



Trade Buzz ●
Global Regulatory Radar

Quarterly Trade Intelligence Report

Q3 2026 | July–September

*Strategic intelligence on non-tariff trade barriers
Based on WTO member notification data*



Letter from the CEO

Dear reader,

While volatile changes in tariff rates in major markets continue to roil trade relationships, non-tariff trade barriers remain a hidden friction of global commerce. Every quarter, WTO members publish hundreds of new and amended regulations through the ePing notification system, each a potential compliance event for exporters. Zolltor AI's Trade Buzz application exists to make this landscape legible. This report – our third quarterly intelligence briefing – covers July to September 2026 and compares the quarter to previous periods from a decade of ePing history.

The quarter was quieter at the top and broader underneath. Notice volumes dipped against Q3 2025 but stayed within their normal seasonal range; meanwhile, more markets were writing new rules, convergence centred on spices and condiments and notifications gave more warning than in the first half of the year. The key takeaways:

- Notification volume fell to 1,181, **down 7%** year over year, but sits **inside its normal seasonal range**. Q3 2025 was among the busiest Q3 periods of the past decade, so the comparison base was high.
- The fall is entirely sanitary: SPS notifications fell 17% while TBT was flat (-1%), bringing the SPS share to 36.1% from 40.4% in Q3 2025.
- **More markets are expanding their rulebooks**. 15 of 57 classifiable markets are Expanding (i.e., primarily issuing new regulations), against 11 of 56 a year ago.
- **Spices and condiments leads convergence**. 14 of the 16 markets regulating the category over the past four quarters had not done so in the year before.
- **More warning, and longer warning than last quarter**. 69.0% of enforcement-dated notifications arrived before their rule took effect – the highest share of any quarter in the past decade. The median warning recovered to 136 days from 92 days in Q2 2026, though it remains below 199 days a year ago.
- **Coverage remains the binding limit**. Only 21.6% of base notifications carry an entry-into-force date at all. That figure sets the ceiling on how well this channel serves as an early warning system for exporters.

We built Trade Buzz because we believe exporters deserve better tools than manually tracking these thousands of government notices across multiple languages to get to insights like these. This report is one expression of that mission. For real-time monitoring, country deep-dives, and sector-level analysis, we invite you to explore the Trade Buzz dashboard at <https://buzz.zolltor.ai>.

We welcome your feedback and questions.

Scott McPherson

CEO, Zolltor AI

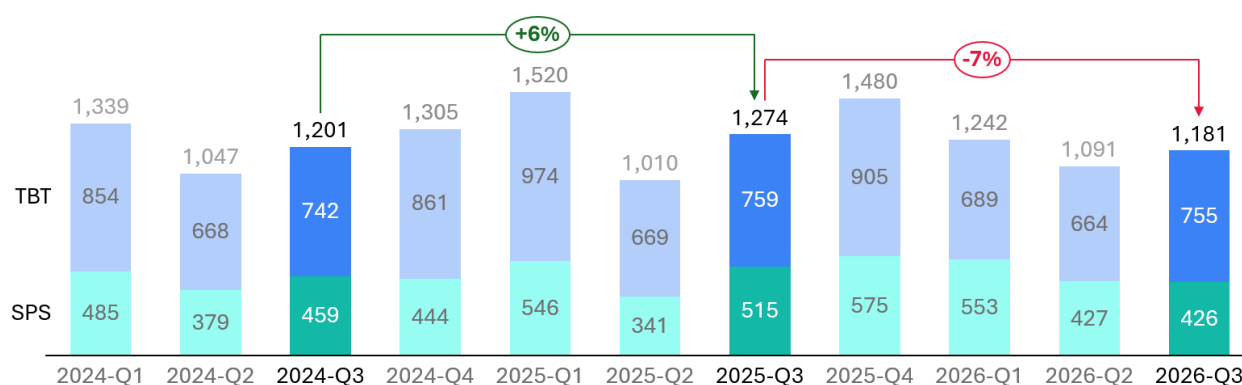
October 2026

SECTION 1

Is the world getting harder or easier to export into?

WTO member notification volume is the broadest measure of regulatory activity. More notifications mean more potential compliance events for exporters. Q3 2026 saw 1,181 ePing notifications (excluding EAC joint filings), a decrease of 7% on Q3 2025 and 2% on Q3 2024. The fall is entirely sanitary: SPS notifications fell 17% year over year while TBT was flat at -1%. SPS accounted for 36.1% of the quarter, against 40.4% in the same period a year ago.

Quarterly notification volume



Source: WTO ePing API. Excludes EAC joint filings. See methodology for rationale.

Volume rose 8% from Q2 2026 and fell 7% from a year earlier, and neither move is large. Measured against every third quarter of the past ten years, 1,181 sits inside the normal band – 0.2 standard deviations below a decade Q3 average of 1,204. The quarter-on-quarter rise is the same seasonal move this series shows in eight of its eleven years, and the year-over-year fall is measured against Q3 2025, the third-busiest Q3 of the past ten years.

Q3 year-over-year comparison

METRIC	Q3 2024	Q3 2025	Q3 2026	2-YR CHANGE
Total notifications	1,201	1,274	1,181	-2%
SPS notifications	459	515	426	-7%
TBT notifications	742	759	755	+2%
SPS share	38.2%	40.4%	36.1%	-2.1pp
Active markets	68	77	75	+7

Note: Active markets = distinct markets issuing at least one notification in the quarter.

One quarter does not undo the year. From January to September, SPS accounted for 40.0% of notifications. In every year since 2016, the same months sat between 33.7% and 38.3%, so on a like-for-like basis 2026 remains the most sanitary year in the series despite a quieter quarter for food safety, animal and plant health.

SECTION 2

Where is the regulatory burden shifting?

Individual markets move between regulatory postures over time. This section classifies each market based on its trailing 12-month activity vs. the prior year, using these categories:

Expanding Volume growing ($\geq 15\%$ YoY and ≥ 5 absolute increase), driven primarily by new base regulations. <i>The regulatory frontier is advancing.</i>	Hardening Amendment-dominant activity (amendments $\geq 50\%$ of total, or amendment growth outpacing base regulation growth by ≥ 20 percentage points). <i>Existing rules are being actively revised.</i>	Stable Volume flat, composition balanced or new-regulation-dominant. <i>The regulatory environment is predictable.</i>	Easing Volume declining ($\geq 15\%$ YoY and ≥ 5 absolute decrease). <i>The market is producing fewer regulatory events.</i>
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The distinction between Expanding and Hardening matters operationally: new regulations can be designed for in advance, but amendments to existing rules can invalidate certifications, formulations, and labelling that exporters have already invested in. Re-certification is often more costly than first-time compliance because it requires reworking products and processes already in production.

Markets by posture

Expanding	Hardening		Stable	Easing
15 (26%)	19 (33%)		11 (19%)	12 (21%)
Brazil Nicaragua Saudi Arabia Vietnam Peru Mexico Australia Panama Philippines Jordan Jamaica South Africa Ghana Spain France	Tanzania Uganda Kenya Rwanda Burundi European Union Chile Thailand Colombia Ecuador	Taiwan Türkiye New Zealand Malaysia Czech Republic El Salvador Switzerland Honduras Albania	China Ukraine Canada Kuwait Oman Bahrain Qatar Yemen United Kingdom Kyrgyzstan United Arab Emirates	United States Egypt Japan Costa Rica South Korea India Israel Indonesia Russia Malawi Uruguay Kazakhstan

Share of markets by posture (Q4-2025 to Q3-2026). Minimum 10 notifications in the trailing 12-month period

Expanding is the posture that moved. 26% of classifiable markets are Expanding against 20% a year earlier – a 7-point rise on identical thresholds and the largest shift in the mix. Hardening edged down from 38% to 33%; Easing edged down from 23% to 21%; Stable held at 19%. 19 of 57

classifiable markets are Hardening, against 21 of 56 a year ago. The retreat in Hardening reported last quarter has held rather than reversed. More governments spent the year writing new rules than a year ago.

A smaller share is not a smaller problem for the markets inside it: Ten markets are Hardening while running well above their own ten-year average annual volume. The East African Community accounts for five of them; the rest – Türkiye, Malaysia, El Salvador, Chile and Colombia – are spread across the map. An exporter selling into one of these markets faces live re-certification risk whatever the global mix is doing.

Markets with increasing regulatory burden

The following markets saw the largest absolute increase in notification volume over the 12 months from Q4 2025 through Q3 2026.

COUNTRY	POSTURE	PAST YR	PRIOR YR	CHANGE	YOY	SPS%	TBT%
Tanzania	Hardening	755	464	+291	1.6X	22%	78%
Burundi	Hardening	570	304	+266	1.9X	17%	83%
Uganda	Hardening	695	438	+257	1.6X	17%	83%
Rwanda	Hardening	624	374	+250	1.7X	16%	84%
Kenya	Hardening	652	480	+172	1.4X	17%	83%
Nicaragua	Expanding	199	57	+142	3.5X	98%	2%
Vietnam	Expanding	118	56	+62	2.1X	23%	77%
Panama	Expanding	57	6	+51	9.5X	47%	53%
Brazil	Expanding	299	258	+41	1.2X	53%	47%
China	Stable	296	267	+29	1.1X	14%	86%

East Africa dominates the top of this table, but it is one programme, not five: Five of the ten markets above are East African Community members filing a shared body of regional standards; each member lodges the same standard as its own notification, so one regional decision appears as five national ones. The obligations are real, and an exporter must meet them in each market.

Outside that cluster:

- **Nicaragua:** 199 notifications against 57 a year earlier; 98% of them sanitary; also in this table last quarter.
- **Vietnam:** 118 notifications against 56 a year earlier; moving from Easing to Expanding; also in this table last quarter.
- **Panama:** 57 notifications against 6 a year earlier; too small to classify a year ago; also in this table last quarter.
- **Brazil:** 299 notifications against 258 a year earlier; moving from Easing to Expanding; a reversal from last quarter, when it was among the largest decliners.
- **China:** 296 notifications against 267 a year earlier; moving from Hardening to Stable.

Markets with decreasing regulatory burden

The following markets saw the largest absolute decrease in notification volume over the trailing 12 months.

COUNTRY	POSTURE	PAST YR	PRIOR YR	CHANGE	YOY	SPS%	TBT%
Malawi	Easing	21	139	-118	0.2X	0%	100%
United States	Easing	405	523	-118	0.8X	20%	80%
Egypt	Easing	156	201	-45	0.8X	15%	85%
Kazakhstan	Easing	14	58	-44	0.2X	71%	29%
Indonesia	Easing	39	81	-42	0.5X	8%	92%
Japan	Easing	155	189	-34	0.8X	64%	36%
Israel	Easing	46	79	-33	0.6X	28%	72%
Costa Rica	Easing	105	135	-30	0.8X	65%	35%
South Korea	Easing	92	121	-29	0.8X	32%	68%
India	Easing	67	93	-26	0.7X	49%	51%

Malawi and the **United States** posted the largest absolute declines of any market, each shedding 118 notifications; Malawi moved from Expanding to Easing; the United States moved from Hardening to Easing. Egypt, Kazakhstan and Indonesia also pulled back sharply. Malawi, the United States, Kazakhstan, Indonesia, Israel, Costa Rica and South Korea were also among the largest decliners last quarter.

Note that a market producing fewer regulatory events is not necessarily becoming easier to sell into; the stock of regulation already in force is unaffected by a quiet quarter.

SECTION 3

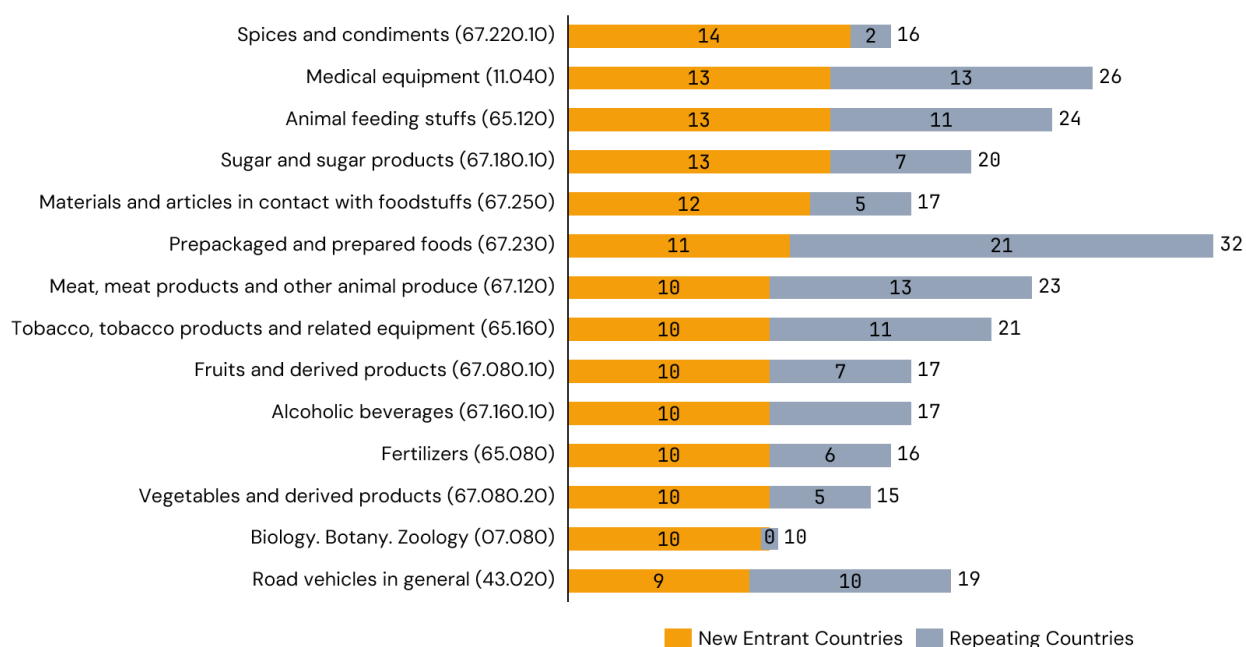
Are multiple countries converging on the same products?

Convergence occurs when multiple countries independently begin regulating the same product category. This section ranks ICS and HS product categories by the count of new-entrant countries: markets that issued regulatory notices for a product category over the past year but had not done so in the prior 12-month period.

Convergence carries a specific cost structure that distinguishes it from single-market regulatory growth. When one country introduces a new requirement, an exporter faces a single compliance event. When 14 countries independently converge on the same category within a year – as spices and condiments did over the past four quarters – the compliance workload multiplies across markets: 14 separate filings, testing regimes and enforcement timelines, often with conflicting technical requirements.

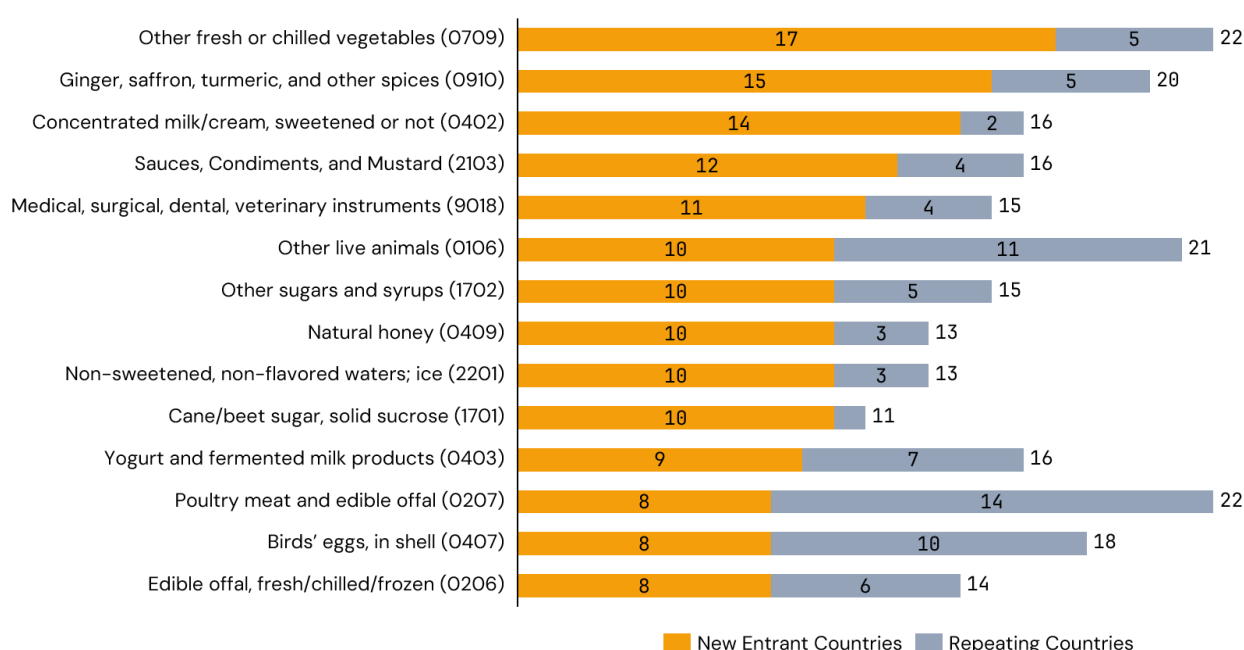
Categories are read two ways: (1) **by product**, grouping notifications by HS heading, the first four digits of codes used for customs classification; and (2) **by standard**, grouping them by ICS category, the classification assigned to the regulation itself. Most notifications carry one code type or the other, so the two rankings are alternative readings of the same quarter rather than two halves of it.

Number of countries issuing notices by regulatory standard (ICS)



New entrant = country that issued ≥1 notification in this ICS category during trailing 12 months (Q4-2025 to Q3-2026) but not in the prior 12 months. Includes joint EAC filings.

Number of countries issuing notices by product category (HS)



New entrant = country that issued ≥1 notification in this HS category during trailing 12 months (Q4-2025 to Q3-2026) but not in the prior 12 months. Includes joint EAC filings.

Spices and condiments leads the standards list. ICS 67.220.10 drew 14 new-entrant markets: of the 16 markets that regulated it over the past year, only two had done so in the year before. The product reading confirms it: ginger, saffron, turmeric, and other spices (HS 0910) drew 15 and sauces, condiments, and mustard (HS 2103) drew 12. The category has been regulated this widely before – as many as 17 markets in a year since 2016 – so this is a return of attention rather than a first.

Medical equipment holds its place. ICS 11.040 drew 13 new-entrant markets to reach 26, after ranking among the top three last quarter, and the product reading shows the same movement in medical, surgical, dental, veterinary instruments (HS 9018).

Behind them, **convergence is spread along the food chain.** New-entrant markets: animal feeding stuffs (13); sugar and sugar products (13); materials and articles in contact with foodstuffs (12); prepackaged and prepared foods (11). On the product reading the single largest movement is other fresh or chilled vegetables (HS 0709), with 17 new-entrant markets out of 22.

SECTION 4

Which sectors face the most regulatory pressure?

Convergence measures how widely a category has spread; **sector pressure** measures how much weight sits on it. Each sector is scored on three measured components:

1. The total number of individual **notices**
2. The number of distinct **markets** regulating it
3. **Notice Gap**, the share of the sector's base notifications that gave no usable lead time (i.e., the regulation was already in force when the notice was published, was effective the same day, or never carried an entry-into-force date)

Each component is ranked against other sectors across these three metrics, with the scores combined based on a 40/30/30 weighting into a stress score (1-100). The **Stress** column in the tables below places each sector among its peers over the past four quarters (Q4 2025–Q3 2026); the **Trend** column compares the sector's recent metrics against its own ten-year history.

Sector stress by standard (ICS)

ICS	CATEGORY	STRESS	NOTICES	MARKETS	NOTICE GAP	TREND
13	Environment, Health Protection, Safety	90	461	41	94%	Steady
67	Food Technology	87	1,049	67	89%	Steady
65	Agriculture	79	325	48	82%	Steady
71	Chemical Technology	78	319	43	82%	Escalating
11	Health Care Technology	75	202	41	78%	Steady
23	Fluid Systems	74	86	31	94%	Cooling
97	Domestic and Commercial Equipment	72	193	39	78%	Cooling
91	Construction Materials and Building	72	140	38	83%	Steady
83	Rubber and Plastics	70	77	21	94%	Escalating
61	Clothing Industry	68	38	12	100%	Steady

Sector stress by product (HS)

HS	CATEGORY	STRESS	NOTICES	MARKETS	NOTICE GAP	TREND
04	Dairy, eggs, honey	98	235	44	94%	Cooling
02	Meat	98	225	36	95%	Cooling
07	Vegetables	98	175	41	96%	Cooling
08	Fruit & nuts	93	178	36	91%	Cooling
12	Oil seeds	92	160	37	92%	Steady
09	Coffee, tea, spices	92	126	37	93%	Steady
01	Live animals	91	164	33	91%	Cooling
10	Cereals	91	142	28	94%	Steady
23	Food residues & animal feed	91	141	29	95%	Escalating
06	Live trees & plants	90	171	31	90%	Escalating

Environment, Health Protection, Safety tops the standards ranking. 461 notifications across 41 markets, and 94% of its base notifications gave no usable lead time; it ranked second last quarter. The gap is mostly silence rather than lateness: only 17 of its 263 base notifications carry an entry-into-force date at all, and none of those was late.

Food Technology ranks second on Stress but carries the most weight by volume and spread of any sector: 1,049 notifications across 67 markets.

On the product reading the weight sits in the agri-food chapters: **dairy, eggs, honey, meat** and **vegetables** share the top score of 98, and every one of the top ten chapters has a Notice Gap of 90% or more.

Note that high pressure and rising pressure are not the same thing. The three chapters at the top of the product table are all Cooling against their own decade: the pressure on them is high relative to other sectors this year, but lower than in their own recent history. *Rising* pressure sits elsewhere: **Chemical Technology** (ICS 71); **Rubber and Plastics** (ICS 83); **Food residues & animal feed** (HS 23); **Live trees & plants** (HS 06) all stand at or near a decade high. The animal-feed reading agrees with Section 3, where animal feeding stuffs is among the leading convergence categories.

SECTION 5

How fast are regulations moving from proposal to enforcement?

A notification either reaches exporters before its rule takes effect, or it does not. Those are two separate questions, and a single average of them answers neither. This section reports the quality of advance notice from ePing documents across three related metrics:

Advance-Notice rate

The share of enforcement-dated notifications published before the rule took effect.

Depth of Notice

The median days of warning, counted only across the notifications that gave warning.

Effective Notice

Rate × depth, in days – the preparation a typical notification actually buys.

Addenda are excluded throughout this section: an addendum inherits the entry-into-force date of the rule it amends, so it is retrospective by construction and would distort every figure below. EAC joint filings are excluded on the same basis as Section 1.

Notice quality: Q3 comparison

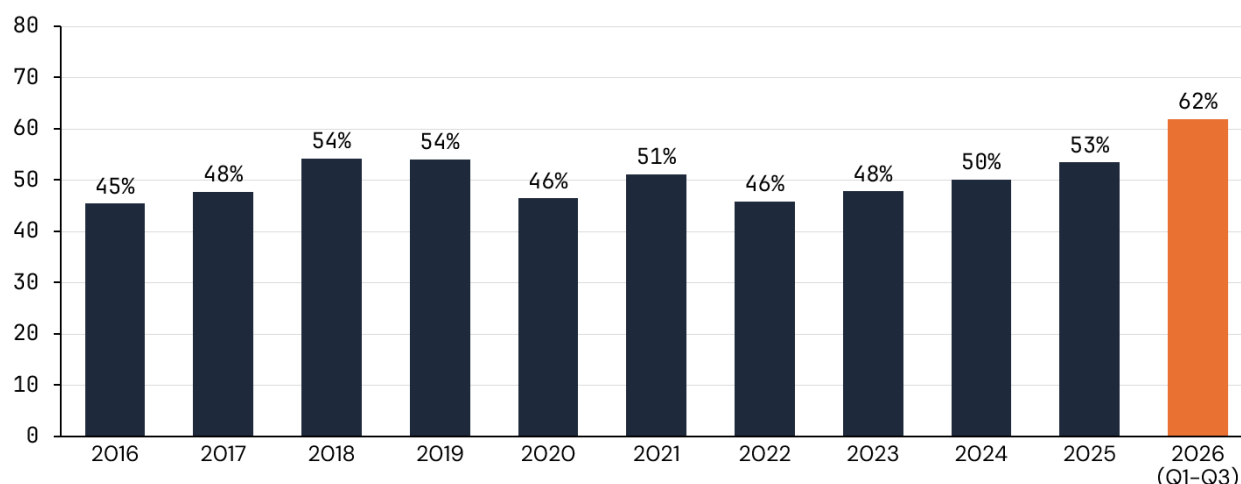
METRIC	Q3 2024	Q3 2025	Q3 2026
Advance-notice rate	54.3%	61.8%	69.0%
Depth of notice	247 days	199 days	136 days
Effective notice	134 days	123 days	94 days

More regulations warned; the warning was **shorter than a year ago** but **longer than last quarter**. 69.0% of dated notifications arrived before their rule took effect, up from 61.8% a year ago – the highest share of any quarter over the past ten years. Depth fell from 199 days to 136 days year over year, but recovered from 92 days in Q2 2026. Half of the warnings given fell between 91 days and 273 days. Multiplied together, a typical notification now buys 94 days of preparation, against 123 days a year ago and 58 days last quarter.

Notice quality over the decade

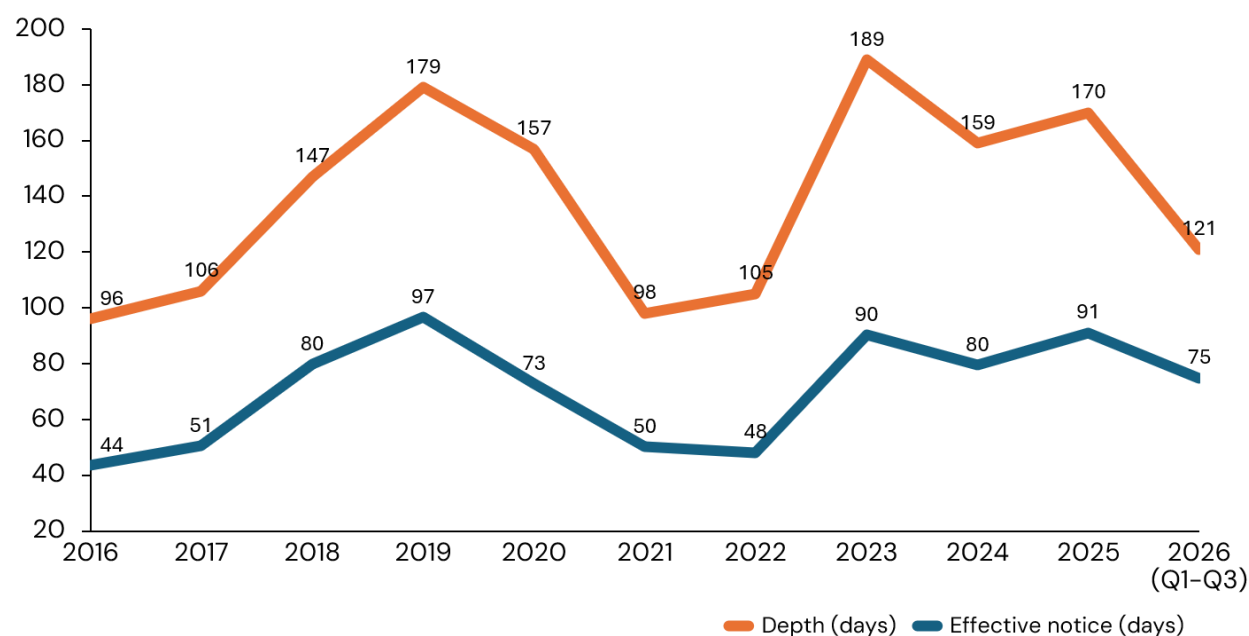
Viewed across a full decade, the 2026 advance-notice rate stands apart; the depth of notice does not.

Advance-Notice rate



Share of enforcement-dated notifications published before the rule took effect, pooled per year (2026 covers January to September only).

Notice quality



Pooled per year, not averaged across quarters (2026 covers January to September only).

This decade view shows a system that redistributes warning rather than adding any. The share of measures announced before they take effect sat between 45% and 54% in every complete year since 2016, while the depth of that warning swung between 96 days and 189 days.

Three quarters into 2026, the advance-notice rate is holding at a level the series has not seen. 61.9% of dated notifications published from January to September gave warning, against a previous best of 55.0% for the same months (2019). The retrospective share is the lowest of the past decade for these months, at 36.3% against a previous low of 44.7% (2019). Depth sits at 121 days, the fifth-shortest of eleven on the same months, up from 92 days for the first half. The first half's pairing of more warning with less of it has partly unwound: for an exporter, the gain this year is in whether a rule is seen coming at all, while how long it gives is back within its usual range.

SECTION 6

Which markets give exporters time to prepare?

Whether a country warns exporters about upcoming regulations at all, and how many days of warning it provides, are separate questions; markets differ on both of these dimensions. The grid below places each major economy by how often it announces a rule before that rule bites, against the median warning it gives when it does give a future enforcement date. Markets in the bottom-left give exporters almost nothing on either dimension; markets in the top-right run structured, predictable regulatory pipelines.

Country timing ranges

		Depth of Notice		
		<60 days	60–180 days	>180 days
Advance Notice Rate	>60%	Australia	European Union Czech Republic Vietnam Ukraine Türkiye	Japan Jordan France Israel
	40–60%	–	Philippines	Taiwan China South Korea New Zealand
	<40%	United States	Colombia	Brazil

Advance notice rate = percentage of all notices with any enforcement date issued before that date
Depth of notice = median number of days prior to the enforcement date the dated notices were issued
Totals shown are for the past four quarters (Q4–2025 through Q3–2026); includes only markets that issued 10+ dated notices in this time period.

This 3x3 reveals four distinct regimes that are structurally different regulatory cultures and demand different monitoring strategies, different resource allocation, and different escalation timelines:

- **Pipeline systems** warn reliably and give months to act. For dated notifications in these markets, ePing functions well as an early-warning channel, although it remains only one part of a complete monitoring programme. Vietnam, Japan, Jordan, European Union, Ukraine, Türkiye, Czech Republic, France and Israel give two to six months of warning; China, Taiwan, South Korea and New Zealand give more than six.
- **Fast-cycle systems** announce most changes in advance, but leave weeks rather than months before enforcement. Visibility is good; the constraint is reaction speed, so pre-

cleared compliance paths matter more here than earlier detection. Over the past four quarters, only Australia was in this category.

- **Shock systems** put most rules in force when notified. For these markets WTO notification is post-hoc disclosure: exporters learn about a regulation after it is law. Compliance cannot rest on this channel and requires direct monitoring of the domestic regulator. The United States, Colombia and Brazil fell into this category. Colombia and Brazil give real warning when they warn, but warn on fewer than two occasions in five.
- **Hybrid systems** warn exporters about half the time. These markets are neither an early-warning channel nor a lost cause; their ePing notices are usable for planning but never sufficient as the only source. The Philippines and the United Kingdom are in this category.

Several of these regimes are shortening: measured against their own ten-year histories, effective notice has fallen furthest in the Philippines (254 days to 40 days), Israel (241 days to 77 days), the European Union (211 days to 112 days), Vietnam (182 days to 92 days) and the United Kingdom (155 days to 110 days). Two run the other way: New Zealand (62 days to 170 days) and South Korea (148 days to 240 days). A market that warned generously in the past is not guaranteed to keep doing so, which is an argument for watching the trend rather than trusting the label.

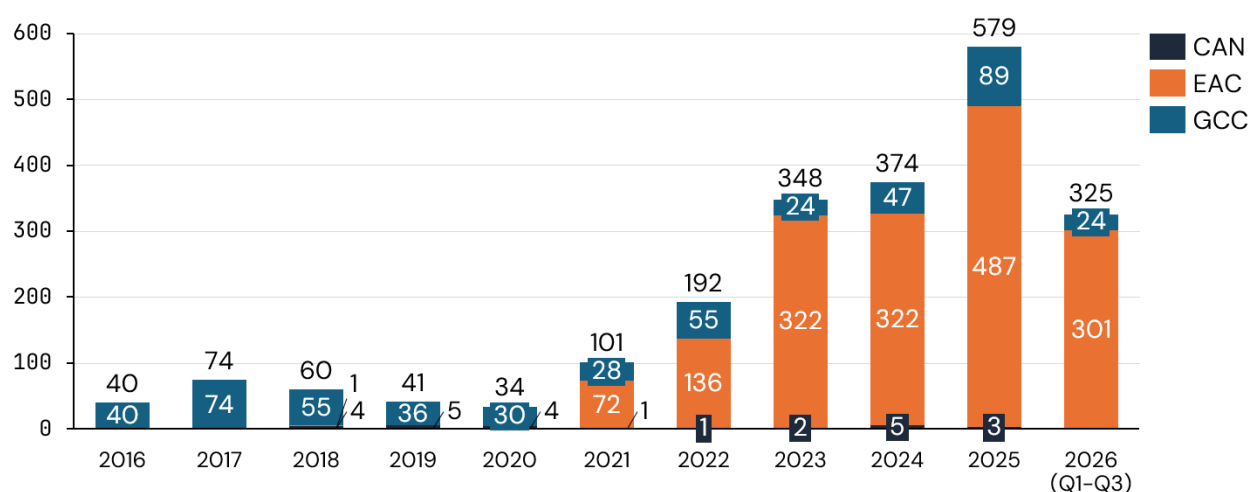
SECTION 7

How are regional blocs affecting global trade barriers?

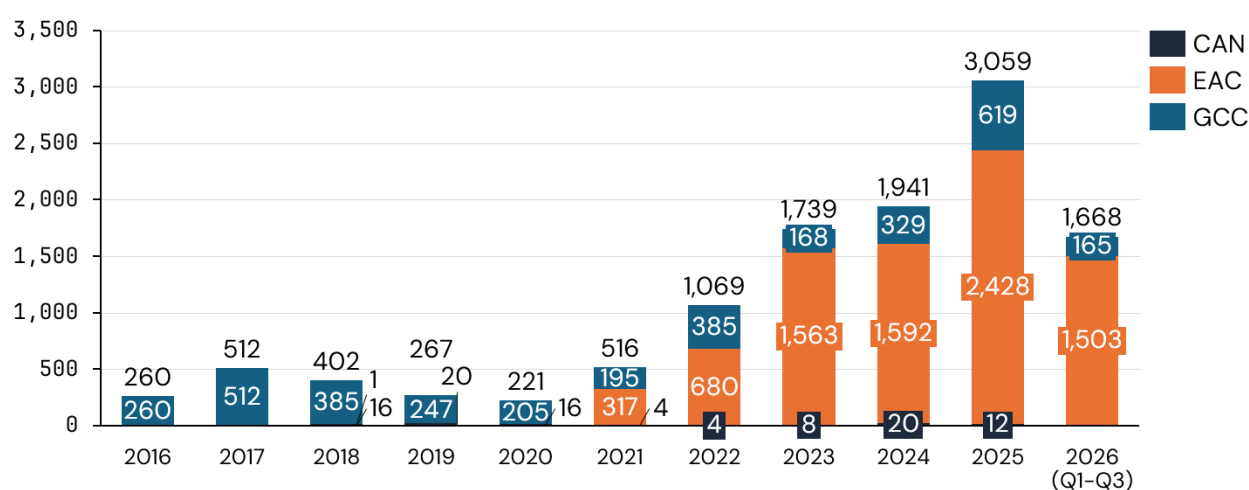
Most of this report counts individual export markets. However, some regulations are not written one market at a time: groups of countries may agree on common standards, with each member issuing a separate notification for what is essentially a single regulatory decision. Over the past five years this trend has grown enormously and has become the largest structural change in the notification stream.

Regional bloc filing (2016–2026)

Documents by bloc



Market obligations by bloc



Documents count distinct regulatory decisions; market obligations count the markets each one reaches. A five-member joint standard is one document and five obligations. 2026 is a part year.

The world is not writing more regulations – it is applying the same number to more markets.

In 2020 the notification stream carried 5,295 distinct regulatory documents and 5,482 market-level obligations. By 2025 distinct documents were 5,232, essentially unchanged, while market obligations had risen to 7,712, up 41%. The average document now reaches 1.47 markets, against 1.04 in 2020; the East African Community alone lodged 487 joint documents in 2025, reaching 2,428 market obligations.

The shift has continued in 2026. From January to September, joint East African filings carried 30.0% of every market obligation notified worldwide, against 22.7% in the same months of 2025: 301 joint documents against 223. Over the same comparison the number of distinct regulatory documents fell 3% while market obligations rose 2%.

Note that every obligation counted here is real. A market that adopts a regional standard genuinely requires compliance with it, and an exporter shipping to all five East African markets must satisfy all five. But the number of independent regulatory programmes is now materially smaller than the number of regulations. That is why the markets with the largest increases in Section 2 are dominated by a single filing programme, and why Sections 1 and 5 exclude joint East African filings from their calculations of global notice activity.

Methodology

Data source

All data sourced from the WTO ePing API (eping.wto.org). This report covers ePing notifications distributed between 1 January 2016 and 30 September 2026. Data accuracy is limited by the accuracy of information provided by WTO members.

Base notifications and amendments

A base notification opens a notification family; addenda, revisions and corrections attach to it and provide later information about the same measure. Amendment intensity, which drives the Hardening classification in Section 2, counts both. All date-based metrics in this report – advance-notice rate, depth of notice, enforcement-date coverage – use base notifications only.

Date extraction

Entry-into-force dates are extracted from API structured fields and ePing notification source documents. Qualitative values (“to be determined”, “six months from adoption”) are excluded. 21.6% of base notifications in Q3 2026 carry a usable entry-into-force date. Timing metrics are computed only from notifications where the date is available. Depth of notice is measured only across notifications that gave warning.

Limitations

Notification volume measures regulatory activity, not regulatory burden. A trade-facilitating measure and a new restriction are counted equally, and neither the stock of regulation already in force nor the severity of any individual measure is captured here. “Easing” describes lower notification activity and does not establish that a market became easier to export into. Enforcement-date coverage is the binding constraint on every timing figure in this report, and it moves year to year. Product-code coverage is uneven by instrument, which is why both code systems (ICS and HS) are reported. Codes and stated objectives are self-assigned by the notifying member and may contain inaccuracies.

EAC exclusion

East African Community joint filings are excluded from global trend analysis (Sections 1 and 5). The EAC’s five members – Burundi, Kenya, Rwanda, Tanzania and Uganda – file identical standards five times, once per member, at volumes that generate a large share of all notices in a quarter. Including them in a global total creates spikes that obscure genuine trends. They are included in country and product-level analysis (Sections 2, 3, 4 and 6), where the markets and sectors they target carry real information for exporters: a market that adopts a regional standard genuinely requires compliance with it.

About Trade Buzz and Zolltor AI

Trade Buzz

Trade Buzz is a global regulatory radar that monitors non-tariff trade barriers in real time. It tracks WTO ePing notifications – the formal mechanism through which WTO members announce new or changed SPS and TBT measures – and transforms raw regulatory data into strategic intelligence for trade compliance teams.

The Trade Buzz dashboard provides the four main analytical views behind this report: Acceleration (country-level posture and momentum), Convergence (multi-country product targeting), Sectors (product-level pressure analysis) and Trajectory (structural change, timing and churn). Country-level deep dives, sector drill-downs, WTO Specific Trade Concern tracking, and analysis of Friction (enforced and contested trade barriers) are available through the interactive dashboard at <https://buzz.zolltor.ai>.

Zolltor AI

Zolltor AI builds intelligence tools for international trade. Our mission is to make the global regulatory landscape transparent and navigable for companies of all sizes. We believe that tracking changes to tariffs and trade policies that impact every company that imports or exports across borders should not require a team of specialists reading thousands of government notices in dozens of languages – it should be powered by data, structured by technology, and delivered as actionable insight to business leaders.

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