

How to boost goods exports with digitalisation

Logistics doesn't have to be a maze.

Embracing digitalisation in support of business goals

70%

Surveyed businesses say that “using tech to simplify workflow and manual processes” is a top priority (Thomson Reuters, 2019).

51%

Estimated UK exports which are processed digitally already – one of the top 3 countries in the world (BCC, 2023).

“Digitalisation and its design can strengthen our ability to respond to the challenges of living on a finite planet.”

M. Velden (2018), Digitalisation and the UN Sustainable development Goals: What role for design.

Digitalisation is the process of transforming mostly physical data and processes into a digital form. It involves the adoption of digital technology and tools to enhance many aspects of your business.

We’ve seen endless digitalisation in business (and society) over the last 20-30 years. Some of it incredibly normalised, like website development, or email.

But it continues today in so many other forms.

Here we are going to focus specifically on the unexpected ways it can enhance your exports to support business growth.



Using the Electronic Trade Documents Bill



The UK's Electronic Trade Documents Bill was brought in during 2023 and is significant for exporters.

It means that, electronic versions of key trade documents, such as the bill of exchange, bill of lading, certificates of origin and many others will have the same legal treatment as their paper equivalents, should they fit certain criteria.

For businesses, this means the removal of endless paper, postage costs and a significant environmental toll. It ends unnecessary barriers to exporting that have existed with the laborious paper filing used in international trade for decades.

To take advantage of the new Electronic Trade Documents Bill, take the time to learn what it means practically, and the software implementation required to facilitate the secure trade of eDocs. This will likely involve some consultation with your suppliers and customers too.

Whilst there is likely an initial small software cost and staff training programme to facilitate a move onto eDocs, the long-term cost-benefit and bureaucratic savings are significant.

£224bn

International Chambers of Commerce estimated efficiency savings of digitising trade.

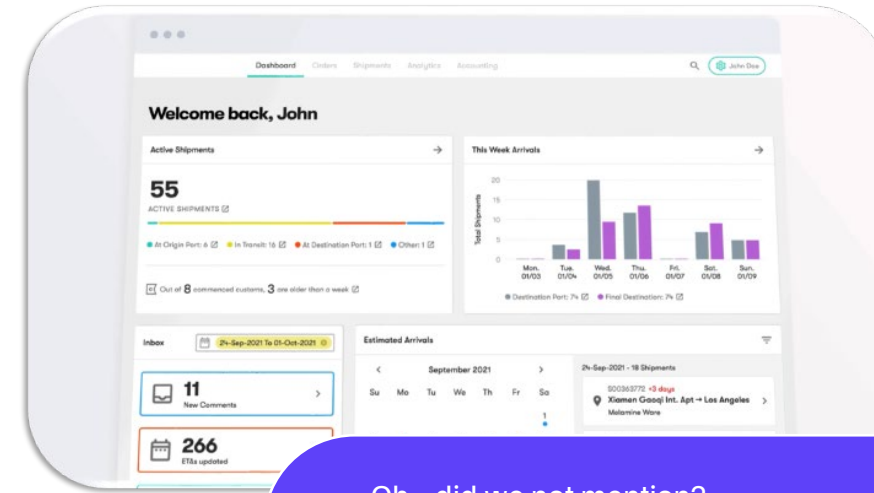


Building visibility into your exports

Through digitalisation, you can track your exports in granular detail. Yes, we're talking here about supply chain visibility tools. With a good platform, you're able to monitor your exports right into the hands of your customer, which has countless advantages.

Proactively respond to disruptions, ensure timely deliveries, maintain inventory levels, and make informed strategic decisions. They help foster stronger relationships with customers, as all stakeholders can see the information they need for peace of mind. But the pros don't end there; by using visibility you can identify bottlenecks, mitigate risks and enhance overall efficiency.

The bottom line is, having supply chain visibility empowers businesses to streamline operations, improve customer satisfaction, reduce costs, and stay competitive in a rapidly evolving global marketplace.



Oh... did we not mention?

Our industry-leading WTA platform gives firms exactly the visibility needed to facilitate a smooth exporting experience.

- No more chasing documents.
- Easy communication.
- Single source of truth.
- Gorgeous analytics.
- Organised accounting
- Much more...

[Book a demo](#)

Consider Digital Economy Agreements

The UK has recently signed a Digital Economy Agreement with Singapore, which is limited in direct value, but offers a window into exciting opportunities for shippers. The UK's agreement with Singapore means businesses can enjoy greater cyber security, paperless trading, better data protection, support for small businesses and [much more](#). Now this isn't a free trade deal as such, but its application is to simplify the import/export process for firms.

It's worth highlighting that within other modern UK trade deals, like those with Australia and New Zealand, there are digital elements which are there to facilitate easier trade for businesses. For example, the Australia/UK FTA "will save many firms from the cost of setting up servers in Australia" as it allows the free flow of data between the nations, whilst protecting personal information. It also "makes business easier through the use of electronic contracts and electronic signatures" (UK Govt, 2023).

These elements are crucial and have a whole range of benefits; cost savings as mentioned, but also simplification and increased security. They could be enabling for your export strategy. Keep an eye on UK moves for more Digital Economy Agreements.



Leverage sustainability through digitalisation

Digitalisation can also be used to export more sustainably. That means you can match company growth with your ESG strategy and offer sustainability as a product USP. Some of the ways you can use digitalisation to boost sustainability are:

- 1. Reduction in Paper Usage:** Digitalising processes will eliminate or significantly reduce the need for paper-based documentation, which reduces deforestation and the associated carbon emissions.
- 2. Energy Conservation:** Digital processes require less energy compared to traditional manual methods. For instance, video conferences replace physical transportation for meetings. Digital storage and data centres are also more energy-efficient than physical file storage systems.
- 3. Environmental Monitoring and Reporting:** Digital technologies allow real-time monitoring of environmental data, such as energy usage or emissions. This enables organisations to identify areas of improvement and optimise processes.
- 4. Sustainable Supply Chains:** Digitalisation enhances supply chain visibility, enabling better management of resources, reducing emissions, and improving efficiency.

Contact us.

Phone [+44 \(0\)800 016 3933](tel:+44(0)8000163933)

Email hello@wtagroup.com

Website www.wtagroup.com