



# TRADE OBSERVER

*The official Customs Bridge monthly update*

**04**

The world through a pane  
of glass

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# WORKING ON LOCKDOWN

## How we handle having to suddenly start working remotely

The risks of sudden teleworking are to disrupt the flow of ideas, as team members may find themselves isolated. It is then necessary to continue to show solidarity and develop trust between everyone.

Slack or Discord rooms are effective for the frequency of discussion but with a loss of quality due to the lack of face-to-face interaction.

Our solutions:

- \* Virtual open platform
- \* Discussion room for each team
- \* Daily videoconferences with all team members
- \* Regular friendly virtual meetings

In this way the flow of ideas is maintained and we avoid bottlenecks and isolation.

## HACKATECH 2020 RECAP

*By Nathan Forestier*

I was lucky to be a part of the first edition of the **hackAtech**, a **hackathon** organized by the Inria, a French national institution focusing on computer science and applied mathematics.

During the 54 hour sprint, I was a part of Axiome, a chatbot project powered by a recommendation system seeking to predict the perfect math problem for an high-school student, based on his aptitude and psychological profile. It was great exchanging with the **myriad of different characters** - business developers, engineers, students and various professionals, with the goal of building an **innovative high-tech project**.

In the future we hope to participate in more of those events and build partnerships with researchers.

If you want to know more about the Axiome project, you can contact [Yassine Esmili](#) on [Linkedin](#).

## CHANGES IN RHYTHM

We are pleased to announce that as of today, the publication date of Trade Observer will henceforth be the second Tuesday of the month and will concern the previous month.

This will give us more time to produce high quality and sought-after content.

The next "issue 5" of April will therefore be released on May 12.

## RECRUITEMENT



**Roland Beugnet**  
Data science intern  
Arrived early march

We are glad to welcome Roland on the deck for a 6-month data science internship.

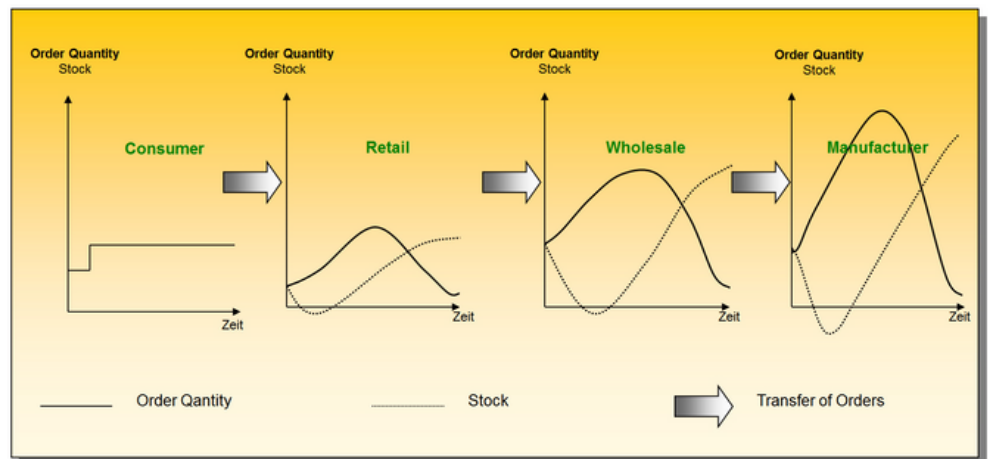
Roland is studying engineering and will assist our data scientist Dr. Hamza Saouli on crucial parts of our project : text augmentation and natural language processing.

## IMPACT OF COVID19 ON SUPPLY-CHAIN

The Coronavirus has spread far beyond China and most of businesses have experienced disruption in their supply-chain.

The difference between Covid19 and other kind of disruptions, is that the virus **impacts both supply and demand**. And China being a big part of the world GDP, serious changes in supply-and-demand also affect the rest of the world. To understand which business will be the most vulnerable, we can refer to the bullwhip effect.

The bullwhip predicts that a shift in customer demand will cause oscillations in each player's order book, and this tenfold as one moves up the chain. Smaller, more upstream suppliers will find it difficult to cope with the decrease in orders. And if those suppliers fail, the manufacturers relying on them will have to close their factories which could mean for some industries millions of jobs lost.



Bullwhip effect in case of an increase in demand

China understood this very quickly by asking state banks to loan money to those manufacturing businesses at very low rates and by reducing its taxes. But when demands come back, the effect reverses, and suppliers might not be able to keep up with the orders. In that context, buyers should watch out for fakes and quality degradation.

A time of crisis is a good opportunity to make tough business decisions and to re-organize. Companies might then contemplate diversifying from where they import their products.

### Partnership proposal

In order to design the best solution, we follow the best practices in terms of design and user interface.

However, what makes a product successful is the way it solves a problem. We believe that today's products should be designed with future users in mind.

In recent issues of Trade Observer you have learned that we need partners who can provide us with data, and also that we now have a working prototype to propose.

We have therefore set up a partnership offer that you will find below.





## Partnership proposal



Customs Bridge is a startup whose goal is to revolutionize the way we think about customs clearance and the wider supply chain.

We are looking for players in the field who want to bring about change and who want to design with us of what their future tools could be.

### We offer you

The analysis of your customs classification data to provide you with a rating as to the appropriateness of each classification choice. This may allow you to notice and correct classification errors.

A team that listens to you, ready to quickly develop solutions to your problems.

A free BETA access to our customs classification solution and its planned and future developments.

Preferential "Partner" rates when marketing the offer.

### You give us

Data allowing us to learn from you and possibly correct our models.

Opportunities for product creation thanks to the trust relationship created.

Frequent and high quality user feedback, allowing us to constantly improve our product.

Increased visibility, and your testimony to the quality of our solutions.

Feel like getting into it?  
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