



**For Immediate Release**

## **ASEAN gets a boost in trade, led by GeTS and SLA**

*An initiative championed by ASEAN Federation of Forwarders Associations (AFFA) and Singapore Logistics Association (SLA), to bring its members on board the hive trade facilitation platform powered by GeTS*

**Singapore, 22 September 2017** – hive (highly interconnected & vibrant e-trade), a freight forwarder community centric platform powered by Global eTrade Services (GeTS, a subsidiary of CrimsonLogic, and a leading provider of eGovernment products and services headquartered in Singapore) is set to facilitate connectivity between freight forwarders, their business partners and Customs agencies.

hive makes trade easier, more accessible, and predictable by enabling businesses to meet trade compliance requirements of more than 50 Customs authorities worldwide. This trade facilitation platform is a collaboration of logistics and forwarder associations championed by AFFA and SLA, with pioneer members that include Indonesia, Malaysia and Thailand. Users will also be able to search and connect with more than tens of thousands of businesses from all over ASEAN using hive's Partner Discovery Service.

"ASEAN is celebrating its 50<sup>th</sup> Anniversary this year and continuing to deepen ties and trade among its members. What started off as US\$10b in trade when ASEAN started out in 1967, [has grown to US\\$2.219 trillion last year](#). Strengthening logistics infrastructure will be key to further growth across the region in the future. With hive, we will drive greater collaboration, enabling businesses to achieve greater efficiency, productivity and growth," said Mr Eugene Wong, Chairman of CrimsonLogic and GeTS.

[Research by the APEC Business Advisory Council, University of Southern California, Marshall School of Business](#) finds that global e-commerce firms on average export to 30 to 40 different economies compared with 3 to 4 economies for traditional exporters. hive will enable its members to quickly and efficiently meet cross-border trade compliance requirements for more than 50 Customs authorities worldwide, saving them time and increasing productivity.



hive members will also be able to connect with other platform members for collaboration on logistics projects. Currently, more than 10,000 businesses from AFFA use hive's Partner Discovery Service. The partnership with Singapore Logistics Association (SLA) and other regional partners is set to bring even more businesses onto the platform.

"ASEAN is home to one of the most vibrant markets in the world, with Singapore being one of the leading economies of the region. In last year alone, GeTS has already connected more than 163,000 parties to each other, conducted more than 900,000 trade transactions and moved more than 71.5 million tonnes of cargo. Now, we want to bring the power of GeTS to hive members. We want to change the way trade compliance is done; making cross-border trade easier, more accessible, and predictable," said Mr Chong Kok Keong, CEO at Global eTrade Services (GeTS), Assistant CEO at CrimsonLogic.

Combining Singapore Logistics Association's (SLA) experience in driving pan-regional collaboration, with GeTS' expertise in building single window cross-border trade facilitation platforms, the community of ASEAN freight forwarders will be able to access a stronger network, and collaborate with peers across the logistics industry.

"We are excited to partner with Global eTrade Services in developing and implementing this pan-regional trade platform. With greater collaboration within the regional freight forwarding and logistics community, ASEAN can look forward to its next phase of growth. The single window platform improves communication and compliance connectivity between members and Customs authorities, and is set to enhance intra and extra-ASEAN trade. This platform is set to change the way trade is conducted in the ASEAN region," said Stanley Lim, Chairman of the Singapore Logistics Association (SLA).



hive members will be able to access four services:

**Partner Discovery Service:** a social-media-like application that enables members to search for, discover and create connections with new partners. Members are also able to initiate communications with, review, and endorse partners from within the platform.

**Trade Compliance Services:** facilitates the fulfilment of trade compliance. Business users are able to start the regulatory submissions via the web, fax, email or electronic integration (regardless of data format) with 24x7 support through phone, email and live webchat.

**Cross Border Services:** is a centralised global trade platform that facilitates cross-border trade with end-to-end compliance connectivity and has an ever-growing global network of over 163,000 connected parties and 50 over customs authorities.

**Member Management System:** is an optional module developed for associations or industry bodies to manage their portals and members.

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### **About Global eTrade Services (GeTS)**

Global eTrade Services (GeTS) is a CrimsonLogic subsidiary and a key growth engine for the Group. GeTS has a comprehensive suite of services that helps traders meet regulatory and compliance requirements from Government agencies and trade associations around the world. Based on a SaaS model, GeTS is centred on a Single Window (SW) that facilitates global trade with Compliance Connectivity, eAdvisory and Data Analytics suite of services.