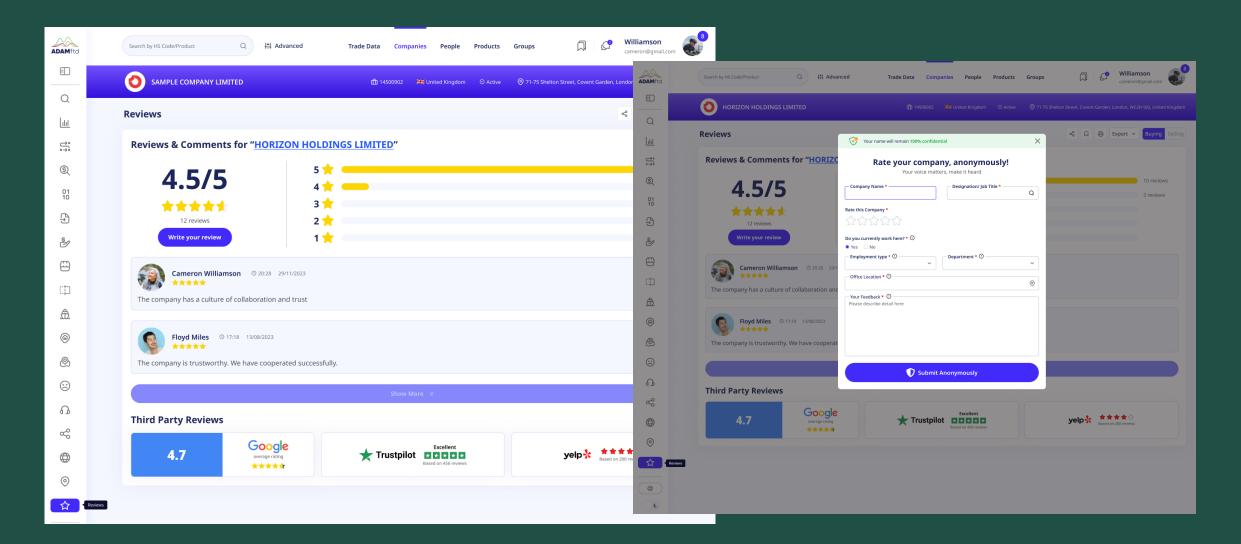
MONITOR NEGATIVE MEDIA



- Real time monitoring of negative media associated with an organization.
- Visualization of links between articles and associated companies.
- Drill down capabilities for each article and related entity.
- Direct links to source materials.

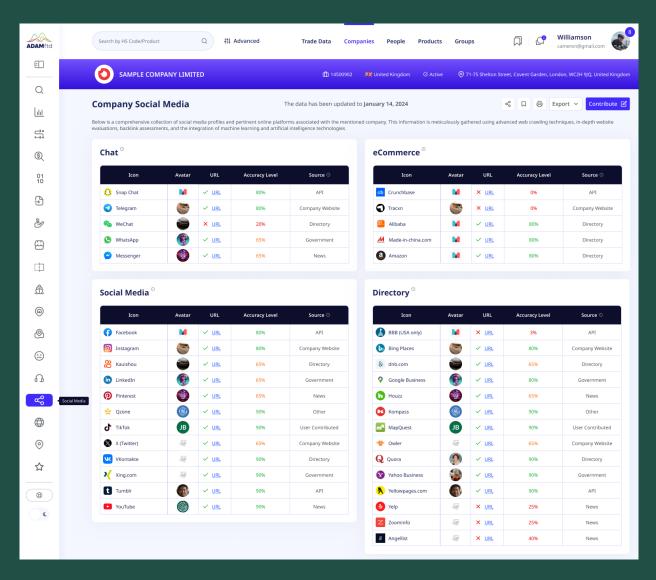


INVESTIGATE COMPANY REVIEWS





ANALYZE SOCIAL MEDIA

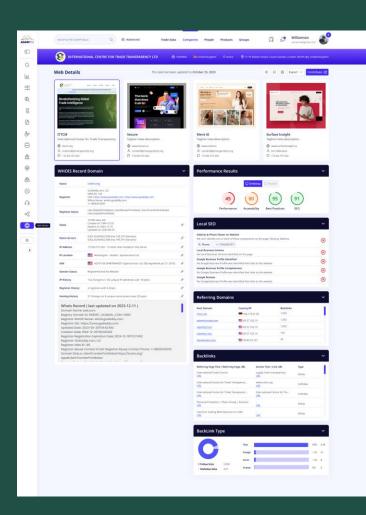


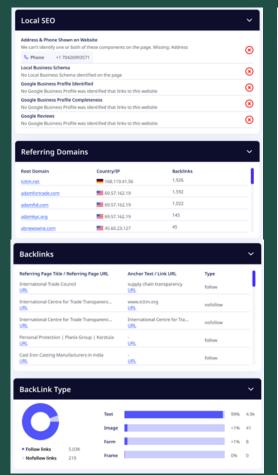
Related social profiles of each target company including:

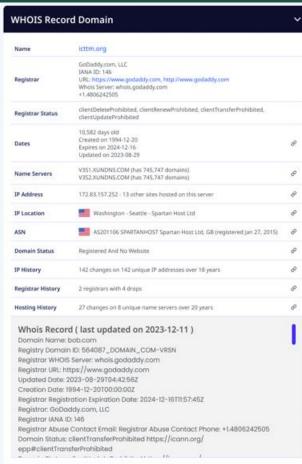
- Chat tools
- Social media profiles
- Directory listings
- eCommerce site listings.



INVESTIGATE RELATED WEBSITES







- Related websites.
- Domains directly owned by the target company.
- Domain ages along with full domain information.
- Referring websites and backlink verification.
- Server technical information.

User Cases

Use Cases: Sales and Marketing

- Accurately pin-pointing new buyers, importers and distributors
- Monitor competitors
- Understand market pricing and trends
- Understand technical barriers to trade
- Find reasons for price differentials between suppliers and buyers
- Understand end-user total buy price (seller price + tariffs, taxes, VAT etc)
- Track supplier contracts (own + competitors)
- Benchmark performance (own + competitors)
- Reduce human error and related liabilities

Use Cases: Procurement Officers

- Locate new manufacturers, exporters & distributors
- Supplier qualification
- Understand market pricing and trends
- Understand typical terms of trade (sellers and buyers) improve competitiveness
- Track supplier contracts (own + competitors)
- Track parallel imports
- Benchmark performance (own + competitors)
- Find price differentials between suppliers
- Understand delivery lead times
- Drill down on supply chain components
- Supply chain traceability (understand the source / origin of goods in supply chain)
- Monitor supply chain risks
- Reduce human errors and related liabilities
- Sustainable sourcing

Use Cases: Supply Chain Officers

- Simple supply chain visualization
- Supplier qualification
- Supply chain rationalization
- Identification of potential bottlenecks
- Early warning notification of fluctuations in market supply / demand
- Reduce stockouts and buffer stocks
- Supply chain efficiencies
- Easy supply chain diversification
- Transparency
- Improved real-time planning

Use Cases: Finance Officers

- Identify and remove financial inefficiencies
- Manage contracts
- Reduce inventory carrying costs
- Just in time payments
- Reduce foreign exchange risks
- Reduce risks of returns, fines and penalties
- Manage the cost of insurance and freight
- Claim duty drawbacks

Use Cases: Risk Management Officers

Reliability of suppliers and customers

- Understanding historical and potential risks
- Looking for unreported incidents
- Risk scenario modeling impact on supply chains

What risks are impacting the chosen market as a whole?

- Economy
- Regulatory burdens
- Geopolitical
- Past and future market (or supplier) performance
- Comparison between markets
- Risk scenario modeling

Supplier sustainability

- Labor and human rights
- Environmental
- Governance (ownership, length of time in business etc)
- Legal
- Financial
- Political
- Reputational and product incidents

Use Cases: Trade Compliance Officers

- Simple supply chain visualization
- Regulatory and legal compliance
 - Standards, registrations, certifications, packaging, labeling
 - Supply chain transparency and traceability
 - Labor and human rights
 - Environmental
 - Chemicals
 - Conflict minerals
 - Anti-dumping
 - Reduction of potential reputational and product incidents
- Reduction of costs associated with supply chain transparency documentation and reporting
- Spotting human errors and reduction of associated risks
- Reduction of potential penalties / fines / seizures

Use Cases: Government Ministries

Statistics gathering

- Employment
- Industry growth
- Trade flows

Policy making / enforcement

- Statistics
- Tariffs
- Sanctions
- Dumping
- Energy
- Infrastructure
- Free-trade agreements

Risk management

- Modeling of threat-matrixes
- Visualization of threatmatrixes

Use Cases: Government Agencies

- Investigation and documentation of constituent supply chains
- Trade reporting anomaly monitoring
- Early warning system for supply chain problems
- Recovery of lost tariffs and taxes
- Sanctions monitoring / enforcement
- Anti-dumping monitoring / recovery
- Contamination monitoring / enforcement

Use Cases: Government IPAs / EDOs

Understanding market trends and risks

- Potential areas of growth by industry
- Understand areas lagging behind / requiring more automation
- Advantageous new trade relationships
- Identifying risks to regional supply chains
- Creating "what-if" scenarios for ecosystem changes

Identifying specific targets for inbound investment attraction

- Industry
- Trade volumes
- Location
- Company size
- Growth
- Trade partners

Investigating constituent supply chains

- Compliance
- Risks
- Policy

Use of data to support changes to public policy

- Use-cases for industry-specific incentives including forecasting of potential outcomes
- Modeling how legislation (sanctions, tariffs, will impact future growth by industry and/or constituent)

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