

Since our last update, parts of the world are coming out of lockdown and while there are some positive signs, many countries continue to battle on and global normalcy is still distant. Throughout this turmoil, TradeAssets received more deal traction from an industry now convinced about adopting online solutions, added to the team in strategic locations and engaged with more banks around the world who see the inevitable convergence between the traditional and digital world.

### New Members, New Countries



TradeAssets continues to grow its member ecosystem without pause. In quick succession, we have signed our first two member banks in Pakistan - Bank Alfalah and JS Bank.



We also signed our third Indian member, SBM Bank. The digital handshake has taken on a global dimension with more banks from around the world interested in joining this ecosystem.



### Trade, uninterrupted

Trade, uninterrupted!

**GTR** Global Trade Review



The coronavirus crisis, which has severely impacted global trade, has also encouraged the banking industry to embrace digital platforms and accelerate the transformation of manual workflows into efficient, paperless processes, writes Sumit K Roy, Co-founder and Chief Marketing Officer of TradeAssets.

TradeAssets, which is an e-marketplace for trade finance origination and distribution, has seen an increase in demand as the industry moves faster towards digitalisation. Working with

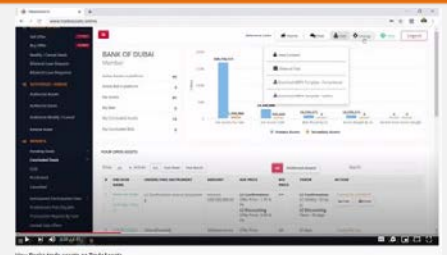
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<https://www.gtreview.com/magazine/volume-18-issue-3/trade-uninterrupted/>

### Latest look at the TradeAssets portal

With various new functionalities introduced, this video of the TradeAssets portal is meant for those interested in watching the efficient and convenient process of listing assets for sale, bidding for assets and completing transactions seamlessly, online, 24/7.

[https://www.youtube.com/watch?v=Z374Y7r\\_788](https://www.youtube.com/watch?v=Z374Y7r_788)



### New Appointments, New Horizons



**Margrith Lutschg-Emmenegger**  
Switzerland



**Sebnem Sen Aydin**  
Turkey



**Lloyd Onaghinon**  
Nigeria

## TradeAssets at GTR ASIA 2020



TradeAssets will be part of a panel discussion on day two of GTR Asia virtual conference (9th September 2020) to talk on: **Tech and digital disruption – is it time for everyone to pull together?**

Clients are being driven to digitise their cash and trade activities. What are the key gaps and priorities around digitisation in the current climate? Has the situation caught the market out? What does it say that it took a pandemic to make the case for digitisation and what lessons can be learned?



Srinath Keshavan,  
Singapore

## The Revolution has started



In every traditional industry, change comes slowly at first. However, once the seed has been planted, things can move rapidly. In trade finance, the digitization of paper-based information flow by multiple parties has started. TradeAssets is converting the first step of the process into this benevolent e-marketplace and very soon, all bank to bank trade finance and other non-financial market deals will be consummated between banks on a screen just like a Bloomberg or Reuters.

### New Product Features

#### SMART TECHNOLOGY – TRADEASSETS FILTERS AND ALERTS

Automated deal filtering by asset preference criteria enables instant access to deals; alerts and notifications will ensure a focused and efficient deal sourcing

#### SMART TECHNOLOGY - AUTO LIMIT TRACKING AND BIDDING

Obligor limits can be set on the system and auto-bidding up to deal pre-conclusion stage can create time savings and huge efficiencies



### Converging Worlds

#### TRADITIONAL AND DIGITAL WORLDS ARE CONVERGING FAST



Trade finance deal-making will not become fully digital overnight. But the process has started, and it is gathering momentum. For those who realize that the world stands to gain billions in value from this and that an open and transparent ecosystem is a huge step forward, the road ahead is clear as day.

## “Every champion was once a contender that refused to give up”



That silhouette is the familiar pose of boxer Rocky Balboa, creation of Sylvester Stallone. The story of Rocky is reflective of Stallone's immense initial struggles. He was broke, homeless and even sold his dog for \$25 since he could not afford to feed it. After countless rejections, Stallone sold his Rocky script and bought back his dog for \$15,000. Rocky, made at a cost of \$1 million, made \$225 million at the box office. Stallone's life story is inspirational for anyone with an idea or a dream: the lesson: Believe in yourself and never give up because of initial hardships. In addition to the header, Stallone had another famous quote: “I have great expectations of the future, because the past was highly overrated”.