

# SUPER EXCHANGE

## Emerging Technologies and Sustainable Trade

### PROGRAM

**When** - 24-25 August 2023

**Where** - Fishburners located on Level 2, Sydney Startup Hub,  
11 – 17 York St, Sydney NSW 2000 (above Wynyard train station)

#### DAY 1 - THURSDAY 24 AUGUST 2023

**9:15am – 1:00pm**      **Session 1 - Blockchain, Artificial Intelligence, NFTs and the Metaverse**

Contemporary uses of blockchain  
Artificial intelligence is taking over  
NFTs and the metaverse  
Regulations and ethics

1:00pm – 1:45pm      Lunch

**1:45pm – 5:30pm**      **Session 2 - Trade Simplification and Traceability**

Global trade risks  
Simplifying trade processes  
Traceability of goods

6:30pm – 9:00pm      Networking event (*optional - tickets to be purchased separately*)  
An opportunity for attendees to network over canapés and drinks at Bar Lulu, Campbell's Cove, with views of Circular Quay and the Sydney Opera House

#### DAY 2 - FRIDAY 25 AUGUST 2023

**9:15am – 1:00pm**      **Session 3 - Environmental Sustainability and Green Financing**

Steps to becoming carbon neutral  
Rise of green start-ups  
Innovations in green financing  
Monetising green credentials

1:00pm – 1:45pm      Lunch

**1:45pm – 5:30pm**      **Session 4 - E-commerce**

Future of ecommerce  
Opportunities in e-commerce  
Trends in products and services

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## Emerging Technologies and Sustainable Trade

DAY 1 - THURSDAY 24 AUGUST

SESSION 1 // 9.15AM – 1.00PM

### BLOCKCHAIN, ARTIFICIAL INTELLIGENCE, NFTS AND THE METAVERSE

This session will cover issues such as:

- **Contemporary uses of blockchain.** Blockchain is not just about cryptocurrencies. It is a technology that promises secure, tamper-proof, and transparent record-keeping and new possibilities for financial transactions, supply chain management, voting systems, and digital identity. Is there a future to blockchain, and what is holding it back? Which industries are making the most of it?
- **Artificial intelligence is taking over.** Industries are witnessing the use of intelligent algorithms and machine learning to optimize processes, enhance productivity, and streamline operations. AI can also unlock new business models and disrupt traditional industries. So will AI help small businesses become more competitive or will it allow larger firms to dominate?
- **NFTs and the metaverse.** NFTs have revolutionized the way digital assets are bought, sold, and authenticated, enabling unique ownership and provenance of digital creations. Can NFTs boost monetization of creative works by artists and musicians? As for the metaverse, it promises to be a fully immersive and interconnected virtual space where users can socialise, work, and engage in a multitude of experiences. But is it practical, and are we seeing its decline already?
- **Regulations and ethics.** Regulations can both drive and constrain emerging technologies. Can there be a balance? Are regulations in jurisdictions overseas being used as trade barriers? Should governments impose ethical standards in the development of emerging technologies?

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**SESSION 2 // 1.45PM – 5.30PM**

### TRADE SIMPLIFICATION AND TRACEABILITY

**This session will cover issues such as:**

- **Global trade risks.** Uncertainties in global trade including climate change, geopolitical conflicts, and ongoing trade tensions between major economies continue to provide challenges in 2023. How might tariffs, trade restrictions, and other protectionist measures by countries disrupt global supply chains? How are businesses effectively managing these risks?
- **Simplifying trade processes.** Australian exporters face a heavy administrative burden, paying \$264 for compliance activities on average compared to the OCED average of \$33, and ranking 106th in the World Bank's Trading Across Border index. How do government initiatives such as the Australian Trusted Trader program provide eligible businesses with priority trade services and reduced regulatory interventions? What progress is being made in the Trade Single Window initiative, which aims to streamline the submission of trade documentation through a single online portal?
- **Traceability of goods.** There are various emerging technologies that can assist in tracking the movement of goods and in verifying processes of production. But why should these matter? Governments in foreign markets are increasingly imposing regulations that require sufficient evidence of claims in relation to safety and quality standards, such as halal as well as environmental impact. Buyers and consumers are expecting the same. So, how can exporters use traceability to its advantage?

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## Emerging Technologies and Sustainable Trade

DAY 2 - FRIDAY 25 AUGUST

SESSION 3 // 9.15AM – 1.00PM

### ENVIRONMENTAL SUSTAINABILITY AND GREEN FINANCING

This session will cover issues such as:

- **Steps to becoming carbon neutral.** Many small and medium enterprises (SMEs) are looking to reduce their negative impact on the environment. But what steps should they take to become carbon neutral? Can they afford to make the transition? What are the steps to securing the right certification? And are Australia's processes and certification recognised overseas?
- **Rise of green start-ups.** More and more new entrepreneurial ventures are starting, from alternative energy development to circular economy projects. But are these enterprises equipped to meet global demand or meet the intense global competition?
- **Innovations in green financing.** Investors are increasingly seeking environmentally sustainable projects and businesses to support. Banks, fintechs, and government agencies are developing a range of green financial products. What are these, and do they cater for those who actually need them? How can SMEs access them?
- **Monetising green credentials.** Some businesses are offering environmentally sustainable products or services to boost their competitiveness and profitability. But are there other ways to monetise their green credentials, such as investing in carbon offset initiatives?



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**SESSION 4 // 1.45PM – 5.30PM**

### **E-COMMERCE**

**This session will cover issues such as:**

- **Future of ecommerce.** As more consumers shop online, e-commerce platforms are becoming increasingly sophisticated, offering personalised experiences and streamlined purchasing processes. How will Artificial Intelligence (AI) and machine learning be used to understand consumer behaviour and preferences? Are Australian businesses doing enough to take advantage of the available opportunities to sell to the world?
- **Opportunities in e-commerce.** Savvy consumers are now used to seeking out high-quality products at competitive prices. How can differentiation be the key to success? How are successful online businesses encouraging loyalty and repeat purchases? And how are government regulations about collection of customer data affecting modern approaches to personalisation and marketing?
- **Trends in products and services.** Consumers are increasingly seeking ongoing relationships with companies that demonstrate consistency and quality in line with their values. How are companies creating sustainable and environmentally friendly products which take advantage of this trend? How is 3D printing and print-to-order technology making new kinds of personalised and customised products possible? Are subscription-based services the future?