

## NEWS / BUSINESS

## Nui Markets North America brings buyers, sellers together in transparent marketplace

By Alyssa Mitchell

**AUCKLAND, New Zealand** — A year after launching its digital trading platform in North America, Nui Markets has positioned itself as an intuitive platform offering real-time data and market knowledge, empowering buyers and sellers to trade with improved price transparency and market efficiency.

New Zealand-based Nui brings vast amounts of category-specific expertise to the design and running of its marketplace, combined with the speed and convenience of an intuitive digital trading platform. Nui is not entirely new to the North American market, as its technology platform already was being successfully used as a private sales interface for some significant dairy stakeholders.

Co-founder and CEO of Nui Markets, Kevin O’Sullivan, has a background in global financial trading, and it was through his involvement in the launch of the NZX dairy futures and the increasing digitization of trade that he saw the opportunity to improve and simplify the way physical dairy ingredient trade took place to keep pace with online innovations.

Following the North American launch of Nui Marketplace Dairy last July, the company last fall brought on Ronald K. O’Brien II as president of Nui Markets North America. He is responsible for growing Nui’s North American customer base across both its marketplace and enterprise solutions.

Despite the great technical advances in financial trading, agricultural traders of the physical product rely on personal relationships that depend on finding the right buyer at the right time and price, O’Brien says. Typical sales teams communicate directly with customers on a one-to-one basis across many channels and benchmark off traditional indexes. To facilitate trade efficiency and transparency in real-time, Nui was fueled by the idea of creating a fairer marketplace to bring buyers and sellers closer together, he adds.

“Nui platforms streamline the sales process, reducing the time and effort required for a trade to take place,” O’Brien says. “When you start using a Nui platform, this increased level of efficiency is noticeable right from the first trade.”

Nui platforms make trading more transparent, he adds. With the price visible to all participants throughout the trade process, negotiation tension is reduced, improving confidence in the true market price and encouraging trade.

Nui platforms also take the guesswork out of a trade, O’Brien says. Analytics dashboards provide detailed, real-time data about prices, volumes and activity on the platform.

“This allows our customers to make more informed trading decisions,” he says. “Nui platforms provide an ef-

ficient way for sellers to engage with more buyers, more regularly, with the same level of resources. Consequently, sellers can broaden their network, whilst buyers have greater access to a wider range of products.”

The dairy sector is primed to expand, with strong conditions for production growth and increasing global demand for high-value dairy products. Increasing efficiency and price transparency of the dairy market through Nui’s platform will capitalize on these growth opportunities and serve as a win-win for buy-side and sell-side market participants, the company says.

With this in mind, Nui recently

launched a new Nui Markets export-focused marketplace to rapidly connect buyers and sellers of dairy ingredients around the globe, providing better access to broader export markets. With Nui Marketplace International, buyers gain broader access to international sellers, with one request reaching multiple sellers from around the globe with the simple click of a button. In turn, sellers can reach a broader range of buyers for better export opportunities, supporting sales strategies beyond domestic markets.

O’Sullivan says Nui Marketplace International is a natural expansion beyond the company’s successful domestic trading marketplaces in Europe

in North America, providing more tailored support for suppliers looking to expand their export footprint.

“With 276 companies currently trading on our marketplaces, we are excited by the opportunity to further support our existing and potential customers with an export-focused marketplace that facilitates new trading opportunities with data-led insights that can better inform their sales and procurement strategies,” O’Sullivan says.

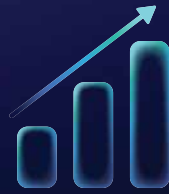
“Regardless of where you stand in the dairy supply/demand chain, we are confident our technology, data and marketplace access will provide immediate value to your operations,” he adds. **CMN**



## Digitally transforming dairy trade across the globe



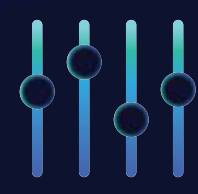
Improved trade efficiency



Expanded market access



Increased price transparency



Enriched market data

Contact Nui Markets to find out more:  
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For more information please visit [www.nuimarkets.com](http://www.nuimarkets.com)