Application: 7186

Invisible Customs - TradeChain

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Abu Dhabi Customs

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Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Invisible Customs - TradeChain

Category

N05. New Product of the Year - Government Technology

New Product Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required

ADC is a pioneering government entity dedicated to securing borders and facilitating seamless trade along one of the world's most strategic logistics corridors. Established in the early 20th century, ADC has evolved from a traditional customs agency into a global leader in digital innovation and border modernization. Over the past decade, ADC has reengineered its operations, adopting emerging technologies—such as blockchain, AI, and IoT—to deliver proactive risk management, end-to-end trade services, and fully digital border clearance. Its flagship initiatives, including the Invisible Customs Model, Digital Trade Corridors, Border Permits System, and the revolutionary TradeChain platform, have positioned ADC as a regional and international benchmark in digital transformation.Through its DigiNext 2024–2028 strategy, ADC restructured its IT operations into agile squads focused on cybersecurity, AI, integration, and digital experience—accelerating delivery and user-centric innovation. ADC aligns with global best practices, operating under frameworks such as TOGAF, ITIL, COBIT, ISO 27001/9001/20000, and DAMA.Backed by cloud-first infrastructure, Zero-Trust security, real-time disaster recovery, and AI-enabled service management, ADC has earned over 136 global awards and 27 ISO certifications, reaffirming its leadership in digital governance. The Invisible Customs TradeChain is its latest milestone, transforming customs from reactive enforcement to seamless, blockchain-powered trade facilitation.

b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required

Launched at GITEX 2023, the Invisible Customs TradeChain reimagines customs operations by converting manual, paper-based processes into a proactive, fully digital ecosystem. Leveraging blockchain, AI, and secure APIs, TradeChain delivers pre-arrival, zero-touch clearance, eliminating physical documentation and manual intervention.
TradeChain enables secure, tamper-proof data exchange among global stakeholders—customs, ports, logistics providers, OGAs, and traders—using intelligent automation to reduce clearance times, operational costs, and compliance risks.
Key Features:

• Blockchain-Secured Data: Tamper-proof, decentralized sharing of shipment, invoice, and inspection records.

• AI-Powered Risk Profiling: Pre-arrival risk prediction enables faster, smarter decisions.

• Smart Contracts: Automate regulatory compliance, clearance, and document validation.

• Pre-Authorization of Shipments: Allows customs clearance before goods reach the border.

• Full Ecosystem Integration: Connects customs, OGAs, ports, logistics providers, and traders in real-time.
Measured Impact:

• Processing Time/Transaction decreased from 20 to 6.1 minutes

• Cost/Transaction dropped from AED 54 to AED 38.8

• Labor Requirements cut by 60%

• Pre-Arrival Processing surged from 6% to 72%

• Trader Satisfaction Index rose from 88% to 92%

Innovation & Novelty:
TradeChain is the world's first government-operated blockchain customs platform providing real-time, invisible processing. It surpasses conventional single-window systems through blockchain interoperability, AI-driven automation, and decentralized trust, positioning customs as a seamless enabler of global trade.

c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

Unique Value Proposition:
The Invisible Customs TradeChain establishes a new benchmark for next-generation customs systems. Integrating blockchain, AI, and smart contracts, it delivers the world's first zero-touch, pre-arrival clearance model—a leap beyond the capabilities of regional or global alternatives.

Competitive Differentiation:
Unlike many digital customs platforms that merely replicate paper processes in digital form, TradeChain re-engineers workflows through end-to-end automation. It is the first blockchain-based, fully automated government customs system in the region and one of the few globally, moving beyond incremental improvements to full transformation.

Quantified Performance Gains:

TradeChain delivers measurable, transformational outcomes:

• Clearance Time: Reduced from over 60 minutes to 13.77 minutes

• Pre-Arrival Processing: Increased from 6% to 72%

• Transaction Cost: Reduced by 28%

• Labor Reduction: Achieved 60% automation

• Trader Satisfaction: Improved from 88% to 92%

These results outperform both legacy and contemporary systems in efficiency, transparency, and stakeholder experience.

Strategic Significance:
Built on a modular, scalable architecture, TradeChain is designed for global interoperability, supporting integration with international platforms such as GSBN (Global Shipping Business Network) and CargoX. This future-ready foundation enables cross-border data exchange and promotes inclusive access for SMEs, strengthening global trade participation.

TradeChain's global relevance has been affirmed by the World Customs Organization (WCO), which commissioned its first-ever blockchain case study based on this initiative. This milestone cements Abu Dhabi Customs (ADC) as a pioneer in applying emerging technologies to customs modernization, with additional recognition for TradeChain's robust cybersecurity posture.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

The following materials substantiate TradeChain's innovation, effectiveness, and global impact:

1. Product Demo Video – Live demonstration of automated workflows, AI profiling, and ecosystem integration:
Watch on YouTube (https://www.youtube.com/watch?v=gLFLUHdRIVw)

2. Official Launch Announcement – ADC's public release of TradeChain:
Read the News (https://www.adcustoms.gov.ae/en/Media-Centre/News/Abu-Dhabi-Customs-launches-a-digital-platform-supported-by-blockchain-technology)

3. Before-and-After Impact Report – Comparative data illustrating time, cost, and labor reductions.

4. Award Certificates – Recognition from over 25 global bodies, including ICMG, The Stevie Awards, FutureNet, and The World CIO 200.

5. WCO Case Study – Independent report by the World Customs Organization, highlighting TradeChain as a best practice in blockchain-driven modernization:
WCO Study Link (https://www.wcoomd.org/en/media/newsroom/2025/may/wco-smart-customs-project-conducts-first-national-study-mission-on-blockchain-technology-in-uae.aspx)

6. Government Digital Maturity Index (GDMI) – Official score confirming 78% Leadership Tier, above national benchmarks.

7. DED++ Assessment Report – Third-party evaluation (KPMG) awarding ADC a 4.26/5 digital maturity rating.

8. Technical Architecture Diagram – Visual overview of TradeChain's blockchain-AI-API infrastructure.

9. Platform Link – Live environment demonstrating "Invisible Customs" in action:
Access Platform (v0) (https://kzmoqrf0sl5ea23iwt4c.lite.vusercontent.net)

███████ you like to add an additional webpage link?

Yes

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Would you like to add an additional supporting document?

No

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