

## MEDIA RELEASE

### **SGTraDex extends digital logistics innovation MoU with key partnerships from shipping lines.**

**Singapore, 18 August 2023** – A Memorandum of Understanding (MoU) was penned between SGTraDex and shipping lines OOCL, PIL and ONE as an extension to the Digital Collaboration for Logistics Innovation MoU signed earlier on 11 July 2023 with partners PSA Corporation Ltd, CargoERP, Innosys, Keyfields, Haulio, CDAS, SLA and STA.

#### **Expanding on the original MoU**

The original MoU led the initiative to create a data-driven logistics ecosystem by driving the adoption of digital solutions and data connectivity through SGTraDex with key land logistics players and industry solution providers.

This digital ecosystem will make available increased data sharing and interoperability within the logistics sector that which seeks to improve visibility and traceability in cargo and asset movements, thereby enhancing overall efficiency across the supply chain.

Building upon this initiative, SGTraDex has extended its efforts by forging new partnerships with shipping lines ONE, OOCL and PIL. This extension adds a crucial dimension to the collaboration since shipping lines are pivotal in the global logistics ecosystem.

Ms. Thaw Yee Leng, Head of Market Development, SGTraDex said “The expansion of the collaborative endeavours to encompass partner shipping lines is a natural step towards accelerating value realisation of an end-to-end digitalisation of the supply chain for the ecosystem. With shipping lines’ role as originators of critical datasets and as key influence and orchestrator of the supply chain, this extended MoU

underscores our joint commitment towards strengthening interconnectivity with supply chain partners and fostering efficient trade flows.”

### **What the extended MoU calls for**

The extension calls for all signatories to play pivotal role as key industry movers, actively promoting data sharing initiatives to foster digital processes, data reuse, and encourage innovation with the collective aim to uplift the supply chain community towards a more inclusive and connected ecosystem.

Signatories will also play an active role in engaging and educating their customers and partners about the advantages of data exchange. This effort aims to create awareness and encourage the seamless flow of data for optimised supply chain operations.

Additionally, in its role as a neutral party, SGTraDex will actively moderate the interests of shipping lines and key stakeholders within the supply chain community. This will be geared towards driving the adoption of data standardisation - a crucial element in enhancing interoperability and overall efficiency.

The collaboration will also involve the identification of growth areas within the supply chain landscape. This exploration will be conducted in collaboration with the signatories, with the goal of uncovering new opportunities for innovation and digital connectivity.

Mr. Kosuke Wada, Executive Vice President, ONE said “Our commitment to collaboration and innovation drives us to aligns with the expanded MoU’s call for seamless data exchange and enhanced efficiency within the supply chain ecosystem. This partnership underscores our dedication to creating harmonious collaboration and operational optimisation, propelling the supply chain ecosystem into a new era of connectivity and resilience.”

## **Shipping lines a key pillar for supply chain digitalisation**

Shipping lines play a fundamental role within the supply chain ecosystem as linchpins of international trade. By serving as critical nodes that facilitate the seamless exchange of goods internationally, shipping lines operate as the connective tissue between various parties in the supply chain, ensuring that products reach their intended destinations in a timely and efficient manner.

Mr. Leslie Yee, General Manager Information Systems, PIL said, "At PIL, our dedication to innovation resonates with the extended MoU's focus on data exchange and interoperability. This collaboration aligns with our mission of 'Driving Connectivity' for the supply chain ecosystem to enhance customer experiences. We look forward to working alongside SGTraDex in identifying opportunities on digitalisation and data sharing to create value for the supply chain community."

This unique position means shipping lines are positioned to rally and demonstrate to partners the value of data interoperability and visibility, which translates to enhanced decision-making capabilities and service delivery for the adjacent organisations.

Mr. Richard Hew, Managing Director, OOCL (Singapore) Pte Ltd said "OOCL is committed to serving our customers better. We are thrilled to be a part of the extended MoU that underscores the importance of data interoperability. This collaboration aligns with our goal of enhancing our Singapore customers' experiences. By identifying growth areas and exploring innovative digital connectivity, we contribute to the local ecosystem to foster a future of optimised supply chain operations."

By leveraging on SGTraDex, shipping lines can also effectively harness their data resources and streamline data flows to ensure optimal logistics operations. The benefits of this collaboration are far-reaching and impact logistics players both upstream and downstream.

## Notes to Editor:

## Group Photo:



**Standing:** Mr Tan Chin Hwee, Chairman, SGTraDex Services

**Seated from left:** Mr Michael Wan (Manager, Global Project Implementation and Process Transformation, OOCL), Mr Kosuke Wada (Executive Vice President, ONE), Ms Thaw Yee Leng (Head of Market Development, SGTraDex Services), Mr Leslie Yee (General Manager, IT, PIL)

## About SGTraDex

Launched on 1 June 2022, the Singapore Trade Data Exchange (SGTraDex) is a digital utility that facilitates the sharing of data between supply chain ecosystem partners, streamlining information flows through a common data highway where data can be shared in a trusted, secure and inclusive manner.

SGTraDex uses proprietary technology anchored through a public-private partnership model to resolve pain points in supply chain ecosystems including a



heavy reliance on a paper-based system which lacks efficiency, transparency and sustainability. The move to digitise information will increase productivity and build supply chain resilience. New efficiencies and opportunities will be unlocked when ecosystem partners can collaborate to achieve a shared visibility of the end-to-end supply chain. For more information, visit [sgtradex.com](https://sgtradex.com)

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