

# A Business Perspective on TradeTech Adoption: Survey Results

FEBRUARY 2024

TradeTech is the set of technologies and innovations that enable global trade to be more efficient, inclusive and equitable. The intersection of trade and technology has a long history and is becoming an increasingly pivotal aspect of the modern global economy. In this context, the World Economic Forum launched a survey to gain a business perspective on the evolving relationship between trade and technology in logistics and sustainability, and on the role of public policy partnership.

In all, 335 participants from eight countries working in sectors such as transportation and logistics, wholesale and retail trade, information technology and telecommunications, manufacturing, and banking and financial

services responded to the survey. The survey questions focused on: (i) investigating the role of TradeTech in optimizing supply chains and operations; (ii) estimating the role of TradeTech in reducing environmental impact and promoting sustainability; and (iii) exploring the role of public-private partnership for TradeTech adoption.

The survey results identify three recurring themes as obstacles to TradeTech adoption:

- Access to and ability to interpret data.
- Standardization and harmonization of the TradeTech ecosystem.
- The affordability of TradeTech.

FIGURE 1

## What do you think are the major barriers to TradeTech adoption?

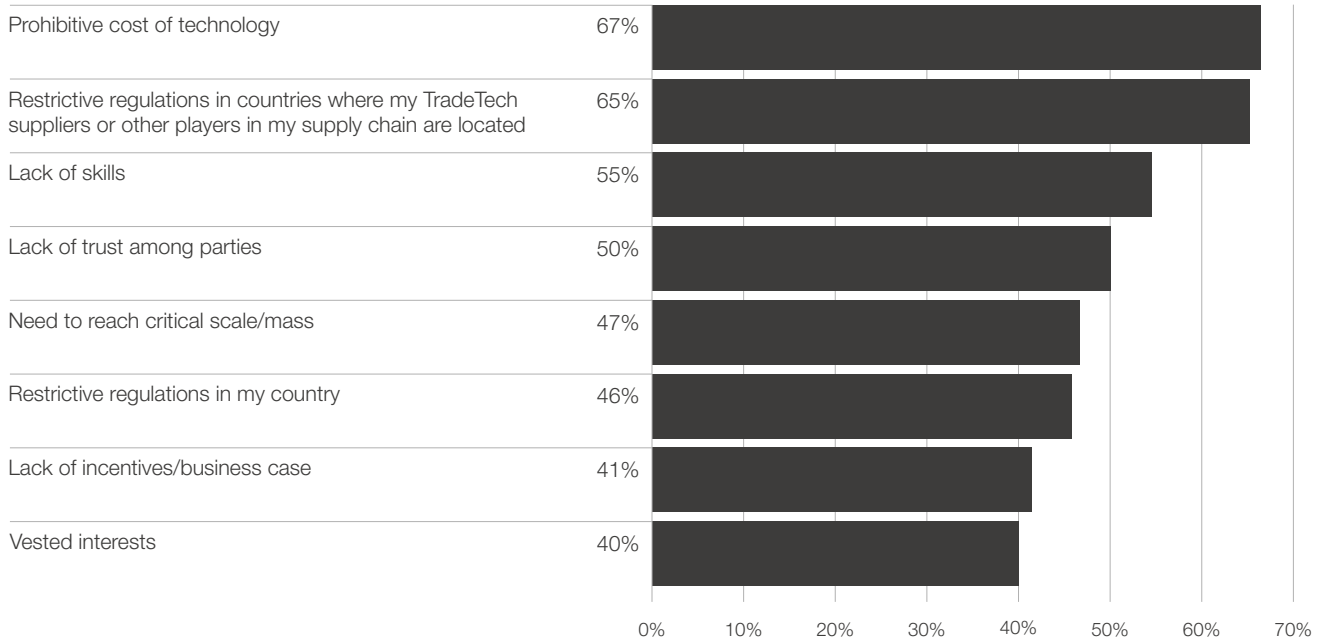


FIGURE 2

## Where in the supply chain does lack of visibility hinder your operations?

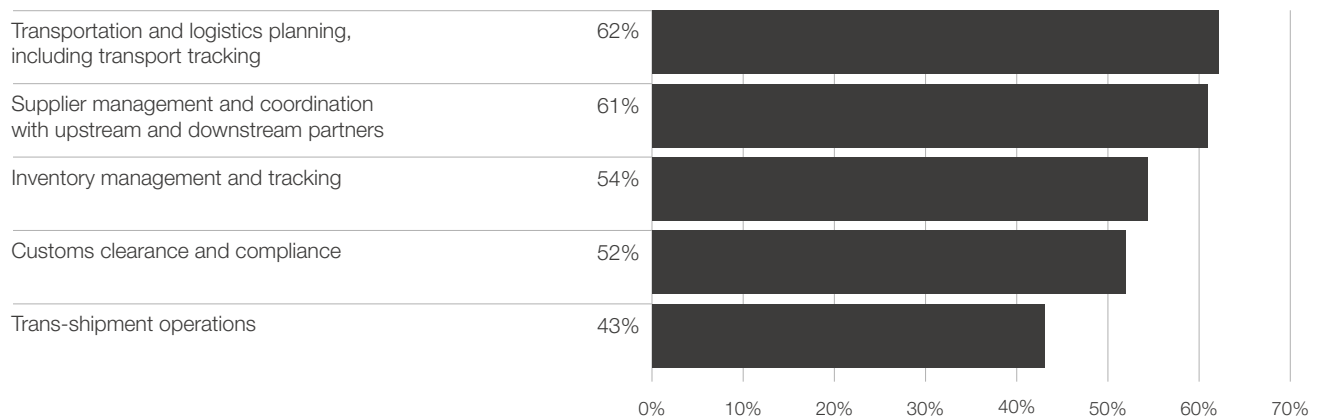


FIGURE 3

## What are the top three measures or improvements that you would like to see for paperless trade?

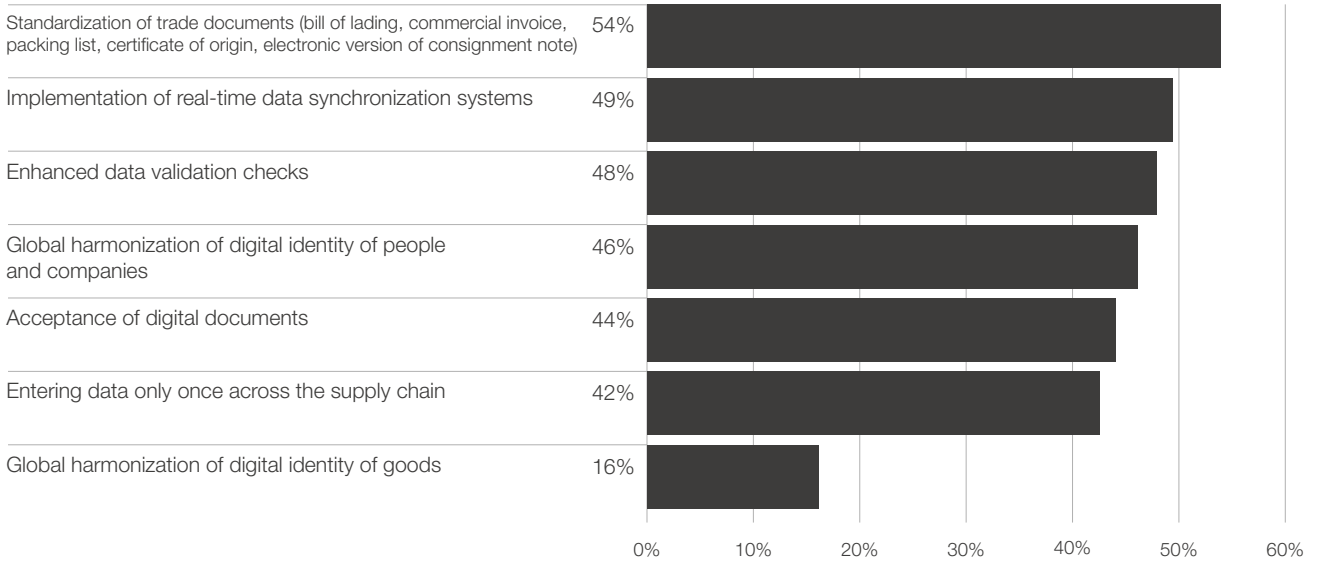


FIGURE 4

## What would accelerate customs clearance?

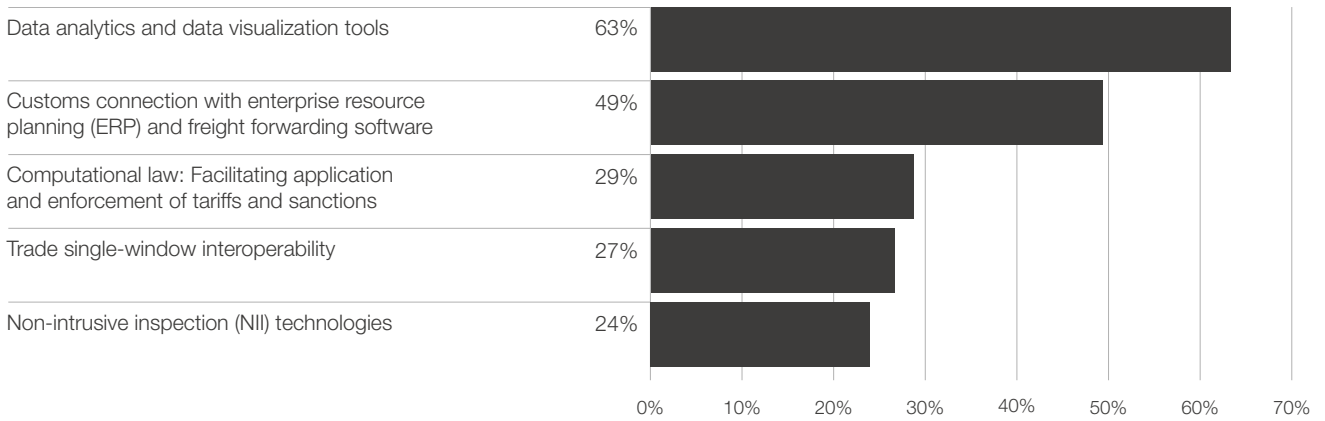


FIGURE 5

## What are the challenges for reducing environmental impact and promoting sustainability?

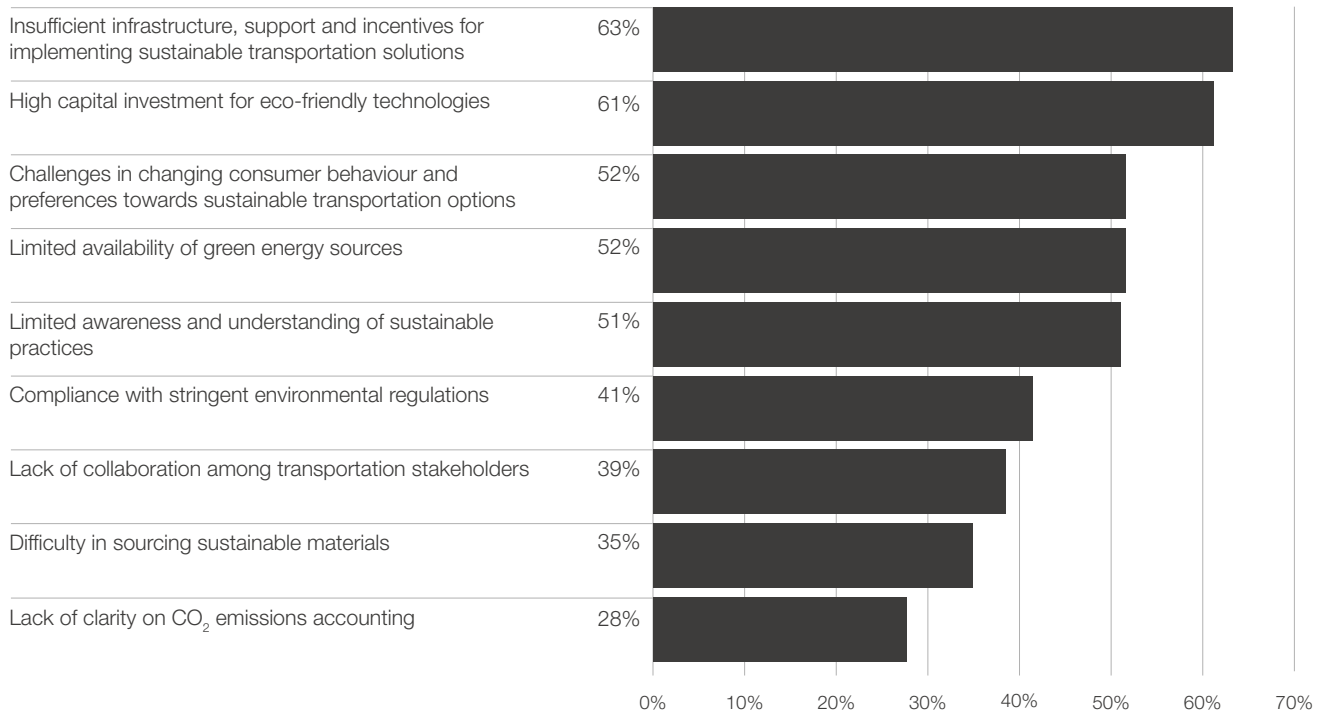


FIGURE 6

## How can technology adoption and network development be incentivized?

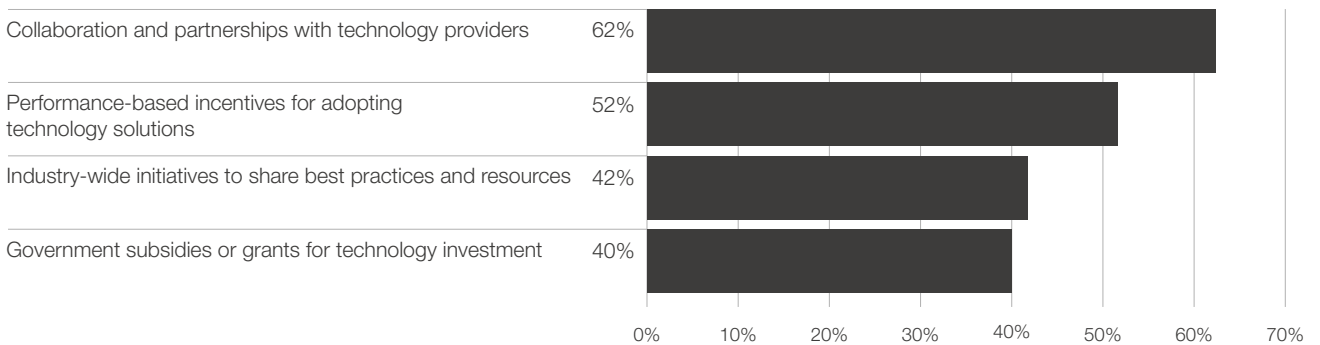


FIGURE 7

## Where do you think public-private partnership is most needed to support TradeTech adoption?

