



Digitizing trade for everyone

An Inclusive Journey
towards a
Shared Destiny



Introduction

- Digit(al)ization gained importance since the early days of blockchain inception
- Many initiatives/projects started since 2015, mainly focusing on single-step-product-solving, easing hurdles in a value chain
- Development in isolation caused inside-in progress, less mindful on context





A Think Tank Approach





Think Tank focused on
advancing and accelerating the
digitization of trade & financing,
amplifying trade-based
global growth, inclusion, &
sustainable development.





Vision

To be the driving force creating a global movement to realize the last mile adoption of trade digitization





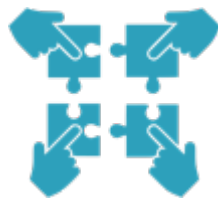
Guiding Principles



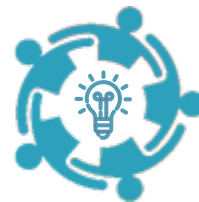
Independence
Integrity



Openness
Objectivity



Collaboration
Complementarity



Inclusion
Innovation





The How : TOTTA to approach the trade community



- **Global Traders**
- **MNC's**



- **Large - Mid Corporates cross-border trading**



- **Fintech**



- **Banks • NBFi's**
- **NBTE's**



- **Governments**

Approach with a segmented and industry specific perspective, top-down from industry body to member.

No IT bias, no book selling approach, agnostic to proprietary platforms

Help bridge gaps in understanding, stimulate, teach, give guidance and repeat



Development Banks (ADB, EBRD, IFC)



Central Banks, IMF



ICC regional reps



WTO, BAFT



NGO's





Why, How and What

1 WHY

Support acceleration of standardization and digitization

2 HOW

Consultative approach :

- Stimulate the trade community
- Explain present
- Persuade reaching out a hand
- Repeat the process

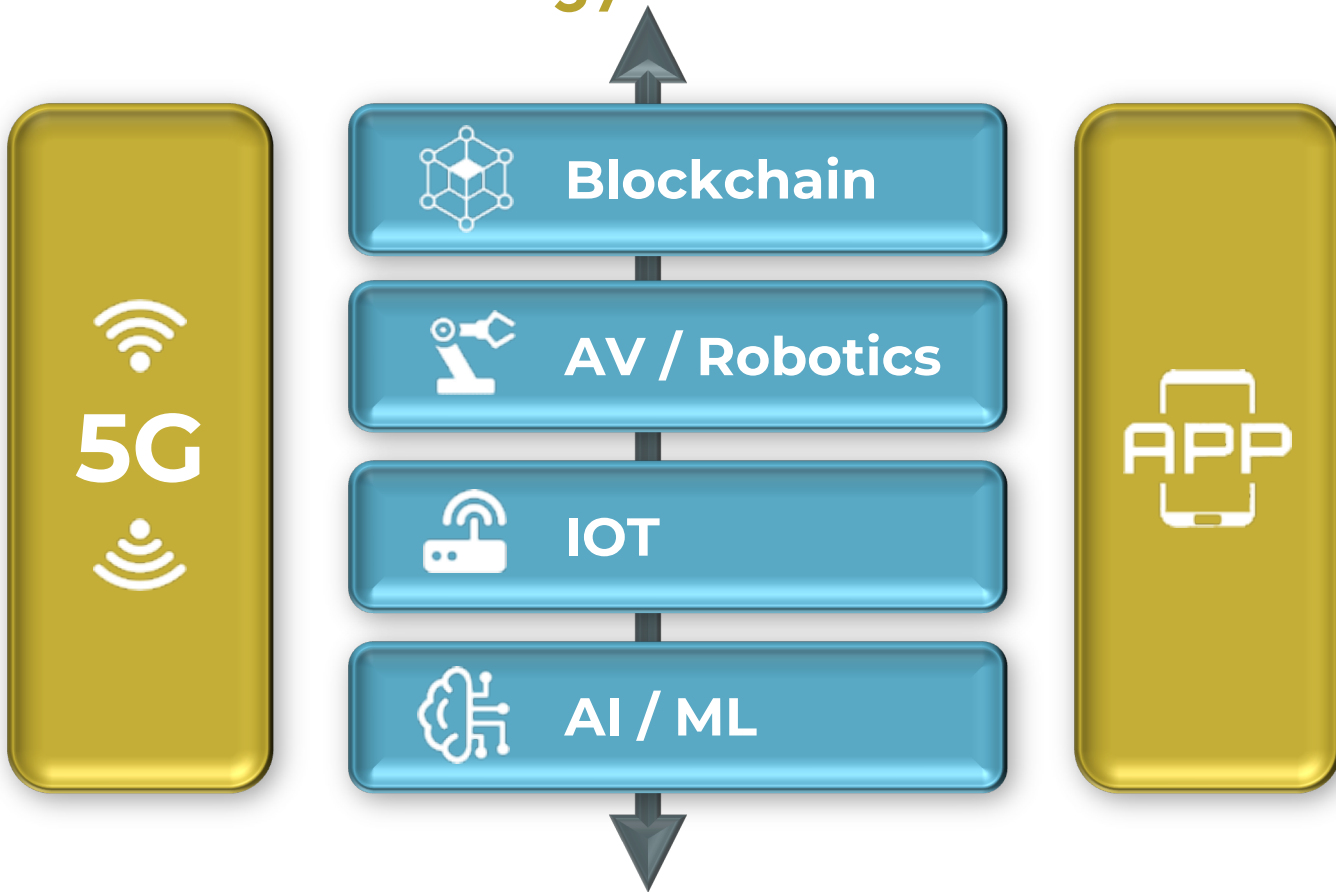
3 WHAT

- Discussion Papers
- White Papers
- Evaluation of Standards Readiness
- Feasibility Studies
- Roadmaps to Integration
- Certification





Breadth of Technology





Enabling Digitization





Example Discussion Papers

TXF PROJECT & EXPORT ▾ EVENTS ▾ MORE ▾ 🔍 LOGIN SUBSCRIBE

Lowering the toll: The next step in the digital trade evolution

Why are there still so few bridges between digital islands? And no 'cars' on the bridges that have been built? Michael Vrontamitis, advisor at Hountable and Subra Shankhar, founder and principal at TOTTA look at why digital islands persist, and how they can be bridged. Do not ignore smaller businesses.

Text by:



Michael Vrontamitis

Advisor at Independent
🕒 18 October 2021



Subra Shankhar

Founder and principal at Totta

Quantum leap: Open Source DLT's in Trade and Trade Finance achieving an evolved digital Governance

Published on October 28, 2021 [Edit article](#)



Subra Shankhar

Founder and Principal at TOTTA | Trans Oceanic Trade Tech Alliance (...)
2mo · Edited · 🌐

This morning, I realized I am not an optimist as much as I am a hopeful person!

As someone with positive attitude and perspective of all things, I have never paid any attention to the difference between Hope and Optimism.

This article by [Arthur Brooks](#) in [The Atlantic](#) tickled my mind. A great article to read early in the week and poems in it to relish too.

Brooks refers to a 200-year-old proverb on the personal attainment of happiness more broadly on the evolution of society. In his own words, "optimism makes no such assumptions that things better in some way."

He goes onto a 3-step process for a better life and future.

Trade Innovation: acceleration required!

Published on September 28, 2021 [Edit article](#)



Credit Ian Taylor

TOTTA | Trans-Oceanic Trade Tech Alliance
181 followers



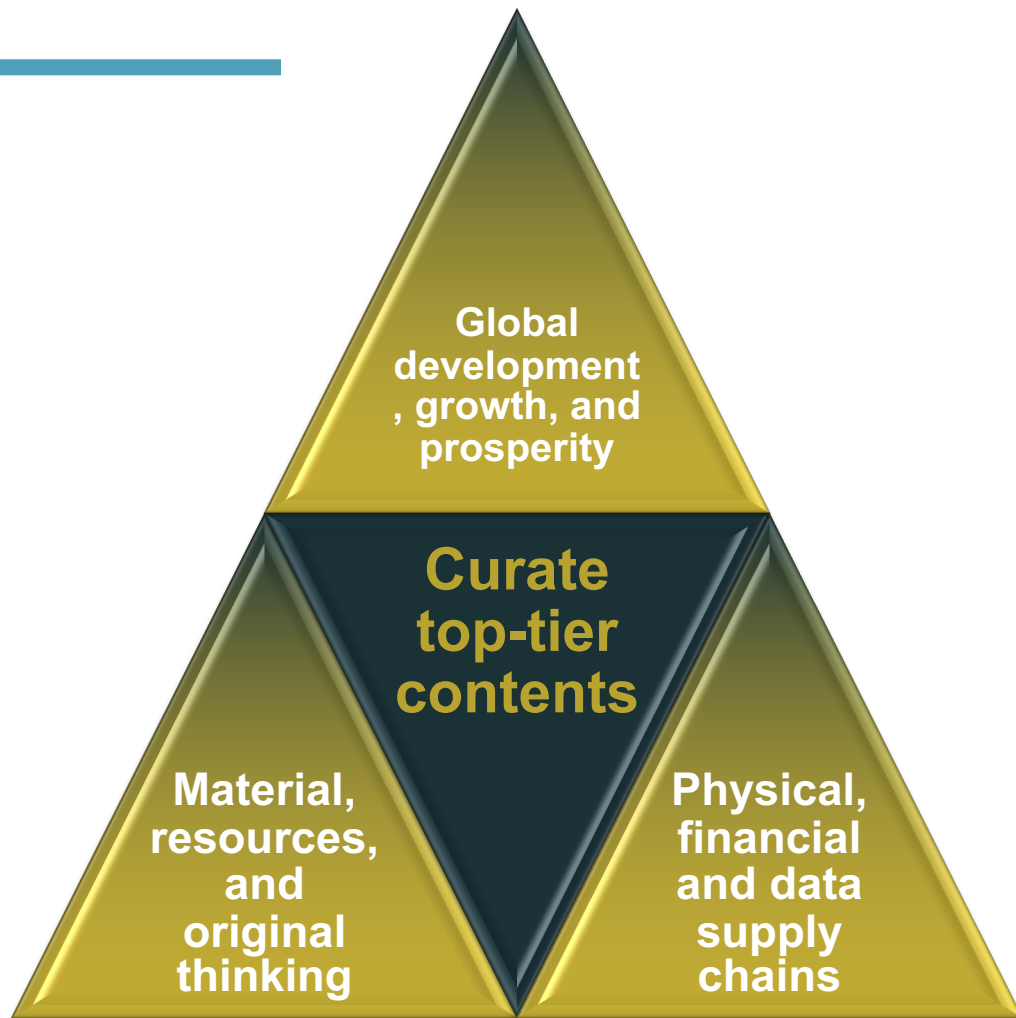
by **Chris Sunderman**, Member, Board of Advisors - TOTTA



Innovation and digitization, either with or without blockchain technology, trust me, it applies to corporates in all segments and



Curator





Repository digitizeHow.trade

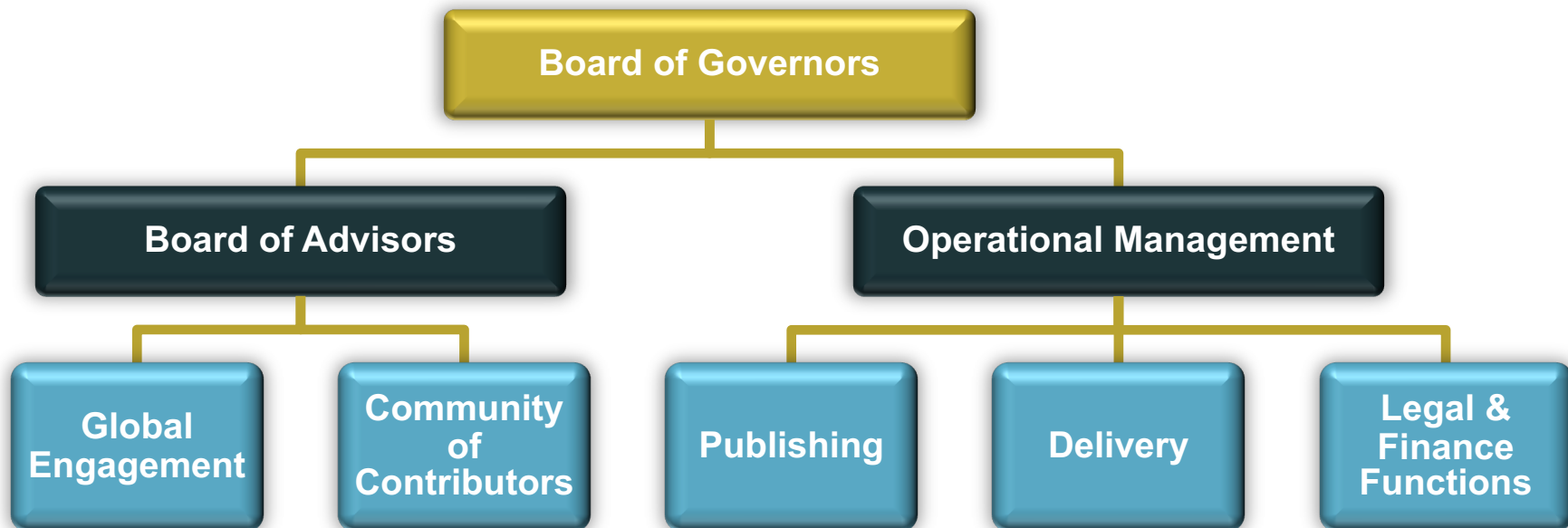


- A central repository and go to place for all users esp for MSME's
- Curated top-tier content as well as original thinking
- Papers, Platform Options, Comparative Analysis, Tools, Libraries, and How To documents, videos, & chatbots
- MSME focused Webinars, Forums and Regional On-sites
- Independent group of full-time staff who shall curate and moderate
- Maintain tech neutrality / vendor agnostics





Structure





Funding

As a non-profit, Source of Fund will be

- International organizations (e.g WTO, WTB)
- DFI / Multilateral bodies (e.g ADB, TDB, EBRD, WB, etc...)
- Large commercial organization with vision and CSR focus
- Visionary thought leaders



Upcoming Publications

Finance and Technology: Match Made in Africa

A 2 part publication on FinTech and Trade Finance in Africa

FinTech enabling NBFIs in Trade Finance

Case study of MSME Trade Financing through Digitization





2022 Plans

- Launch of digitizeHow.trade
- Specific projects working DFI's and Multilateral Bodies
- Expansion of the Board of Directors
- Growing the Community of Contributors
- Full-time support staff to administer





Action Required

- Get Involved
- Make sure your voice is heard
- Become a member of TOTTA Community
- Register your interest on our website : totta.trade





More than a Think Tank
We are a Movement

