Cooperation Between

Ningbo Shipping Exchange & NEAL\_\_ NET

Ningbo Shipping Exchange Co.Ltd
May 2013
1. Company profile

2. Partnership with NEAL-NET
Company Profile

Ningbo Shipping Exchange Co. Ltd was founded in November 2011. It is a state-owned holding company which is jointly founded and funded by Ningbo Municipal Government, Jiangdong District, the Free Trade Zone and Daxie Development Zone.

Main Functions:
- Regulating the shipping market behavior
- Constructing a shipping service trade
- Developing shipping services industry
- Promoting the transformation and upgrading of shipping services
- Setting shipping transactions, shipping finance, shipping brokerage, information consulting, policy research and government service in one of the one-stop service
Ningbo Port is one of the most important and busiest ports in mainland China. The port is at the crossroad of the north-south shipping route and the important waterway of the Yangtze River. The port comprises several ports which are Beilun (seaport), Zhenhai (estuary port) and old Ningbo harbor (inland river port), Daxie and Chuanshan.

With its excellent natural conditions, such as deep water, it has shipping routes to 100 countries and regions in the world and connects to more than 600 ports worldwide.

In 2012, Ningbo - Zhoushan port cargo throughput exceeded 744 million tons. The 16.17 million TEU of container throughput last year indicates that it has been growing consecutively for 10 years at an extraordinary average rate that ranks as the world's first.

In 2012, Ningbo port's total annual sales volume of import and export reach 197.578 billion;
Import $73.38 billion
Export $124.19 billion
Company’s Vision

- Become the national shipping transactions platform that making a feature of e-commerce
- Become a trading center that people can gather and exchange the regional maritime elements and resources there
- Become the regional center to price and release shipping prices
- Become the main carrier of the high-end shipping service industries concentrated area in the Asia-Pacific region

| 2011 | 2012 | 2013 | 2014 | 2015 | ...... |
The Three Platforms compose the foundation of Shipping Exchange Platform

**Information Platforms**
- Building an open, stable and reliable information platform,
- Providing customers with information about supply and demand, transaction and others.
- Counting and analyzing data
- Exchanging information with partners in five markets

**Exchange Platforms**
- Creating e-commerce trading platform basing on cloud-based services.
- Transacting by e-commerce in the whole process.
- Formatting the real-time, quasi-real-time reading information
- Laying the foundation for industry analysis and future shipping index research

**Service Platforms**
Ningbo Shipping Exchange will gradually become a service platform for modern shipping service through the integration and interoperability of government and business resources.
The Five Markets support the service of Shipping Exchange Platform

- Providing full-service platform for consignors, freight forwarders and shipping companies.
- Realizing the integration of container export
- Creating an open and fair trading channel for participants
- Providing standardized products and service and competitive prices.

According to the high-end ancillary services in the ship trading, such as assessment of ships, inspection, leasing, financing and other elements of the agglomeration effect of the various shipping services industry, a complete ship trading industrial chain can be built.

In order to meet the needs of talent in the Ningbo local shipping service industry, it has provide related enterprises and talents a platform which is gathering transactions, management, coordination and service together.

Providing convenient charter services for relevant enterprises. This market has been in the research phase.

Providing Financial services for other markets. Researching and releasing Freight Index. Reporting the competitiveness of the industry. Providing enterprises with hedge tool.
Structure of Platform of Shipping Exchange

Governments
- Transportation
- Customs
- Revenue
- Maritime Court
- CIQ
- MSA
- Others

Information
- Exchange
  - via e-commerce portal
- Service
  - Business service & government service

Information in business and government service

Enterprises
- Carrier
- Shipper
- Charter broker
- Freight forwarder
- Agents
- Warehouse
- Transportation
- Customs broker
- HR service
- Evaluation Service

Banking services
- Bank
- Insurance
- Attorney
- Other

NEAL-NET LOGINK
- Quay
- Yard
- Tally company
- Other

Intelnet
- Service operations
Cooperation between Neal-Net & Ningbo Shipping Exchange

Mutually interface between Ningbo Shipping Exchange Platform and NEAL-NET Logistics information Service Network, providing Ports freight, ocean freight and inland freight logistics tracking and information sharing mainly applied to Shipping Space Exchange Market.
Information center is an information management system to release news, files, notices, announcements, etc. for platform, suppliers and customers.

Freight center is an online search service which can provide members instant, complete and effective shipping price information.

Exchange center management system is consist of supplier platform and customer platform. It is responsible for implement online business, online business inquiry, order management and other functions.

Settlement center management center is a accounting management system. It can provide accounting management, invoice management and bill of lading management function for customers and suppliers.
Shipping Space Exchange Market

Market Service Functions

- Provide online inquiry, online booking, cost settlement, business inquires and other services for the integration of space trading services
- Provide online auction and bidding
- Provide the whole logistics, document flow query and tracking service
- Provide the value-added services of logistics and booking market
- Cooperate with banks, provide small loans, alleviate enterprise financing problems
- Provide credit evaluation services and improve service quality

Provide online inquiry, online booking, cost settlement, business inquires and other services for the integration of space trading services
Shipping space market service group

**Forwarder**  At present, there are over 5,000 freight forwarding enterprises in Ningbo. However, booking resources concentration is high and the circulation of freight information is not seasonable. Platform provides electronic trading platform, reducing shipping logistics operation link and saving the cost of business operation.

**Shipper**  Ningbo as a coastal ports, import and export and all kinds of owner enterprises’ scale are huge, the platform will introduce high quality space service providers and value-added service providers to owner enterprises and provide local and foreign owners with door to door standardization booking service.

**Carrier**  The platform provides ship companies with convenient door to door logistic trading service platform and provides all-round visualization operation, solving the situation of information asymmetry of Marine logistics industry.
Market demand analysis

Logistics tracking service

◇ Ship information
  E.g. □ name of vessel, voyage number, shipping company, ETA, ETD, ATB, ATD etc

◇ Container information
  E.g. □ CyOpen time □ Cycut Time, Container Inspection Status, Release Status □ Loading/Unloading Time Slots, Arrival Port of Transshipment, Sailing Time
Before Interface with NEAL-NET

 Channels of acquiring ship information

◊ Ningbo shipping Exchange platform will offer web links such as Ningbo Electric Port Portal, and users can browse the integrated EDI center.

Channel of container information

◊ the integrated EDI center.
After Interface with NEAL-NET

Channels of receiving status updates

- Use standardized enterprise EDI interface to obtain status of ships and containers.

User Experience

- Login into the integrated platform, enter “shipping tracking” tab, input “vessel name” or “container number”, click on the query, as a result, everything related to the particular shipment would be shown.
comparison of results before and after interface

Before
- Data scattered
- Query entrance
- Repetitive operation

After
- Data gathering
- One-stop and consecutive query
- Better users’ experiences
- Improve the efficiency of the port operations
inquire status of ships;

Input “name of the vessel” such as NYK FUTAGO, NYKATLAS, HANJ IN CHONGQING, HANSA DUBURG, ... click “search”. 

<table>
<thead>
<tr>
<th>码头</th>
<th>大榭码头</th>
<th>船名</th>
<th>NYK ATLAS</th>
<th>船次</th>
<th>68E04</th>
</tr>
</thead>
<tbody>
<tr>
<td>组织编码</td>
<td>IM09262728</td>
<td>船公司</td>
<td>NYKU</td>
<td>航线</td>
<td>CNMID</td>
</tr>
<tr>
<td>预计到达时间</td>
<td>2013-03-22 00:00:01</td>
<td>预计靠泊时间</td>
<td>-</td>
<td>预计开航时间</td>
<td>-</td>
</tr>
<tr>
<td>进箱开始时间</td>
<td>-</td>
<td>进箱截至时间</td>
<td>-</td>
<td>上一个港口</td>
<td>CNSHA</td>
</tr>
<tr>
<td>下一个港口</td>
<td>CNYAT</td>
<td>CNSHA</td>
<td>CNSHA</td>
<td>CNSHA</td>
<td>CNYAT</td>
</tr>
</tbody>
</table>
Container status search

- Input "container number" such as AMFU8657931 sailing date CAXU9369170 sailing date EGHU9052190 sailing date TCKU3654270 Yuandong ESPU2024865 Daxie dock click search

<table>
<thead>
<tr>
<th>Container #</th>
<th>Search</th>
<th>EMPTY</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Container #</th>
<th>Vessel number</th>
<th>the sequence of voyages</th>
<th>Loading time</th>
<th>Custom release time</th>
<th>Custom inspection time</th>
</tr>
</thead>
</table>
Search for status of the container

- After clients successfully booked the cargo space on the platform, the supplier will give out the status of the shipping space. Customer could view the real-time and updated process through the “order management” function.
- Moreover, users can view bill of lading at the “bill of lading management”.
- Please see the following example:
## Application( Example)

<table>
<thead>
<tr>
<th>发货人</th>
<th>订单号</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZHEJIANG ENTIVE ELECTRIC CO.,LTD</td>
<td>NB20130412A011726</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>收货人</th>
<th>通知人</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEVIN TRADING (FZE) SAIF ZONE, SHARJAH, UAE P O BOX 121229 SAIF ZONE, SHARJAH, UAE</td>
<td>KEVIN TRADING (FZE) SAIF ZONE, SHARJAH, UAE P O BOX 121229 SAIF ZONE, SHARJAH, UAE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>船名</th>
<th>航次</th>
<th>MBL</th>
<th>提单类型</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYK ARTEMIS</td>
<td>73W12</td>
<td>ESLNC90718</td>
<td>正本</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>起始港</th>
<th>卸货港</th>
<th>目的港</th>
</tr>
</thead>
<tbody>
<tr>
<td>NINGBO</td>
<td>DUBAI</td>
<td>DUBAI</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>品名</th>
<th>件数</th>
<th>毛重</th>
<th>体积</th>
</tr>
</thead>
<tbody>
<tr>
<td>291 BUILT-IN HOB, SPARE PART</td>
<td>5222.5</td>
<td>27.58</td>
<td></td>
</tr>
</tbody>
</table>

### 分箱数据

<table>
<thead>
<tr>
<th>箱号</th>
<th>箱型</th>
<th>件数</th>
<th>毛重</th>
<th>体积</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAAU2002230</td>
<td>20GP</td>
<td>297</td>
<td>5222.5 KGS</td>
<td>27.58 CBM</td>
</tr>
</tbody>
</table>

### 集装箱信息查询

<table>
<thead>
<tr>
<th>箱号</th>
<th>船名</th>
<th>航次</th>
<th>进门时间</th>
<th>装船时间</th>
<th>海关放行时间</th>
<th>海关查验时间</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAAU2002230</td>
<td>NYKARTEMIS</td>
<td>73W12</td>
<td>2013-04-09 14:45</td>
<td>2013-04-12 07:58</td>
<td>2013-04-10 09:54:30</td>
<td></td>
</tr>
</tbody>
</table>
The value of the data derived from effective integration
Better integrate collaboration tools within logistics information systems and to improve access to unstructured data and processes.

The value of the data in Data mining and data application development

Propose an industry wide collaboration that includes shipping companies, 3rd party logistic services providers, IT providers, systems integrators and in-house business analysts as most capable of bringing about improvements on wider domain, such as the maritime HR information, business information of facilities.
To support tighter collaboration across these stakeholders, the platform will expand participating ports’ networks while helping integrate processes within and across the related enterprises, extend the reach of the network to more organizations, and consider the optimization and redevelopment of the database.

Deploy powerful database technologies in concert with customers’ business strategies and priorities (e.g. FlightCaster Case)

Empower today’s global E-commerce providers to rethink how they innovate and collaborate across the value chain

Ningbo Shipping Exchange is looking forward to expanding and deepening bilateral reciprocal cooperation with NEAL-NET so as to benefit the regional economy and trade, and offer a pragmatic solution roadmap for logistics IT integration and adoption.
Thank You!