



News Release

For Immediate release

Peter Blanchard
Tradegate
t: (02) 9283 1144
M: 0414 724 312
e: pblanchard@tradegate.org.au

TRADEGATE TO IMPLEMENT PORTBIS

Australian maritime supply chain to use national port community information system

SYDNEY, Aust., 25 November, 2009 – Tradegate, an industry-based independent supplier of on-line services to importers, exporters and their service providers, will implement a port community information system in Australia's major container ports from 1 March 2010.

The system, called PortBIS, will enable freight forwarders, importers, exporters, shipping lines, transport operators, port authorities, stevedores, and container parks to exchange information to improve the efficiency of cargo movements through the ports.

Mr Peter Blanchard, the CEO of Tradegate, said PortBIS will result in greater transparency and visibility of data enabling business users to make better informed commercial decisions leading to reduced costs through improved productivity.

“The objective of PortBIS is to obtain data from multiple sources in real time, aggregate that data and make it available to users in the users' desired format. This will reduce cost of data sourcing and reduce total transaction costs”, he said.

“PortBIS will enable Australia's maritime container trade to be on a par with over 40 other container ports around the world where these data information systems have been operational for 25 years. Users of these systems have reported substantial productivity benefits as a direct result of the port community system.”

“Phase 1 of PortBIS will become fully operational in the first quarter of 2010 enabling importers and their agents to receive vessel movement information, container alerts and confirmation of empty container returns from over 40 container parks across Australia,” he said.

“Feedback from a range of port users who have either participated in the trial, or attended one of the PortBIS Workshops held during September and October indicates that a system like PortBIS was urgently needed to provide information once and be able to use it many times,” he added.

Tradegate is involved in ongoing discussions with a number of the major container port authorities and Shipping Australia has been a strong supporter of these systems being introduced.



“A dangerous goods module is being developed with the import component in test with a number of shipping lines and port authorities,” Mr Blanchard said.

“Tradegate is working closely with Shipping Australia, container parks and the road transport industry to develop improved information processes to provide advanced information to container parks and transport operators to improve visibility and efficiency. These processes will implement many of the recommendations of a Victorian report on improving logistics in the State (the BAHS Report).”

“No single entity controls the maritime supply chain and numerous reports have called for greater co-operation and collaboration. PortBIS aims to improve co-operation and collaboration through improved information process”, he added.

“Tradegate will continue to discuss with government agencies the benefits of port community systems and the way in which systems such as PortBIS can improve the total efficiency of the import/export supply chain,” Mr Blanchard concluded.

- Ends -

About Tradegate

Tradegate is a not-for-profit, neutral, industry-based organization that provides e-commerce services to the international trade and transport community to improve the efficiency of the import/export process. Tradegate is a trusted supplier of on-line services to importers, exporters and their service providers. Visit <http://www.tradegate.org.au>