WeTrade connects market demand and supply of semi-manufactured materials. Goods are transported by TNT and money is transferred by Vodafone M-PAiSA.

Why
Businesses in informal settlements run almost 24 hours a day producing just enough to earn a living. Time is money. Goods and raw materials, manufactured by these businesses, are exported worldwide. Local businesses seem fully integrated in the international trade system.

When taking a closer look however, we find these local businesses to be disconnected to the world. Businesses cannot get out of socioeconomic isolation and highly depend on others to access market relevant information. They cannot benefit from the global market.

In the mean while mobile phones, Internet and social media bridge distances and connect people all over the world. Upcoming economies and increased specialisation force the global market to expand.

What
In a world that is becoming smaller and a market that is continuously globalising, there is a perfect fit for a service that makes use of these new communication technologies to connect the unconnected local businesses to a prosperous global market.

The service, WeTrade, is built on three components. First a mobile address identifies businesses. Second, a market information platform offers live and online market information and is accessible via mobile phone and Internet. Third a reliable, local office allows businesses to transfer money and enables worldwide transportation.

How
WeTrade is irresistible and triggers business owners to join trading. It is simple. Demand literally comes to the local businesses waiting to be priced. The platform is informative and allows businesses to explore the global market. Businesses strengthen in number while being member of a cooperation that shares information and responsibility.

The service guides businesses through the process and stimulates and supports them to find their way out of isolation and to be autonomic. Building and maintaining a reliable, international network will reward businesses.