



International Centre for  
Trade Transparency  
& Monitoring



## READYING ADAMFTD FOR LAUNCH EXISTING MEMORANDUMS OF UNDERSTANDING

As we gear up for the much-anticipated launch of ADAMftd, the International Centre for Trade Transparency (ICTTM) is proud to announce a series of strategic partnerships that will significantly amplify the reach and impact of our innovative platform. We have successfully entered into agreements with a host of Government Export Promotion Agencies, Chambers of Commerce, and Industry Associations, each a respected entity committed to the advancement and facilitation of international trade within their respective spheres of influence. These alliances are set to offer ADAMftd to their extensive networks of constituents and members, ensuring not only a broadened reach but also a robust uptake of the platform at launch.

This collaborative effort underscores a shared vision of empowering traders, exporters, and businesses with state-of-the-art tools for navigating the complexities of global commerce. **The list of these distinguished entities is a testament to the collective commitment towards transforming international trade practices:**



The Federation of Pakistan  
Chambers of Commerce & Industry



NBCC  
National Black  
Chamber of Commerce



ATC SINGAPORE  
ASSOCIATION OF TRADE & COMMERCE  
Empowering Business | Forging Networks | Development & Sustainability



भारतीय कृषि एवं खाद्य परिषद्  
INDIAN CHAMBER OF FOOD AND AGRICULTURE



КЛЪСТЕР ЗЕЛЕН ТРАНСПОРТ  
GREEN TRANSPORT CLUSTER



غرفة التجارة والصناعة والزراعة  
Chamber of Commerce Industry & Agriculture  
بغداد - موصل - اربيل - كركوك



QUÉBEC  
INTERNATIONAL  
Economic Development



Confederation of Asia-Pacific  
Chambers of Commerce and Industry

These partnerships are more than just a business strategy; they reflect a concerted effort to drive innovation, efficiency, and transparency across the global trading community. With the support of these esteemed organizations, ADAMftd is poised to become an indispensable asset for traders seeking a competitive edge in the international market.





## **BENEFITS TO THE BUSINESS**

The Memorandums of Understanding (MOUs) signed with Government Export Promotion Agencies, Chambers of Commerce, and Industry Associations are pivotal for the successful launch and widespread adoption of ADAMftd. These partnerships hold immense potential for various strategic benefits, as detailed below:

### **Greater Addressable Market**

The collaborations with these agencies mean access to their collective millions of contacts, significantly expanding ADAMftd's addressable market. This is not merely about numbers but about the quality and relevance of these contacts, who are directly engaged in international trade and commerce. The reach extends across various sectors and geographies, ensuring ADAMftd can target a diversified audience from the get-go. This broadened reach is crucial for scaling the platform quickly and efficiently, making it a go-to solution for international trade challenges.

### **Endorsements from Known Entities**

Having the backing of such respected entities serves as a powerful endorsement of ADAMftd's value proposition. This recognition solidifies the platform's credibility and positions it favorably against competitors. In an industry where trust and reliability are paramount, these endorsements can be the decisive factor for users when choosing between ADAMftd and other solutions. It signals to potential users that ADAMftd is a vetted, reliable platform endorsed by organizations that have their interests at heart.

### **Free Advertising and Promotion**

The agreement entails these organizations offering ADAMftd to their networks, effectively providing free advertising and promotion. This not only reduces marketing costs significantly but also ensures that the promotion reaches the most relevant audiences. The natural alignment between the platform's offerings and the constituents' needs enhances the effectiveness of this organic marketing, leading to higher engagement and uptake rates.

### **Secured Future Income**

The introduction of ADAMftd to a vast network of potential users sets the stage for converting free trial users into paid subscribers. With a compelling value proposition, these initial engagements are likely to translate into long-term, paying relationships, ensuring a steady stream of income for the platform. This conversion process will be facilitated by the firsthand experience of the platform's benefits, encouraging users to invest in the full range of features offered.

### **Beta Testers and Market Feedback**

These partnerships provide an invaluable pool of beta testers and a direct channel for gathering market feedback. Engaging with a diverse set of users across different sectors and regions allows for comprehensive testing of the platform under real-world conditions. This feedback is crucial for iterative improvements, ensuring that ADAMftd meets the evolving needs of its user base and stays ahead of market demands.

### **Greater International Footprint**

Collaborating with organizations that have a global presence inherently boosts ADAMftd's international footprint. It facilitates the platform's entry into new markets and strengthens its position in existing ones. This international reach is vital for a platform aimed at simplifying global commerce, as it aligns with the geographic diversity of its target audience.

### **Additional Benefits**

In addition to the aforementioned strategic advantages, these MOUs contribute to building a solid foundation for ADAMftd's ecosystem. They encourage collaboration and co-creation with industry stakeholders, fostering innovation and continuous improvement. This collective approach not only enhances the platform's offerings but also reinforces the global trading community's resilience and adaptability.

In essence, these partnerships are not just about immediate gains but about laying the groundwork for a future where ADAMftd becomes synonymous with efficient, transparent, and empowered global trade. The strategic foresight in securing these MOUs underscores the platform's commitment to making a lasting impact on international commerce.