



Digital Trade & Transportation Network (DTTN)

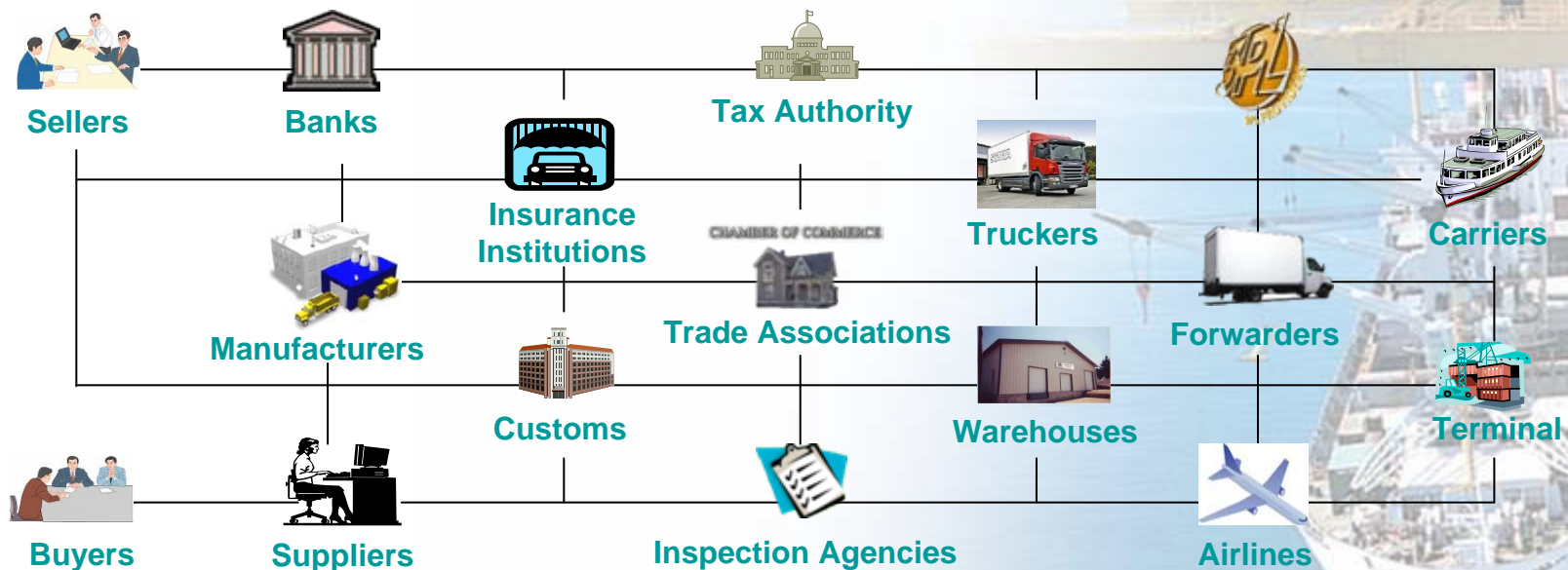
**The Digital Express Link to Your
Business Partners Worldwide**

Agenda

- The Value of DTTN in Supply Chain Management
- The DTTN Objective and Concepts
- How DTTN Support the Whole Supply-Chain?
- What is DTTN Gateway?
- How DTTN Enhance Enterprises' Competitiveness?
- Q&A

Complexity of Today Supply Chain

- The **complexity of supply chain** management in **today's** business climate appears to be ever-increasing.
- There are lot of **processes** and **different parties & communities** involved in the whole Supply Chain



Establishment of DTTN

DTTNCo is now a **Wholly Owned Subsidy** of Tradelink Electronic Commerce Limited.

Launch of New Generation of DTTN with Cloud Computing enabled

2012 DTTN

2011 DTTN

Successful Deployment of First DTTN Gateway in PRC

2009 DTTN

Full Commercialization

2006 DTTN

DTTN Limited incorporated as a Joint-Venture of Tradelink-51%, HKSAR Government-21% and Industry Associations-28%.

Dec 2004 DTTN

2003

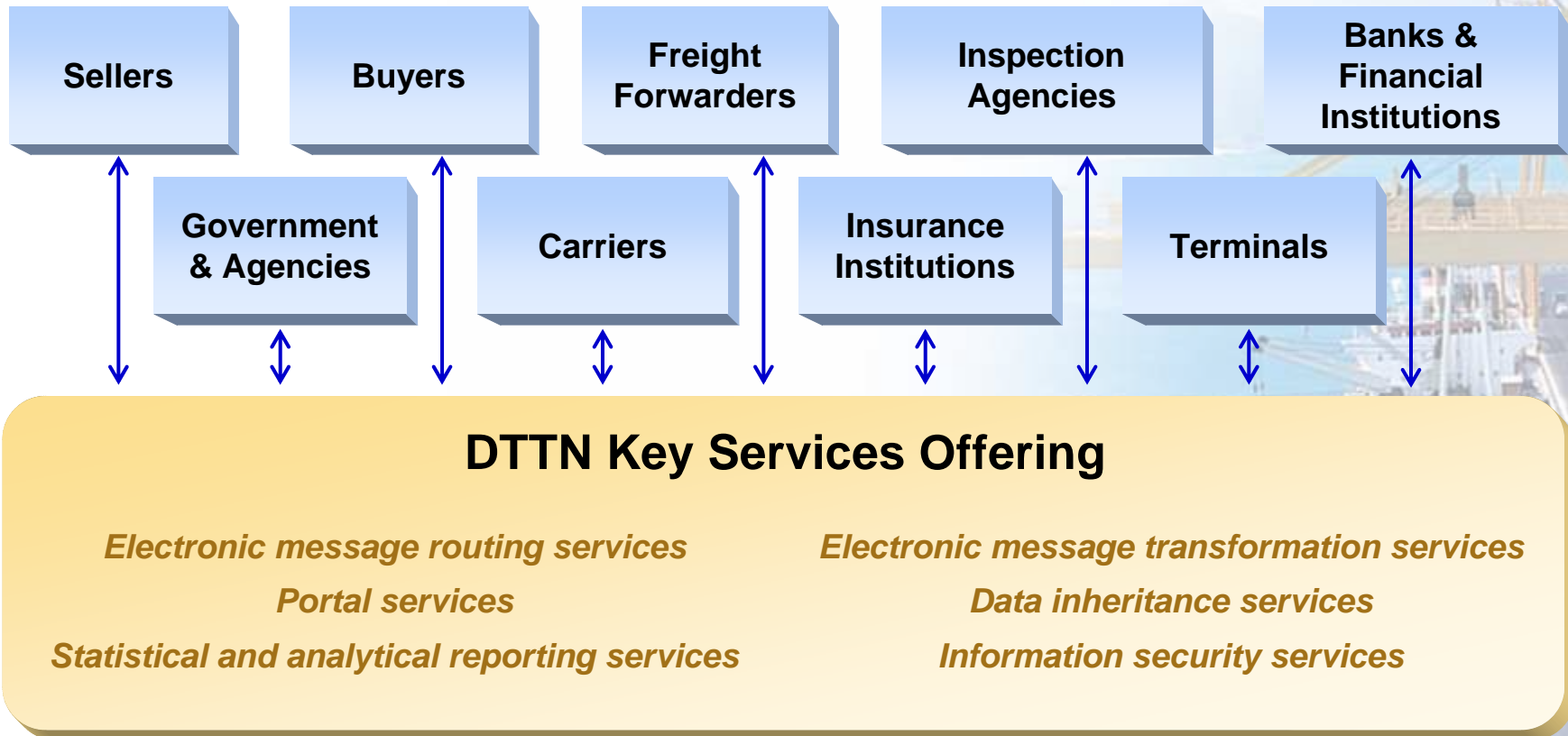
Tradelink awarded by the Government as developer and operator of DTTN

2001

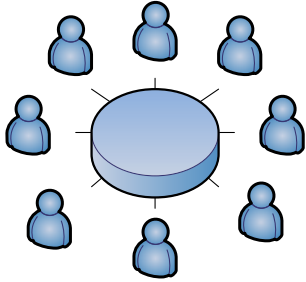
Formation of LOGSCOUNCIL



Community Role of the DTTN



What DTTN Does?



An e-Business CONNECTOR for the Entire Supply Chain

connects all parties along the supply chain from buyer all the way through to forwarders, banks and government.

A Mega Electronic DATA STORE

stores data online for 2 years and offline for 7 years



A Super Electronic Document CONVERSION ENGINE

supports “any-to-any” transformation of data format and communication protocols

Data Inheritance Feature

Common data can be inherited between documents



How DTTN Support the Whole Supply-Chain

Support over 88 major documents related to trade, logistics and finance for both import and export business processes



Purchase Process

Purchase / Sales Order, Order Confirmation

Delivery

Packing List / ASN, Commercial Invoice, Inspection Certificate, Insurance

Local and Overseas Transportation

Booking, Shipping Order, Arrival Notices, Transport Documents - Master / House Waybill - Sea / Air, Cargo Receipt, Transport Set, EIR, Delivery / Release Order

Government Trade Documents

Export / Import License, Customs Clearance, Certification of Origin etc.

Financial Settlement

Letter of Credit, Company Guarantee, Bill of Exchange, L/C collection Letter; Document Arrival Notice

How to Connect with DTTN

Option 1: Direct Integration

A simple direct connection
with internal application systems
(e.g. FMS/ERP/SCM etc.) using the existing interfaces
with no or minimal system changes



Option 2: Standard Excel Spreadsheets

Easily customizable according to your needs

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DTTN is extending our reach with partners around the world to establish a Mega Network



New Architecture of DTTN

Trading/Logistics Communities



DTTN

Electronic message routing services

Portal services

Statistical and analytical reporting services

Electronic message transformation services

Data inheritance services

Information security services

B2G Compliance Services

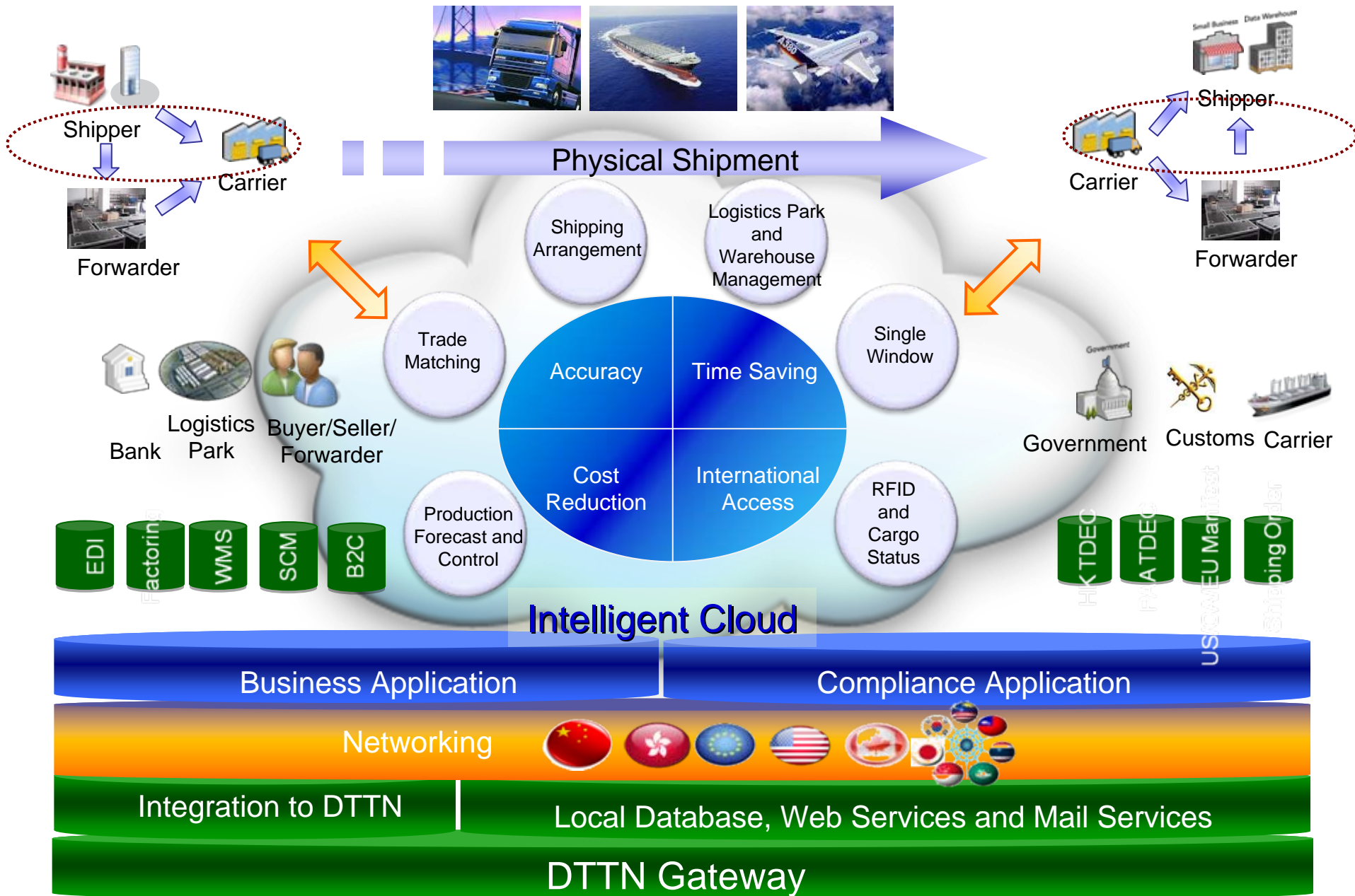


Payment
Services

Other
Logistics
Network's
Services

...

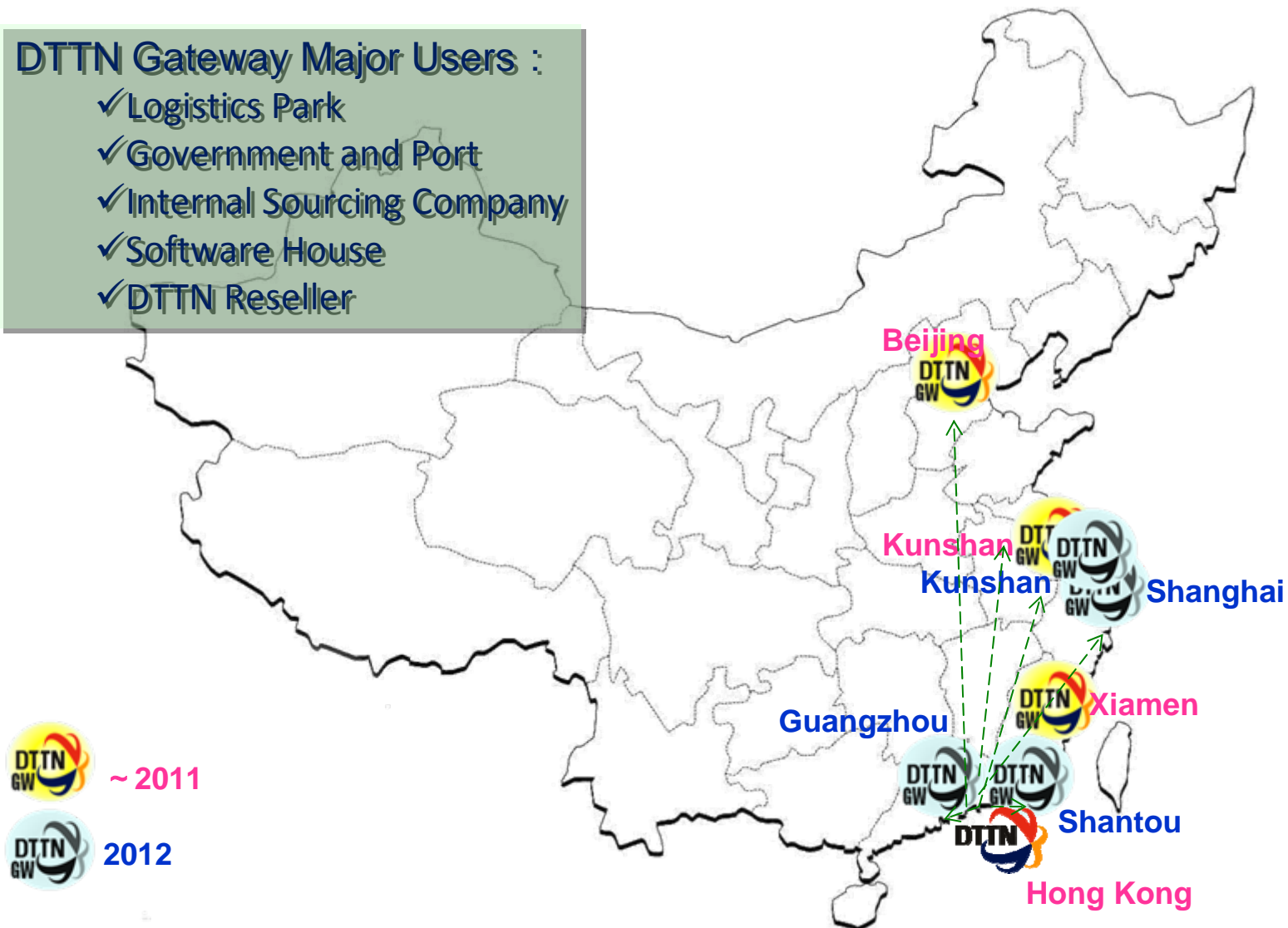
DTTN Gateway Functionality



Development in China

DTTN Gateway Major Users :

- ✓ Logistics Park
- ✓ Government and Port
- ✓ Internal Sourcing Company
- ✓ Software House
- ✓ DTTN Reseller



Example of Use Cases

Electronic Data Interchange (EDI)

Payment & Factoring

Warehouse Management System

B2B: Supply Chain Management

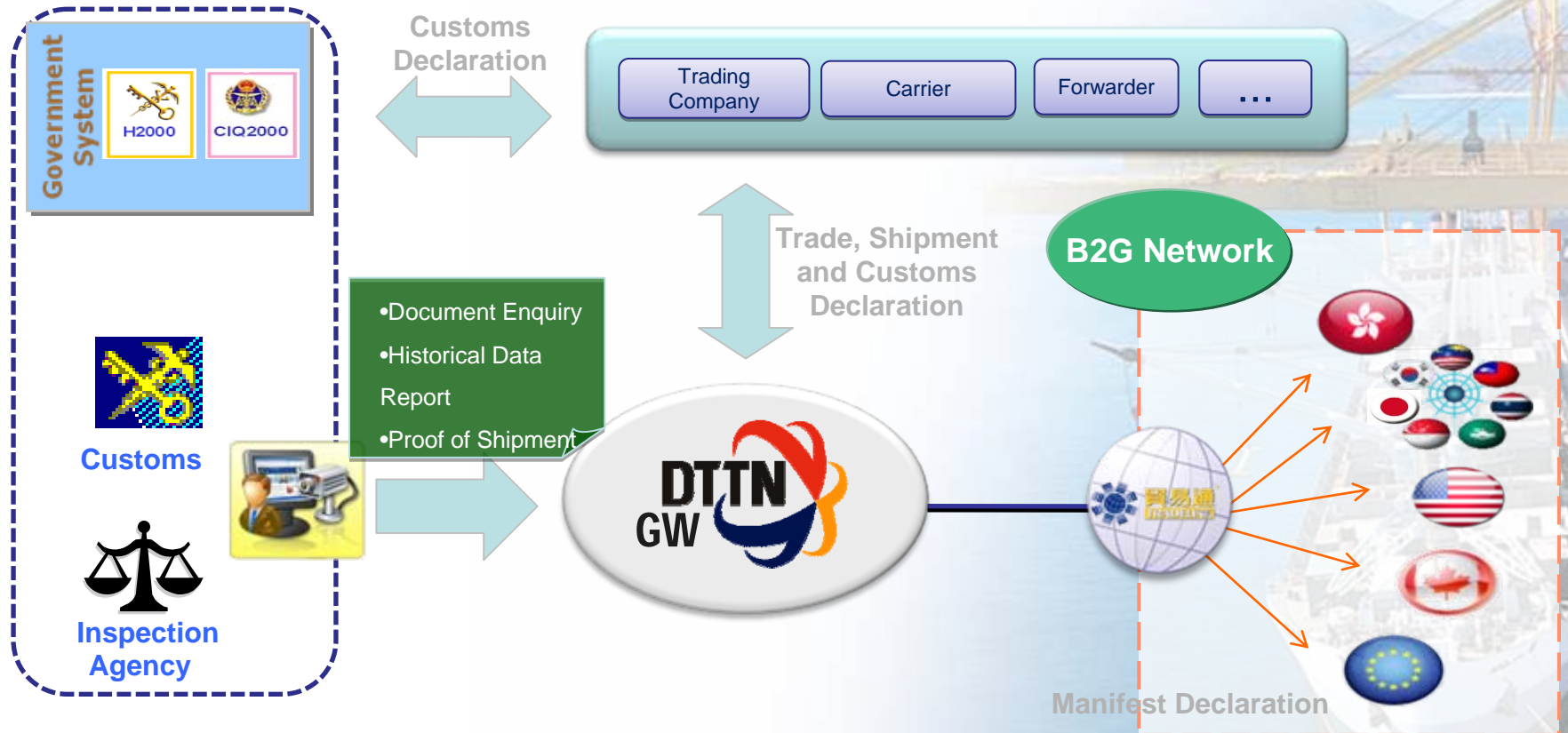
B2C: Electronic Commerce Platform

B2G: Government Compliance

Shipping Order

Case Study: Compliance and Government Control

- To provide single window to local government agencies to monitor and control cargo status in free trade zone or bonded area



How DTTN Help to Enhance Competitiveness

- DTTNCo provides an open, natural and secure community e-platform for the trade, logistics and finance industries which helps to:



Reduce **operational costs** and **IT cost** by maintaining a single digital link to interconnect with all your trading partners



Minimal financial and resources investments for SMEs to participate in e-business and digital supply chains



No need to change your operation, hence, **no training is required** and no loss in productivity due to new system implementation

Thank You Q&A

**DTTN is well received and
supported by the industry ...**



數碼貿易運輸網絡
DIGITAL TRADE AND
TRANSPORTATION NETWORK