

SUPER EXCHANGE

SUSTAINABLE TRADE: NAVIGATING A NEW TRADE ERA

PROGRAM

WHEN THURSDAY 7 & FRIDAY 8 AUGUST 2025

WHERE MELBOURNE, VIC, AUSTRALIA

DAY 1 – THURSDAY 7 AUGUST 2025

9.15am – 1.00pm

Session 1 – The AI Disruption: A New Strategic Tool?

Artificial intelligence is reshaping industries at an unprecedented pace. With China developing AI solutions in half the time and at half the cost, the global playing field is shifting.

For businesses, policymakers and entrepreneurs, this presents both an urgent challenge and a major opportunity.

This session explores:

- How AI is revolutionising global trade, from predictive analytics to automated compliance.
- Strategies for leveraging AI to unlock new market opportunities and enhance competitiveness.
- What AI-driven business models mean for start-ups and SMEs in an evolving trade environment.

1.00pm – 1.45pm

Lunch

1.45pm – 5.30pm

Session 2 – Market Entry in a World of Barriers: Rethinking Strategy

Global trade dynamics are shifting rapidly. The US is setting new barriers, the EU is moving toward self-sufficiency, and new market pathways are opening in the Asia-Pacific region.

Businesses must rethink market entry strategies to remain competitive and manage rules, risks and rewards.

This session explores:

- The role of partnerships, joint ventures, and licensing in overcoming trade restrictions.
- How nearshoring, shorter supply chains, and new entry mechanisms can mitigate risk and enhance market access.
- How services and digital trade can offer alternative routes to international markets.

6.30pm – 9.00pm

Networking event (optional - tickets to be purchased separately)
An opportunity for attendees to network over canapés and drinks.

GET YOUR TICKETS HERE

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DAY 2 – FRIDAY 8 AUGUST 2025

9.15am – 1.00pm

Session 3 – The Power of Proof: Trust through Traceability

Governments, investors, and consumers across multiple industries are requesting proof of ethical sourcing, sustainability, and responsible production.

Businesses that fail to provide verifiable data risk losing market access.

This session explores:

- The growing importance of traceability systems in demonstrating ethical sourcing and environmental impact.
- Challenges and opportunities for small and medium-sized businesses in implementing traceability technology.
- How adopting robust traceability practices can provide a competitive edge and drive consumer trust.

1.00pm – 1.45pm

Lunch

1.45pm – 5.30pm

Session 4 – Advancing Environmental and Financial Sustainability

Sustainability is no longer optional-it's a business imperative. But accessing the right funding remains a major challenge. From regulatory-driven changes to shifting consumer expectations, businesses must position themselves to have sustainable practices and secure the capital needed to stay ahead.

This session explores:

- The concept of sustainable trade and its growing importance in global markets.
- The most viable funding sources available, including impact investors, blended finance, and green bonds.
- How businesses and start-ups can position themselves as eco-friendly and investment-ready.
- The critical role of governments and international bodies in supporting sustainable trade initiatives.

TICKETS

OFFER	1 DAY PASS	2 DAY PASS (INCLUDES NETWORKING EVENT)	NETWORKING EVENT
ECA Members <i>(silver, bronze & strategic)</i>	\$550 (inc GST)	\$660 (inc GST)	\$70 (inc GST)
Regular <i>(non ECA Members)</i>	\$660 (inc GST)	\$792 (inc GST)	\$80 (inc GST)

[GET YOUR TICKETS HERE](#)