

EU Fresh Info 2015

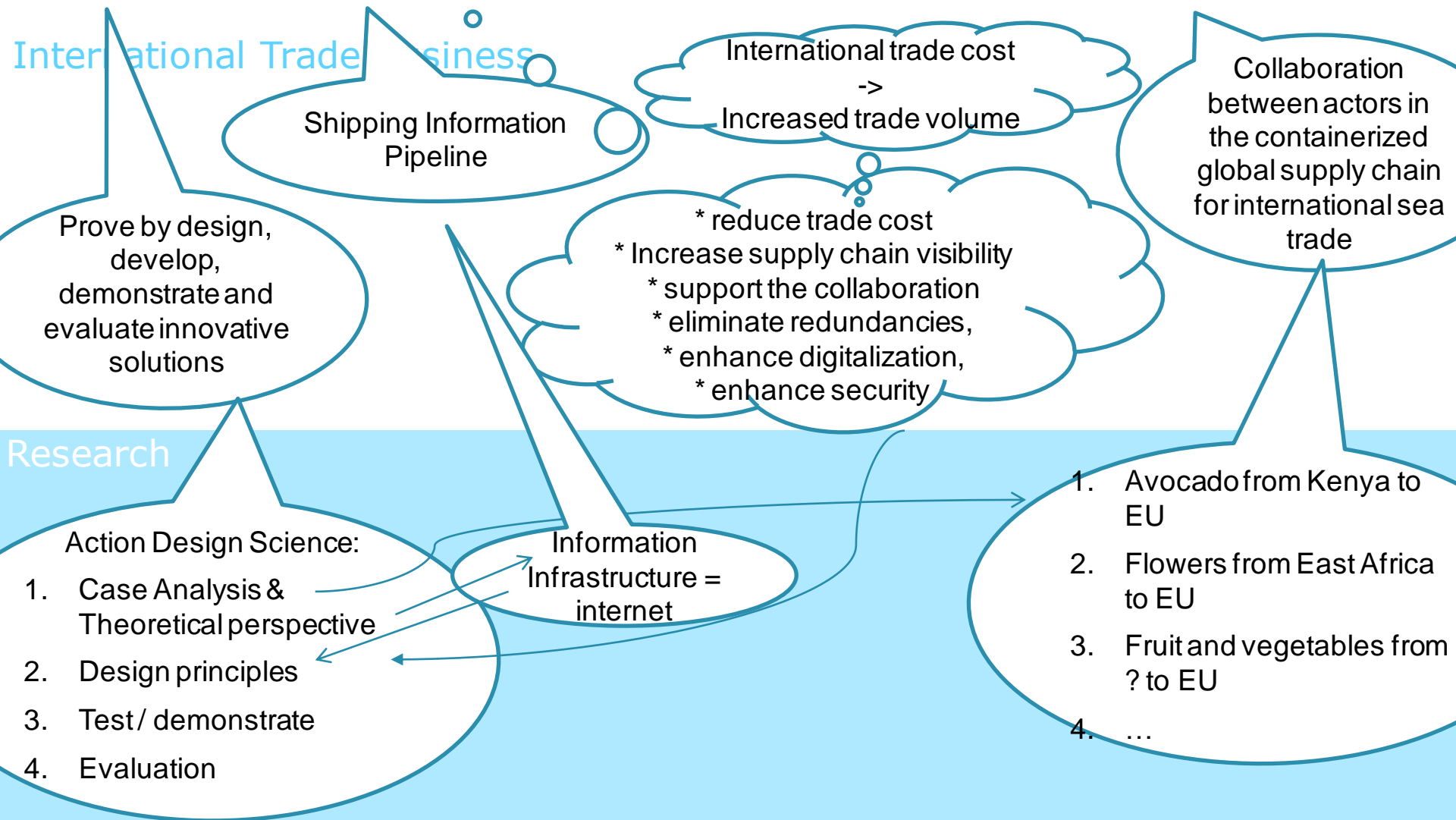
Research: Can the cloud lift global trade?

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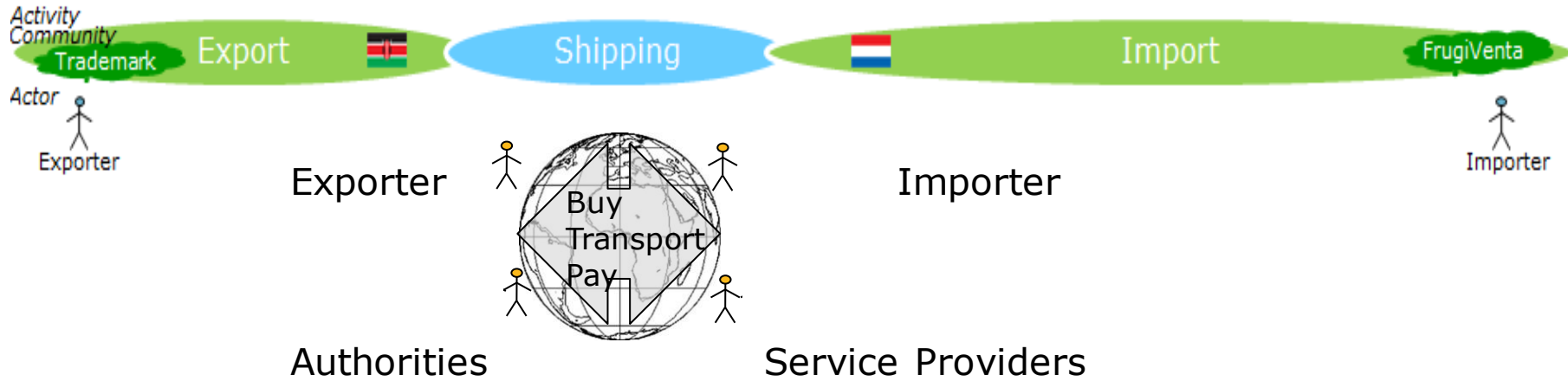
Research question:

Can modern IT improve International Containerized Trade?

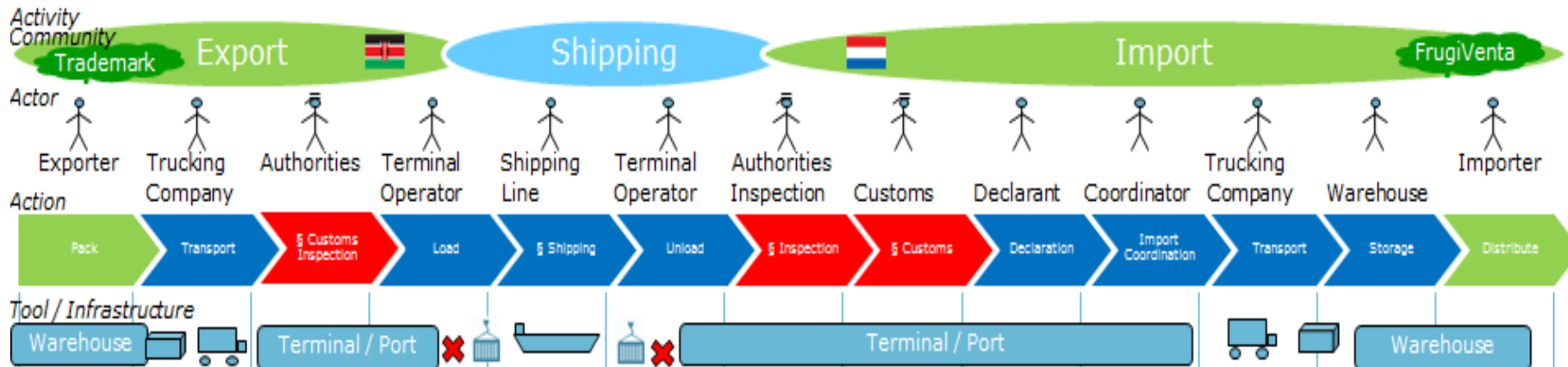


Yes, but how and to what extend?

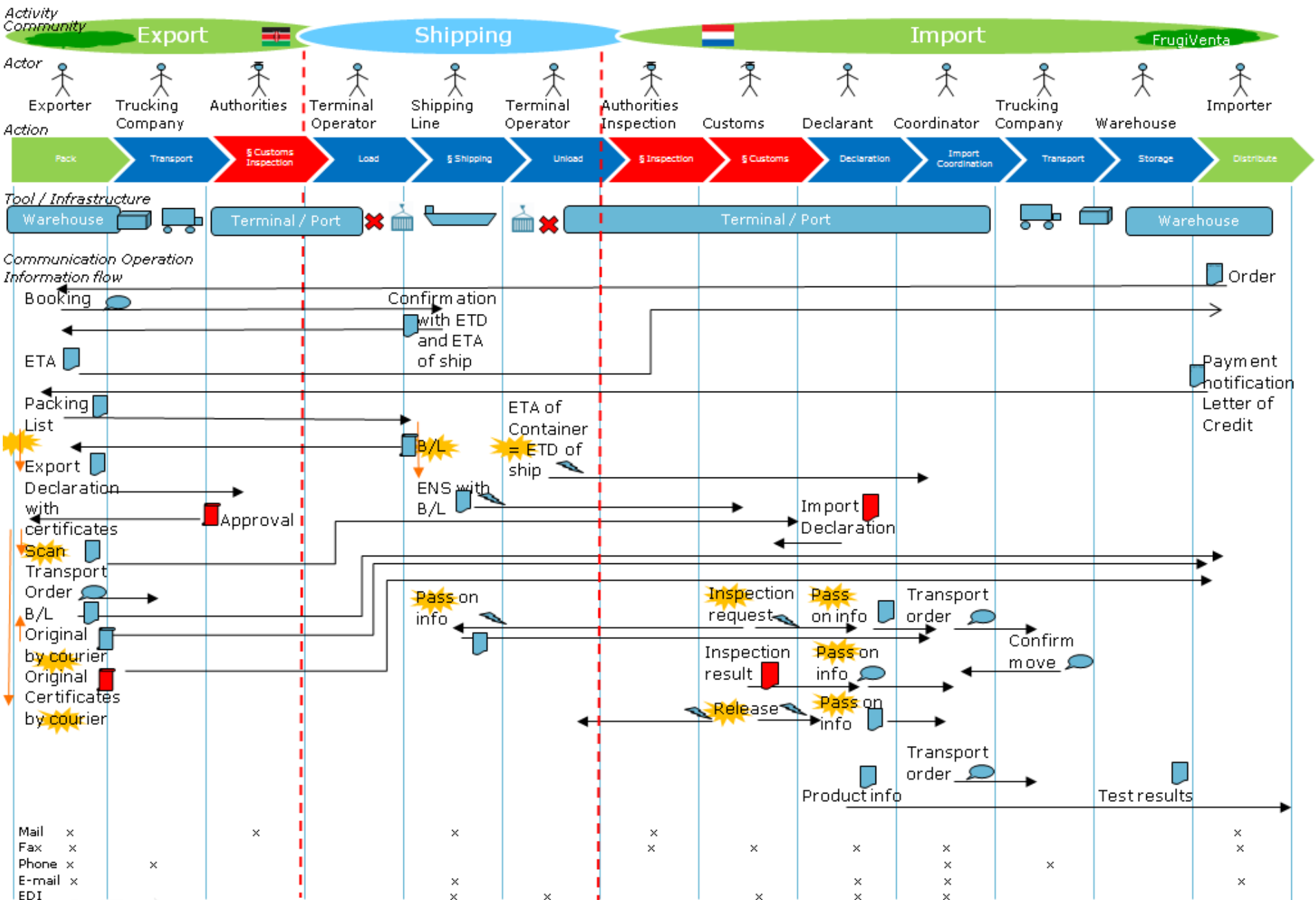
International trade: avocados crossing borders



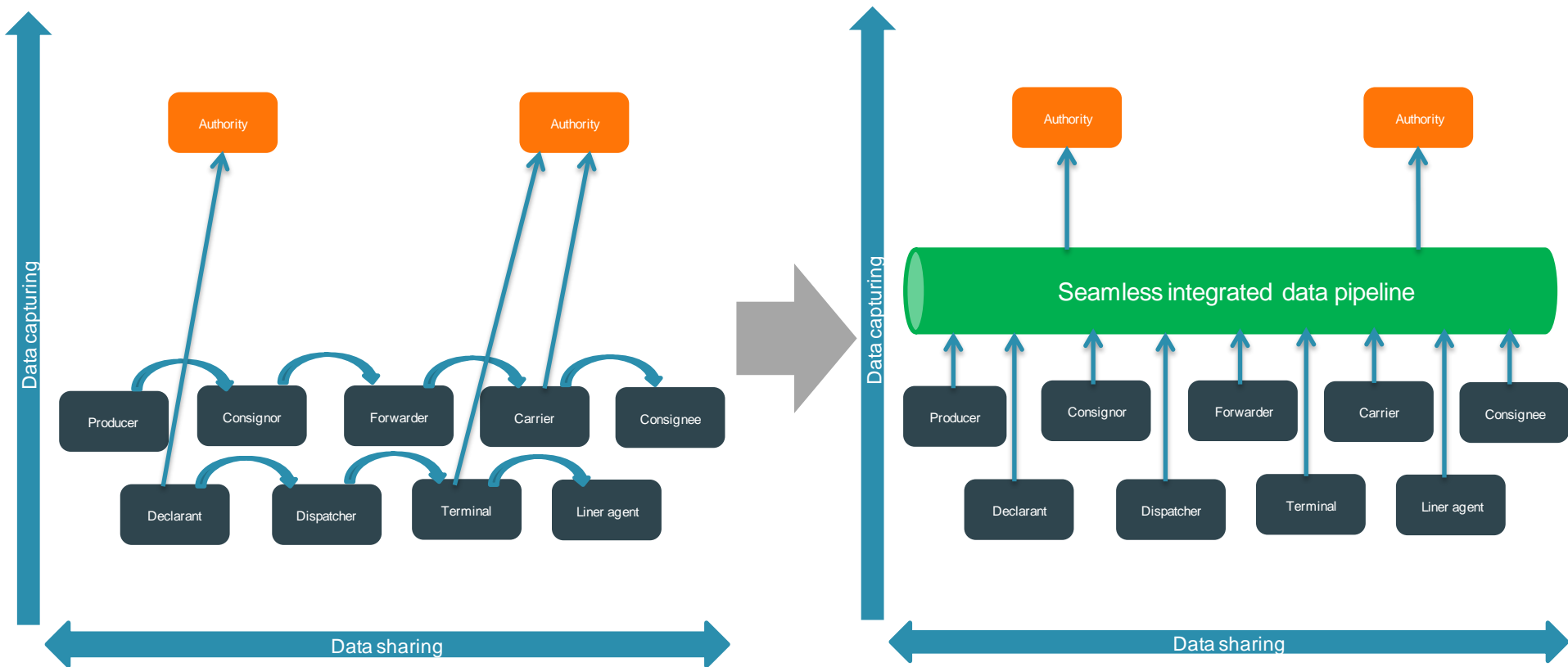
International trade: Activities when avocados crossing borders



Existing document / information flow for international trade



The Shipping Information Pipeline concept



Today: Peer to peer communication

- Data is reentered several times
- Data is summarized
- Data is pushed to the next in line
- Limited visibility

Future: Shared communication

- 'Get the data from the source'
- Piggy backing on purpose for data
- Data is pulled when needed
- Increased visibility

Selected design criteria for the Shipping Information Pipeline

- **No big brother**
 - In order to avoid big brother issues where a central entity has access to detailed information on global trade no trade document are stored in or transferred via the Shipping Information Pipeline.
- **Integrate once – Connect to everyone**
 - When an actor has built the required standardized integrations, the actor will be able to exchange information seamlessly with all other actors integrated with the Shipping Information Pipeline.
- **One virtual Pipeline build by many physical Pipelines**
 - For the users the Shipping Information Pipeline will look like one pipeline, but the actual physical infrastructure can be handled by several individual organizations. Standards will ensure the Shipping Information Pipelines integrates seamlessly, similar to how the Internet works today.
- **No facilitation of commercial agreements**
 - The Shipping Information Pipeline will not facilitate commercial agreements between two actors.

Invitation to participate in large scale pilot