

Unlock Savings Hidden in Trade Regulations

Introduction to Besso for SSC Foreign Trade and Customs Seminar, 4/6 Nov. 2025

Executive Summary

The cost of complying with complex trade regulations is significant and weighs heavy in the current trade war environment. The Swiss startup Besso uses AI to simplify trade compliance, enabling it to optimise supply chains and discover hidden savings opportunities. With 2.5x more FTA coverage than competitors and a success-fee model, Besso offers an ROI around 10x, supported by a team of seasoned experts.

Current Landscape

The global trade landscape is becoming increasingly complex and volatile, driven by a combination of geopolitical tensions, trade wars, tariff hikes, and regulatory change (cf. Exhibit 1). Companies are struggling to utilize Free Trade Agreements (FTAs), leading to missed opportunities for significant cost savings. Existing trade compliance systems exacerbate the issue by relying on rigid, hard-coded rules that lack adaptive regulatory intelligence.

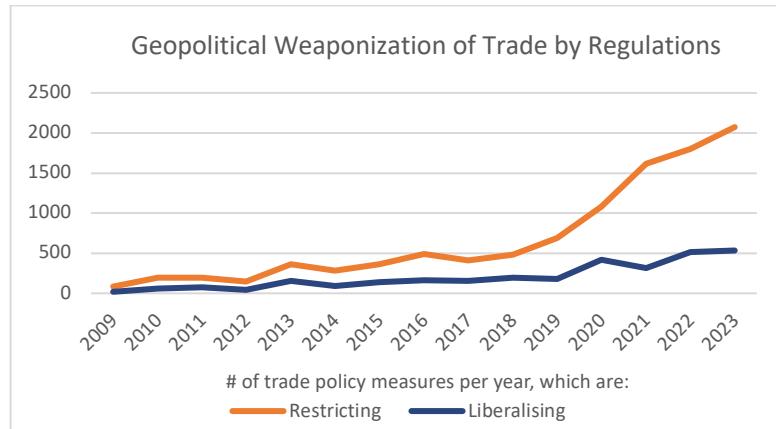


Exhibit 1: Number of new trade policy interventions against foreign commercial interests (Source: Global Trade Alert)

Challenges and Risks

Amid corporate savings programmes, the fixed costs tied to trade compliance are becoming increasingly burdensome. This situation heightens the risk of missed opportunities as companies struggle to adapt to rapidly changing regulations, leading to inefficiencies and financial losses.

Why Savings Are Hidden

Savings opportunities often go unnoticed because trade compliance and supply chain management operate with different workflows, logic, and objectives. By integrating regulatory data with operational processes, Besso simplifies collaboration to better align objectives. Its powerful technology reduces the administrative burden on specialists and thus enables the simulation of scenarios with a focus on their bottom-line impact.

Proposed Strategy

Navigate the complexities of trade regulations by leveraging Besso's tailored Artificial Intelligence (AI). This Swiss start-up simplifies trade compliance by providing actionable insights and automating complex administrative tasks. With more FTA coverage than other providers, Besso helps you uncover hidden savings, reduce compliance risks, and free up staff capacity. This enables your business to optimize supply chains within the evolving regulatory constraints while maintaining consistent compliance and efficiency.

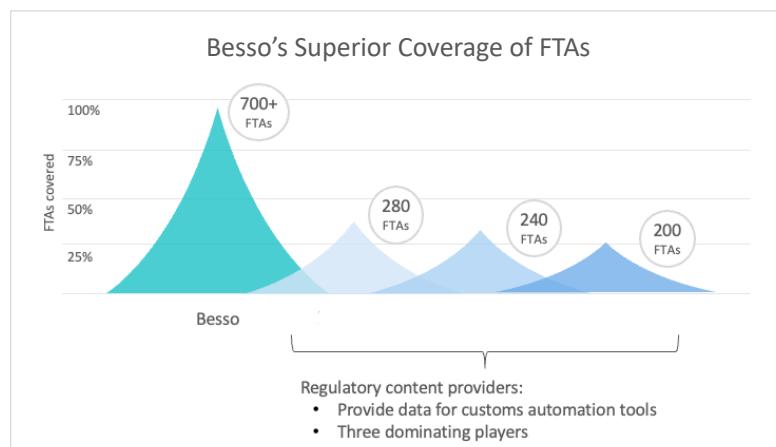


Exhibit 2: Number of FTAs covered by Besso, in comparison with top three incumbents (Source: Besso research)

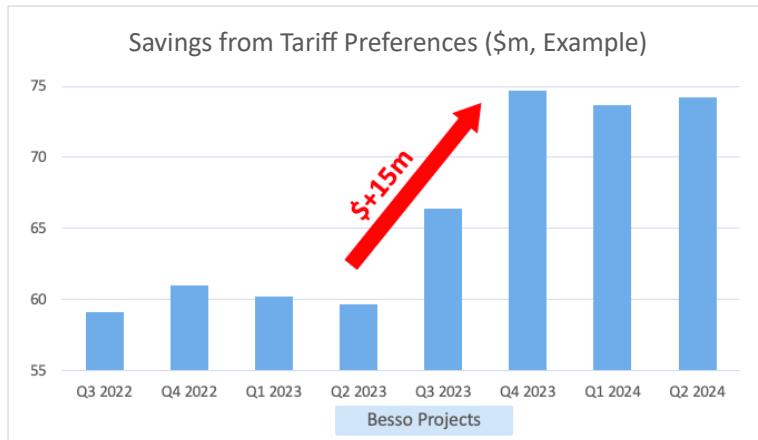


Exhibit 3: Example of savings achieved through Besso projects

Meet the Team: Expertise You Can Trust

Besso is led by a diverse group of seasoned professionals, including repeat entrepreneurs, trade compliance veterans, expert trade lawyers, and top tech talent. With a strong track record of success, they bring complementary skill sets that cover every aspect of the business model. This blend positions Besso as a leader in simplifying trade regulations.

The Besso team collaborates closely with esteemed academic partners such as the Geneva Graduate Institute and the World Trade Institute in Bern, both recognized globally for their trade law research. Besso has also partnered with a specialized explainable AI lab at ETH Zürich, Europe's leading computer science university.



Exhibit 4: Short Bios of Besso Leadership Team Members

Examples

Trade statistics show that around one third of eligible exports fail to use potential tariff savings from FTAs. Across their previous roles and high-impact projects in various industries, our experts have specialized in finding such hidden savings opportunities (see the examples in Exhibit 5). In doing so, our team has helped companies save millions in tariffs.

Sustaining savings requires a compliance monitoring process that can divert resources to low value-added tasks. We build on decades of experience in designing and building automation tools that help keep staff focus on more strategic activities.

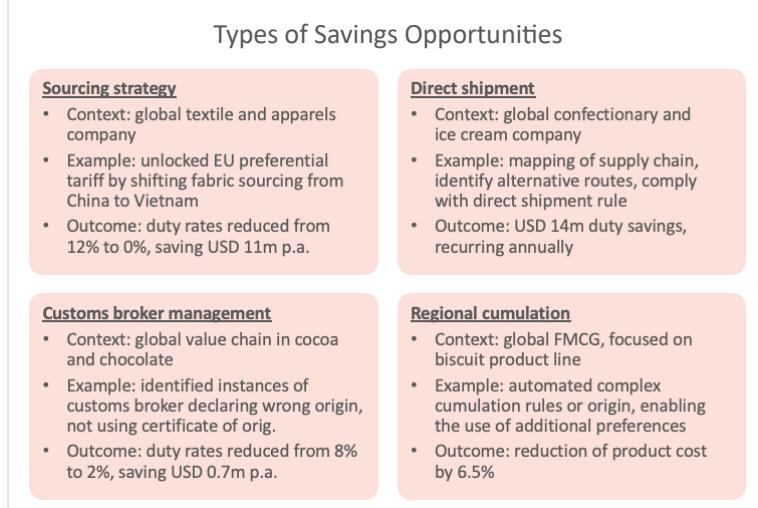


Exhibit 5: Simplified cases of savings achieved

Schedule a consultation with our team: philip@besso.com