September 2, 2025 www.gtrventures.co

GTR VENTURES

TRADE TECH SHOW CASE

Foreword

There is not one single country nor company today unaffected by the recent upheavals in global trade and tariff changes and uncertainty. Supply chains have become fraught with new risks; while value chains adjust to the new norm of trade disruption.

How can technology and innovation in trade reduce such risks and allow importers and exporters to better adjust? How can digital standards fast-track a sustainable trade future?

Join Us today in this 8th iteration of our GTR Ventures Tradetech Showcase, held during GTR Asia, where various trade and supply chain start-ups come together to demonstrate their business models, strategies and activities to a panel of expert judges.

Who will be the Tradetech Showcase champions this year?
Flip through this booklet for more information on this year's entrants.

#Tradejustgotsmarter

GTR ASIA 2025 SINGAPORE

INNOVATION PARTNER

TradeTrust

MEDIA PARTNER

GTR Global Trade Review

PARTICIPANTS

IMPACT ENVIRONMENT & CLIMATE

RECEIVABLES™ EXCHANGE

trace

GTRVENTURES

The Demo Lab: Entrants

Shahid Mahmood, Chief Executive Officer, RecX

Jean-Francois Gebhart, Chief Executive Officer, Trace Technologies

Yun Sil Chu, Director, Jureem

Arnaud Brolly, Founder & CEO, EC-Impact

Judging panel

Aaron Sarma, Founder, ScaleUp Malaysia and Remote Ventures

Léana Traing, Portfolio Success Manager, Founders, Iterative

Steven Rynecki, Senior Vice-President, Business Development, Keystone Group

Moderated by
Mariko Oi, BBC Presenter

Innovation partner spotlight

TradeTrust

TradeTrust is a free, neutral and open-source digital utility that provides the foundational infrastructure for trusted exchange of electronic trade documents. For example, in a landscape where many digital Bills of Lading (eBLs) remain confined within silo systems, TradeTrust provides the common rails for interoperability, enabling different platforms and participants to exchange digital documents securely and with legal certainty.

Developed by Singapore's Infocomm Media Development Authority (IMDA), TradeTrust is designed to enable solution providers who adopt it to easily create and manage electronic transferable records that meet the requirements in the United Nations Commission on International Trade Law (UNCITRAL) Model Law on Electronic Transferable Records (MLETR). This ensures that those digital trade documents carry the same legal effect as their paper counterparts. Its open-source nature underscores full transparency, yet it is designed to preserve the privacy of each transaction. This empowers software providers, carriers, financial institutions and even governments to integrate seamlessly, eliminating lock-ins and fostering a more connected digital trade ecosystem.

TradeTrust's impact has been recognised globally. It was recently featured by the World Customs Organization (WCO) Newsletter as a solution advancing trusted digital trade, and has been recognised as a Digital Public Good by the Digital Public Goods Alliance for its open, inclusive and cross-border value – affirming its role as the foundation for interoperability to enable viral digital trade transformation.

By enabling interoperability and trust, TradeTrust makes cross-border trade faster, more efficient and secure, helping the world move confidently into the digital economy.

Learn more at **www.tradetrust.io**

Meet the startup

EC-Impact is a climate-tech company based in Singapore, dedicated to decarbonizing aviation across the Asia-Pacific region. Since 2023, the company is developing blockchain & AI-powered marketplaces for Sustainable Aviation Fuel (SAF) certificates, enabling credible CO_2 reduction claims (Scope 1 & 3). EC-Impact works closely with the International Air Transport Association (IATA) and the Roundtable on Sustainable Biomaterials (RSB) to advance SAF adoption.

In the Philippines, EC-Impact recently launched SAF certificate market-place project, linking a full local SAF ecosystem (SAF producer, airline, and corporation). The company is scaling its SAF platform across Asia, driving wider adoption through strategic partnerships and digital solutions. Its goal is to accelerate aviation's path to net-zero emissions by 2050. Looking ahead, EC-Impact plans to extend its smart trading platform to support environmental attribute certificates (EACs) for other low-carbon fuels–targeting the maritime sector and emerging energy carriers such as hydrogen.

Key statistics:

HQ: **Singapore**

Website: **www.ec-impact.org**

Founding Year: **21/02/2024**

Revenue: **US$50,000**

Target Clients and/or Markets: **Airlines, sustainable fuel producers and corporations with ESG targets**

Minimum Viable Product (MVP) Ready: **No (PoC only)**

Latest Funding Round: **No funding round (bootstrap)**

Future or Current Fund-Raising Plans: **To raise US$2mn**

Looking for: **Create MVP and scale**

Meet the speaker

Arnaud Brolly
Co-Founder and CEO, EC Impact

Arnaud Brolly is the Founder & CEO of EC-Impact, a Singapore-based climate-tech startup driving sustainable aviation and net-zero target across the Asia-Pacific region. Under his leadership, EC-Impact has become a key player in accelerating Sustainable Aviation Fuel (SAF) adoption and airport decarbonization through digital platforms, policy engagement, and ecosystem collaboration. He also works as an independent sustainability and climate consultant for organizations including the Asian Development Bank (ADB), IATA, and several major consulting firms. In addition, he co-founded Island Skies Alliance, a non-profit supporting aviation decarbonization in the Philippines. Arnaud holds master's degrees in software engineering, business management, and geopolitics, bringing a cross-disciplinary perspective to climate, tech, and policy challenges. He co-leads the Fintech Chapter of the French Chamber of Commerce in Singapore and serves as a regional ambassador for the Global Business Blockchain Council (GBBC). Based in Singapore since 2023, Arnaud focuses on bridging aviation with technology, and climate action to drive the transition to a low-carbon economy.

IMPACT
ENVIRONMENT & CLIMATE

GTRVENTURES

Meet the startup

RECEIVABLES™ EXCHANGE

The Receivables Xchange (RecX), is a fintech startup with a mission to provide our clients with an innovative, flexible, efficient, and transparent platform to monetize their receivables while granting investors access to a vast and dynamic export receivables market.

The Receivables Xchange will enable emerging markets exporters to sell their international receivables to institutional investors, international banks, and factoring companies through a seamless digital marketplace.

Our platform aims to:

> Provide exporters with better discount rates and improved cash flow.

> Offer non-collateralised funding, supporting business expansion.

> Align with the United Nations Sustainable Development Goals (SDGs) by fostering export growth and employment opportunities.

Key statistics:

HQ: **London, United Kingdom**

Website: **www.thereceivablesexchange.com**

Founding Year: **2025**

Annual Revenue (USD): **Pre-revenue**

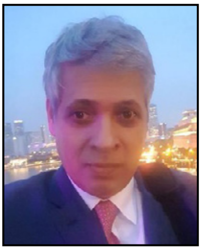
Target Clients and/or Markets: **Emerging Markets, Pakistan, Bangladesh, Vietnam, Cambodia, etc., target clients are SME exporters.**

Minimum Viable Product (MVP) Ready: **Yes**

Latest Funding Round: **not applicable**

Future or Current Fund-Raising Plans: **To raise US$30mn**

Meet the speaker



Shahid Mahmood
Co-founder, Receivables Xchange

Shahid Mahmood is an experienced business leader with a proven track record in the reinsurance industry, specialising in export credit and political risk. He brings deep expertise in receivables financing, international factoring, and structuring complex trade credit solutions. Known for driving strategic growth and fostering strong client relationships, he delivers tailored risk management solutions across global markets. Shahid is the co-founder of Receivables Xchange, a platform transforming the way businesses manage and monetize receivables.

RECEIVABLES™ EXCHANGE

GTRVENTURES

Meet the startup

Traceplus.ai is an advanced AI Enterprise SaaS Platform engineered to solve the most complex on-the-ground operational challenges for people-intensive industries. Many enterprises struggle with a lack of visibility into their operation efficiency, workforce safety, asset utilization. Traceplus.ai directly confronts these problems by transforming billions of geospatial and IoT data points from workers and assets into decisive, actionable insights, effectively bridging the gap between raw data and critical business decisions. The platform delivers proven, high-impact results by driving adherence between operational plans, workers, and assets to optimize efficiency and safety. Early adopters have reached enterprise KPI like reducing their time to market, improving their agility or reducing their cost of operation. These outcomes are driven by the platform's core competencies in operation digitalization based on "on the ground collected" data.

Aside of AI and ML, what truly sets Traceplus.ai apart is its innovative use of GenAI and a LLM, which revolutionizes how managers access and understand data. Instead of deciphering complex dashboards, decision-makers receive clear, natural-language updates and alerts on operational issues, such as identifying a 47% decrease in a function's performance or a 15% increase in overtime costs. By making data intuitive, Traceplus.ai empowers companies in logistics, oil and gas, construction, and manufacturing to enhance safety, streamline operations, and drive significant ROI.

Key statistics:

HQ: **Singapore**

Website: https**://traceplus.ai/**

Founding Year: **2021**

Revenue: **FY-1 US$180k, Actual FY target US$1mn**

Target Clients and/or Markets: **Logistics/ Manufacturing/Oil and Gas**

Markets: **Singapore, Indonesia, Thailand, Brunei, Malaysia. Target: UAE et US**

Minimum Viable Product (MVP) Ready: **Product at commercial stage**

Latest Funding Round: **US$500k**

Future or Current Fund-Raising Plans: **US$1mn to US$2mn**

Looking for: **Clients, Strategic investments, CVC, Commercial Partners**

Meet the speaker

Jean-Francois Gebhart
Co-Founder and CEO, Trace Plus Technologies Pte. Ltd

Jean-Francois Gebhart is a visionary entrepreneur serving as the Co-Founder and CEO of Trace Plus Technologies Pte. Ltd. a company pioneering an Enterprise Connected Assets and Workers SaaS Platform that uses geospatial data to improve Operational Efficiency and Safety. To deliver these business-focused solutions, Trace+ utilizes leading-edge technologies such as AI, ML, advanced analytics, and GenAI. This venture is the fruit of an entrepreneurial drive that has defined his career. His moto remains to build bridges between advanced technologies and business market needs.

As a recognized IoT pioneer, Mr. Gebhart has a history of building new ventures. He started the IoT practice for NTT / Dimension Data, launching innovative solutions for the global market. His entrepreneurial leadership was further demonstrated as COO of IoT at True Corporation, where he launched solutions in the Thai market by building a strong IP portfolio and a team of over 150 people.

An early believer in IoT's transformative power, he has a keen eye for disruptive technologies. He successfully guided System Integrators to become major players by integrating emerging technologies like Sigfox or LoRa and many others. This ability to foresee market shifts has been a hallmark of his career.

Originally from France, his global perspective is shaped by extensive experience in both Asian and the Western worlds. Mr. Gebhart's success is built on a solid academic foundation, including an MBA in Economics from the EM Strasbourg Business School and a Master's Degree in Computer Science.

trace

Meet the startup

Jureem provides a global government database with AI insights across all sectors. Popular data include trade regulations such as HS Codes, Import Duty (FTA & anti-dumping), customs import/export rules and product requirements (i.e. ESG / consumer safety) used by supply chain consultants and importers for data research and trade compliance screening. Jureem collects data directly from government websites and databases with over 2 million regulations stored with daily updates. Jureem has over 600 company accounts subscribed to the database with access via SaaS, developer APIs and custom applications.

Jureem develops its solutions by building its own proprietary database of regulations and developing its own AI models, providing industry's first curated AI insights into global regulations across all sectors. Jureem has a number of SaaS in-house brands, such as HSCodeMatch and ChatScopeAI, with easy to access AI features including AI chatbot and data navigator to search through government data based on simple query. Other use cases include monitoring of new tariffs to help exporters make key decisions in declarations to save cost on tariffs and utilise FTAs.

Key statistics:

HQ: **Singapore**

Website: **jureem.com**

Founding Year: **2024**

Revenue (USD): **Undisclosed**

Target Clients and/or Markets: **Supply chain, export/import, logistics, consultants**

Minimum Viable Product (MVP) Ready: **Commercial**

Latest Funding Round: **Revenue generating**

Future or Current Fund-Raising Plans: **N/A**

Looking for: **Customers**

Meet the speaker

Yun Sil Chu
Founder CEO, Jureem

Chu Yun Sil is a New York qualified lawyer, founder & CEO of Jureem, an AI Software Company with one of the largest databases of regulations and tariffs to help exporters and logistics companies research legal requirements for global trade. Graduating from LSE Law School, Yun Sil started her legal career in Singapore with experiences in Global 100 Law Firms in commercial and shipping disputes. She has over 6 years of working in a software company dealing with government and MNC projects in trade compliance.

Handling from direct recruitment to project management, with her self-taught coding skills, she has hired over 75 software developers worldwide in-house to create a software solution that is accessed by over 600 companies today looking for AI insights of government data and regulations.

GTRVENTURES

Meet the moderator

Mariko Oi
BBC Presenter

Presenter and Correspondent Mariko Oi is one of the BBC's best-known journalists in Asia who became the network's first and only Japanese reporter in 2006.

She covered major breaking news such as the Japan earthquake in 2011, US debt crisis in 2013, migrant crisis in 2015, President Obama's visit to Hiroshima in 2016, the inter-Korean summit, the Trump-Kim Singapore summit and Palu tsunami in 2018, Christchurch mosque shooting, Japanese Emperor's abdication and enthronement, the Trump-Kim DMZ summit, Hong Kong pro-democracy protests, the Rugby World Cup in 2019, the coronavirus outbreak, US-China trade war in 2020, Tokyo Olympics, China's debt crisis in 2021, crypto crash, former prime minister Shinzo Abe's assassination in 2022, Fujitsu's role in the Post Office scandal in 2023, and the global market sell-off which was triggered by Japan's rate hike in 2024, and President Trump's 'Liberation Day' tariffs which also caused the global market to crash in 2025.

Mariko has hosted more than 20 events at the BBC including its centenary event at the UK embassy in Tokyo and the Planet Earth III live in concert at Osaka Expo. She has also hosted non-BBC events including the first ever GITEX Asia in Singapore this year .

Mariko is also known for her investigative radio documentaries on Japan including Missing Histories: China and Japan which she presented for the BBC's Freedom season in 2014. In 2013 and 2016, Mariko spent six months in New York as a business correspondent where she reported from the New York Stock Exchange. She also spent six months in London in 2014, presenting news bulletins and reporting on major stories for BBC News Channel and BBC World News.

Mariko was nominated for the Nikken Woman of the Year award in 2009. She was also recognised by Newsweek Japan as one of the most respected Japanese nationals in 2023.

Meet the judge

Aaron Sarma
Founder, Scaleup Malaysia & Remote Ventures

Aaron Sarma is a startup founder, investor, and board member with over a decade of experience building and backing ventures across Southeast Asia. He has worked extensively with entrepreneurs, corporates, and investors to scale innovative businesses across multiple industries, from travel and e-commerce to clean energy and mobility.

Aaron began his entrepreneurial journey as the Founder and CEO of **Touristly** (later rebranded as **Vidi**), a travel startup that was acquired by AirAsia in 2017. Following the acquisition, he became the founding COO and a board member of AirAsia Move (formerly AirAsia Superapp), where he oversaw the development of the group's digital travel and lifestyle platform.

Today, Aaron is a General Partner at **ScaleUp Malaysia**, a growth-stage accelerator that has invested in over 36 startups across Malaysia and Southeast Asia, focusing on businesses with regional and global scalability. In parallel, he is the co-founder of **Remote Ventures**, a venture studio that has launched five corporate-backed ventures in less than two years. Aaron has also made several angel investments in promising early-stage companies.

In his corporate role, Aaron leads digital innovation at **Gentari**, the clean energy arm of Petronas, where he is spearheading the development of Malaysia's highest-rated EV app, Gentari Go, and the region's largest EV roaming network.

Recognized as one of Asia's most influential voices in tech entrepreneurship, Aaron is a sought-after speaker and has been featured in media outlets such as Astro Awani, BFM89.9, The Edge, The Star, e27, and TechInAsia. He also serves on the board of **Perbadanan Stadium Malaysia**.

Aaron Sarma
Founder, Scaleup Malaysia & Remote Ventures

Aaron is passionate about entrepreneurship as a force for cultural change, resilience, and meaningful impact – and continues to build bridges between startups, corporates, and investors to drive innovation in Southeast Asia.

About ScaleUp Malaysia and Remote Ventures

ScaleUp Malaysia is a growth-stage accelerator founded to help Malaysian and Southeast Asian companies scale beyond their home markets. Since its inception, the programme has supported and invested in over 36 startups across diverse industries including fintech, logistics, e-commerce, agritech, and sustainability. ScaleUp Malaysia focuses on companies with the ambition and potential to expand regionally or globally, offering not just funding but deep operational guidance, strategic connections, and access to corporate and investor networks.

The accelerator operates on a high-selectivity model, investing in a small number of companies each year to ensure tailored support. Portfolio companies have gone on to raise significant follow-on funding, form strategic partnerships, and expand into international markets. ScaleUp Malaysia's partners bring together decades of entrepreneurial, corporate, and investment experience to help founders navigate growth challenges, refine business models, and achieve sustainable scaling.

Remote Ventures, co-founded by Aaron Sarma, complements this mission by acting as a venture studio – building and launching new companies in collaboration with corporates. In less than 24 months, Remote Ventures has launched five corporate-backed ventures across fintech, logistics, digital services, and sustainability. By combining startup agility with corporate resources and market access, Remote Ventures creates businesses that are investment-ready from inception.

Both organisations share a common vision: to create a robust, interconnected startup ecosystem in Southeast Asia that bridges early-stage innovation with corporate capabilities and capital markets. Through hands-on venture building, strategic investment, and regional collaboration, ScaleUp Malaysia and Remote Ventures have established themselves as key players in driving entrepreneurial success in the region.

Meet the judge

Léana Traing
Portfolio Success Manager, Iterative

Léana Traing is currently a Portfolio Success Manager at Iterative VC, where she works closely with early-stage founders across Southeast Asia. Before joining Iterative, she was the co-founder of an EdTech company and spent several years in strategy, operations, and finance roles at SaaS and FinTech companies in Singapore. She holds a Master of Finance degree from MIT Sloan and brings a founder's perspective combined with hands-on experience in growing early-stage startups.

About Iterative VC

iterative

Iterative is a YC-style program focused exclusively on Southeast Asia. No fees, an upfront investment of up to US$500k and 3 months of targeted growth and fundraising support, which culminates in a Demo Day to a network of 400+ investors. Founded by the co-founders of Decide.com (acquired by eBay), Iterative differentiates itself with partners, mentors, advisors, and investors who have all previously started, sold, and operated startups. Iterative's mission is to build the strongest and most supportive network in the region for early stage founders.

Since we've been founded in 2020, we've invested in 180+ companies and 300+ founders. These companies have gone on to raise US$168mn and are collectively worth over US$1.2bn.

Meet the judge

Steven Rynecki
Senior Vice President, Keystone Group

Steven Rynecki is a fintech and global development expert with over 15 years of experience leading digital transformation across Southeast Asia, Eastern Europe, and fragile states. As Senior VP at The Keystone Group, he drives ESG-aligned supply chain solutions and digital traceability. Formerly with USAID, he led initiatives like RIDE to enhance fintech, cybersecurity, and digital governance in ASEAN. He has implemented mobile payment systems, including digitizing salaries for 200,000 Afghan educators. With dual master's degrees and multilingual fluency, Steven excels in integrating fintech, climate resilience, and inclusive growth strategies to build resilient, tech-driven financial ecosystems globally.

About Keystone Group

The Keystone Group is a trusted advisory and implementation partner with decades of experience in international development, disaster recovery, due diligence, sustainability, and digital transformation. Specializing in Southeast Asia, they blend global expertise with deep local knowledge to deliver practical, culturally grounded, and sustainable solutions. Their team's on-the-ground experience allows them to navigate complex political and regulatory landscapes, fostering collaboration and aligning with local stakeholders. From advising governments to supporting private investments and humanitarian efforts, Keystone combines strategy and execution to achieve lasting impact. Their integrated approach ensures clients overcome challenges with confidence, resilience, and measurable, enduring results.

A global, leading venture platform for trade

Founded in Singapore, August 2017, GTR Ventures is the world's first venture-building and investment platform specialised in trade and supply chain. In exclusive partnership with Global Trade Review (GTR), the world's leader in global trade and trade finance intelligence, publishing, news and events, GTR Ventures enjoys a presence in London and Singapore.

Leveraging this platform, innovative companies in trade and trade finance, who join GTR Ventures as our clients, partners and investment portfolio are able to engage the world's most powerful trade finance community, as well as investors who appreciate trade as an asset class.

Key Statistics

60,000
Community in Trade and Tradetech

3
Unique products tailored for the Tradetech community

50
Tradetech firms supported by GTRV and its partners

22
Global industry events each year

6
Major institutional and corporate partnerships

15
Unique peports and media features

GTRVENTURES

Trade just got smarter

Contact: info@gtrventures.co

Areas of innovative focus

- Transaction banking (trade, treasury and cash)
- Trade credit insurance and trade risk management
- Digital trade and supply chain
- B2B payments and marketplaces
- Credit bureaus and alternative lending

1 Tradetech Showcase

Tradetech Showcase features the best in the future of trade – to give the most innovative firms in the trade world a chance to pitch their business models to top industry leaders.

2 Tradetech Events

Our curated events and small group round-tables allow for a collaborative forum, bringing together key stakeholders in the tradetech (trade technology) sector.

3 Tradetech Insights

Our digital trade insights shed light on key industry trends and advancements, aiming to foster innovation within the trade and trade finance ecosystem.

4 Tradetech Investments

We supercharge the global trajectory of tradetechs by selectively making investments via a media for equity model, as well as champion trade finance as an asset-class.

GTRVENTURES