



Press Release

Brussels, 2 October 2019

Trade Club Alliance: global financial leaders to launch digital platform to tackle international trade barriers and help business grow.

- **Global launch of all-new digital platform to help businesses trade globally**
- **Fourteen partner banks to become signatories of the initial founder**
- **The digital platform is expected to host more than a million businesses worldwide by 2022**

Financial leaders from banks around the world did convene in London on 1 October 2019 to mark the official launch of the Trade Club Alliance. The gathering of fourteen partner banks that make up the alliance, marks the official launch of an all-new digital platform - the first of its kind - that will help businesses bolster global trade.

The new platform will help identify businesses that are looking to trade goods internationally and will provide insight on regulations and trade tariffs for the relevant countries. It will provide members with market information on more than 180 countries including currency analysis, market trends and shipping requirements, serving as a conduit for trusted buyers and suppliers to connect with counterparts in markets around the world.

The initiative was created by Santander in 2015, to connect businesses in Europe with Latin America. Following its success, the programme was rolled out worldwide and saw the formation of the Trade Club Alliance. The partner banks that make up the alliance cover some of the world's most established and fast-growing markets, such as Africa, Latin America and South East Asia.

Jon Barañano, Chairman of the Trade Club Alliance, commented: "The launch of the Trade Club Alliance marks the start of a relationship for businesses with their banks that is more than simply as a finance provider – but as a strategic business partner who guides them through the labyrinth of international trade. This transformative trade platform will strengthen existing ties and revolutionise the way businesses seek opportunities in new markets."

Wim Eraly, Senior General Manager Corporate Banking complements: "In order to do business quickly and efficiently, it is crucial for our companies to have accurate information and reliable contacts at the right

time. The KBC Trade club supports our customers to get new business opportunities or instant market information anytime, anywhere. The Trade Club Alliance ensures that all offered potential counterparties are known and screened by one of our banking partners."

Key benefits of the Trade Club Alliance platform:

- State-of-the-art technologies: uses machine learning and cloud-based services with the best of breed social networking capabilities, comprehensive content and corporate banking advisory;
- Efficiency: helps accelerate the exchange of goods and services by uncovering ideal trade partnership opportunities and then simplifies the transaction process;
- Local support: Alliance banks' dedicated "Experts & Community managers" teams are available to offer advice at all stages of exporting and importing activity and financing alternatives;
- Market analysis: over 25,000 market reports from 186 countries;
- Commercial partners: 2,000 directories from 150 countries, 40,000 commercial fairs, 1,000,000 international tenders;
- Manage shipments: databases for over 120 countries;
- Analyse currencies: conversions of 147 currencies and weekly and monthly reports;
- Set up abroad: information on over 182 countries with over 2,500 pages.

This digital platform is available to trusted businesses of all sizes and will fully cover sectors including agriculture, machinery, textiles, chemicals, woods plastics and metals. Each Alliance bank is responsible for vetting businesses before they become a member, and will help oversee the admission process, actively identify and facilitate business opportunities and coordinate trade missions on the ground.

Members of the Trade Club Alliance will be assigned a Business Card, where they can provide details of their business proposition, industry and overarching goals. In addition to the digital platform offering market insight, companies can seek advice on financial products that would suit their needs from any one of the Alliance banks.

The full list of partner banks are: Abu Dhabi Commercial Bank, Attijariwafa Group, Banco BPM, Banco Santander, Royal Bank of Canada, CIMB, Crédit Agricole Group, Eurobank, KBC Group, Industrial Bank of Korea, MUFG, Nordea Group, Siam Commercial Bank, and Standard Bank.

About Trade Club Alliance

Trade Club Alliance is a unique global network of banks aiming to make international trade simpler and better. We offer an innovative digital platform, giving SMEs and corporate clients a wealth of relevant international trade expertise, tools and services, as well as the opportunity to connect with trusted partners in new markets. This technology is matched by the human expertise we're all individually known for. We use our knowledge of our clients' businesses and local markets to give them the bespoke advice they need. Our partner banks currently cover over 65% of global trade corridors, representing a community of exclusive companies set to reach one million in the coming few years. And we're still expanding – our goal is to be everywhere our clients' businesses should be. The Trade Club Alliance's value comes from its combination of technology, unparalleled reach and trusted relationships. It means, together, we can all play a vital strategic role in our clients' sustainable business growth overseas.

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