

MEDIA RELEASE

TradeWindow partners with PortConnect to offer greater end-to-end supply chain visibility for customers

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Auckland, NZ. TradeWindow, a leading Australasian trade tech company headquartered in Takapuna Auckland, has partnered with comprehensive online cargo management system PortConnect, to offer another layer of supply chain visibility for its customers.

PortConnect's software provides visibility of the status of cargo within the sea and inland ports, which will be integrated through an API connection with TradeWindow's digital trade network.

PortConnect provides container and vessel data for the Ports of Auckland, Port of Tauranga, Timaru Container Terminal and Lyttelton Port Company who together process more than 70% of New Zealand's exports. Cargo movements through the ports are a significant stage in exporters (and importers) supply chain transactions.

TradeWindow's CEO, AJ Smith says the extra end-to-end visibility is something TradeWindow is always looking to provide for customers, especially at a time where there is more strain than ever on global supply chains.

"Given that 99% of New Zealand's exports are by sea freight, visibility of cargo is crucial to our customers. To have another segment of the supply chain integrated with our network is exciting for us – we want to be able to provide the best end-to-end transparency and this partnership with PortConnect is a step in the right direction for everyone involved."

It's also good news for importers on TradeWindow's platforms – having visibility of cargo in and out of Auckland Port (New Zealand's largest import port) will add value for importers using TradeWindow's digital trade platform.

PortConnect General Manager, Dan Cowie says the company is pleased to be partnering with TradeWindow to support the New Zealand export market.

"This integration creates ease for exporters and importers to ensure containers have required clearances and reduce storage at the inland and sea ports"

"We are looking forward to working with TradeWindow as an innovation partner providing real-time standardised data for the global supply chain"

PortConnect data will be available for select TradeWindow customers from 1 June 2022.

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About TradeWindow:

Founded in December 2018, TradeWindow is an NZX-listed software company that provides digital solutions for exporters, importers, freight forwarders, and customs brokers to drive productivity, increase connectivity, and enhance visibility. TradeWindow's software solutions integrate to form a cohesive digital trade platform that enables customers to more efficiently run their back-end operations, share information and securely collaborate with a global supply chain made up of customers, ports, terminals, shipping lines, banks, insurance companies, and government authorities.

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Further information:

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About PortConnect:

PortConnect is a software company founded by port professionals with an extensive background in maritime and landside supply chain industries. PortConnect is New Zealand's first comprehensive port community system, providing viewing of and direct interaction with containers at the participating ports and their satellite ports. PortConnect provides a single 'port of call' for shipping lines, transporters, importers, exporters, forwarders, and regulatory authorities for dealing with the participating ports. PortConnect; connecting the supply chain via productivity and precision.

portconnect.co.nz

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