

Stuart Kagan | BUDDY

Digitising non-ferrous metal trade

**BIR World Recycling convention
and exhibition 10.25**

IMPORTANT: This presentation was given at the BIR 2025 World Recycling Convention in Bangkok.

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From Morse code to mobile...

Telegraph
1800s



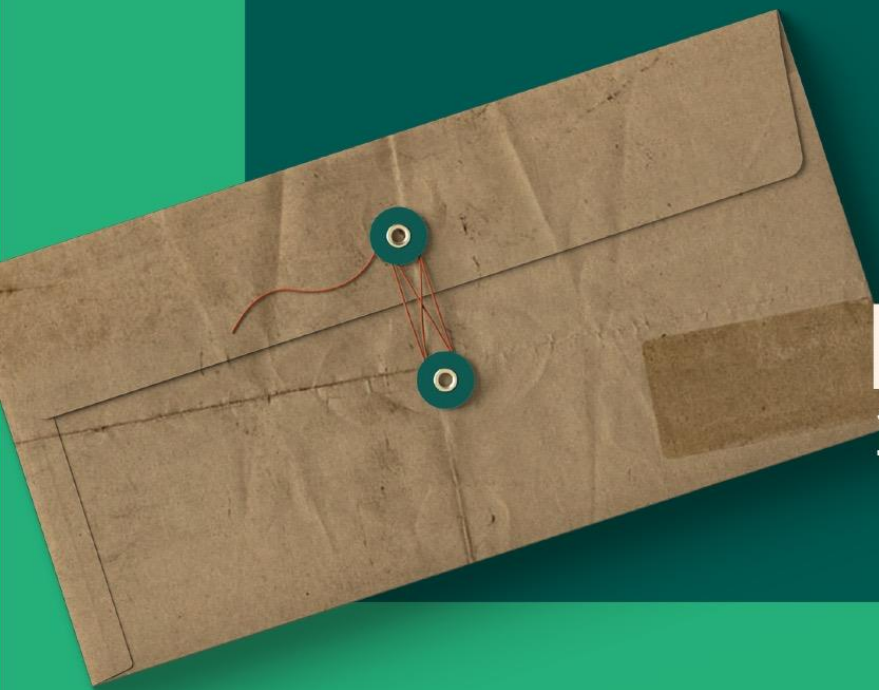
Fax
Early 1960s



Telex
Early 1930s



Mail
15th Century



...what's next?

E-mail
1980s

BBM
2005



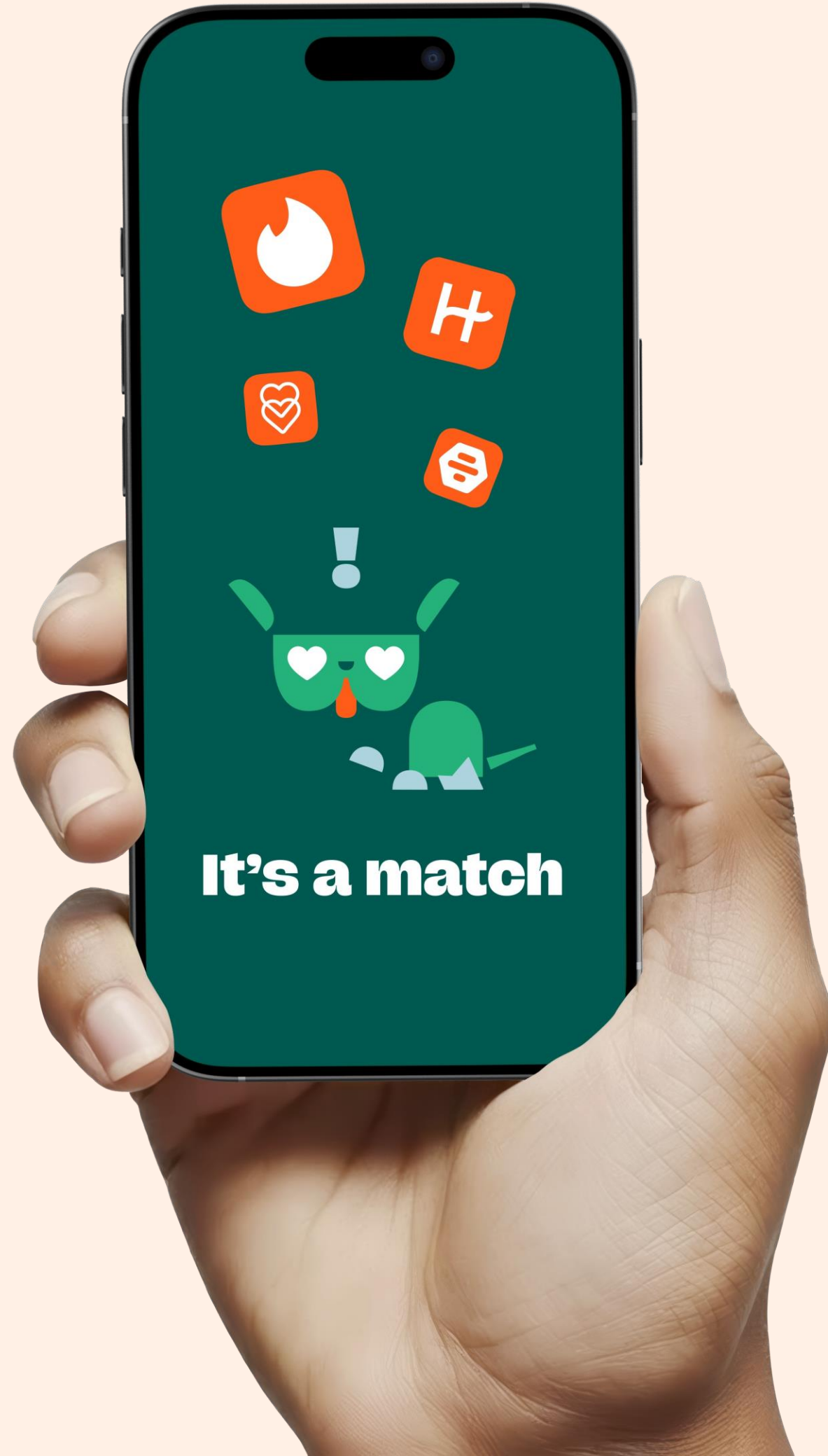
Whatsapp
2009



Whats next?



Non-ferrous trading **ten years from now**



Relationships re-imagined

30% of all U.S. adults have used a dating app.

Usage among younger adults, under 30, is much higher—over half (53%) have tried online dating. (Pew research)

**Technology didn't replace
human connection.**

**It made it easier to
find the right match**

(And that's what's happening in our industry)

Why we've lagged behind

Agriculture, construction and non-ferrous metals:



Relationship-driven



Complex



Built on legacy systems

**Every lagging industry
eventually catches up.
When it does, the gains
are massive**

Metal traders that build digital core capabilities can
significantly outperform peers in speed and efficiency

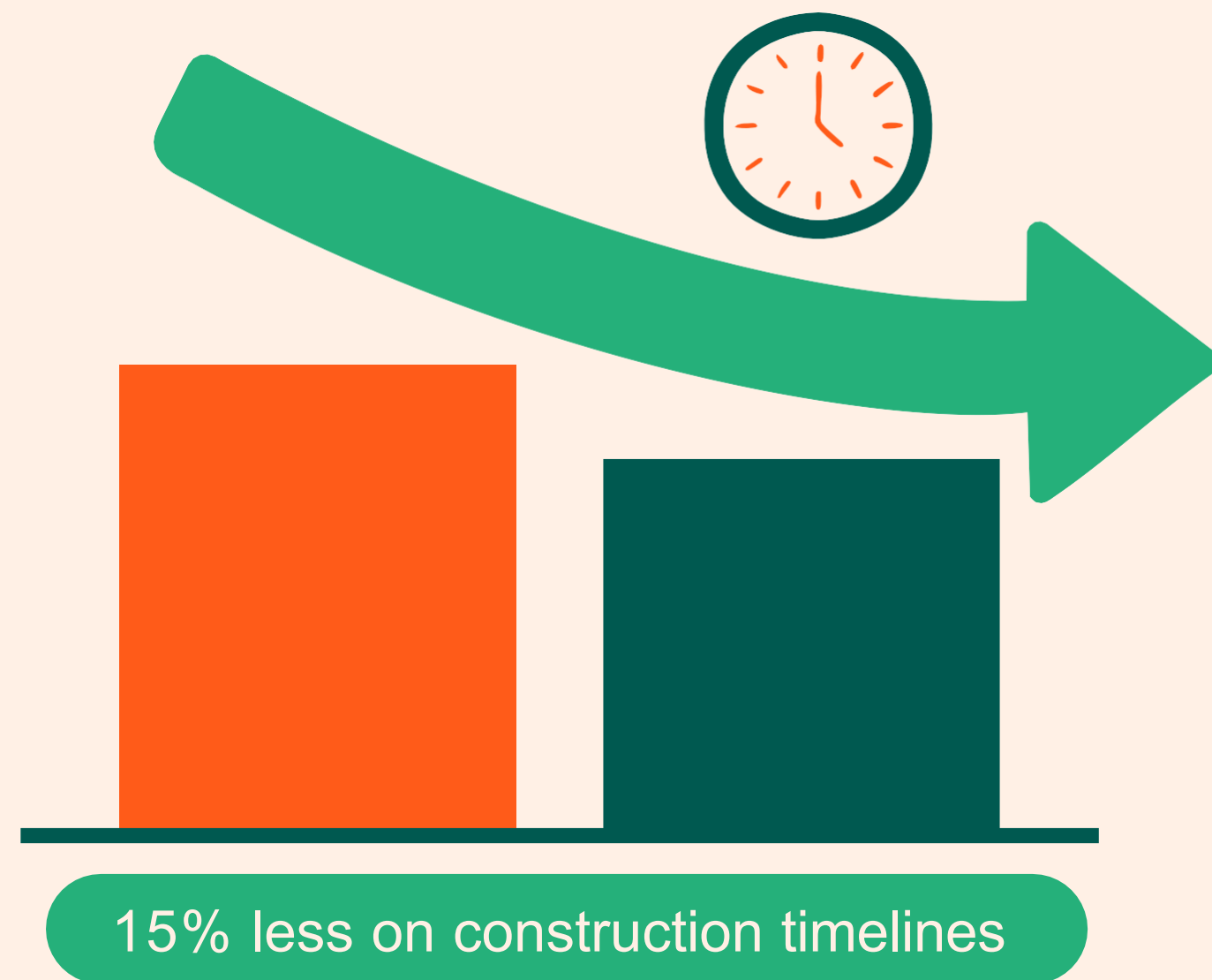
(McKinsey 2024)

The gains of going digital



- **Access trusted sources of supply**
- **Still own the relationship**
- **Never miss a parcel**
- **Keep the score**
- **Build your reputation**
- **Mitigate key person risk**

Construction: Same DNA, faster shift



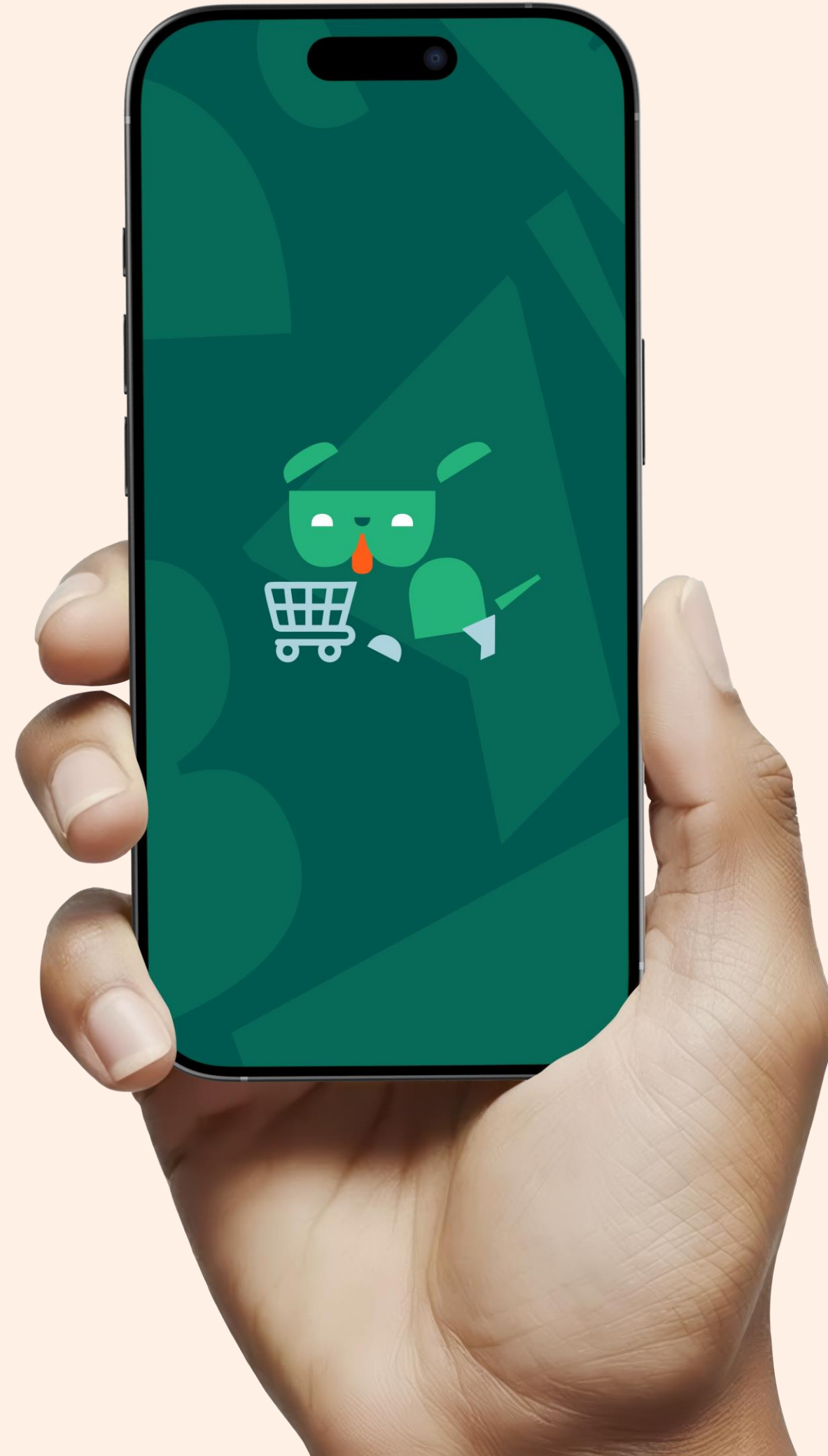
Companies using digital collaboration tools in construction have seen project timelines cut by around 15% (McKinsey)

By implementing construction management software through Procore, Dick Anderson Construction saved thousands of hours in time and efficiency gains, and improved relationships with contractors.



**84% of construction
suppliers expect to move
all their sales online.**

sana-commerce.com



Metals are catching up

Major industry players
are going digital:

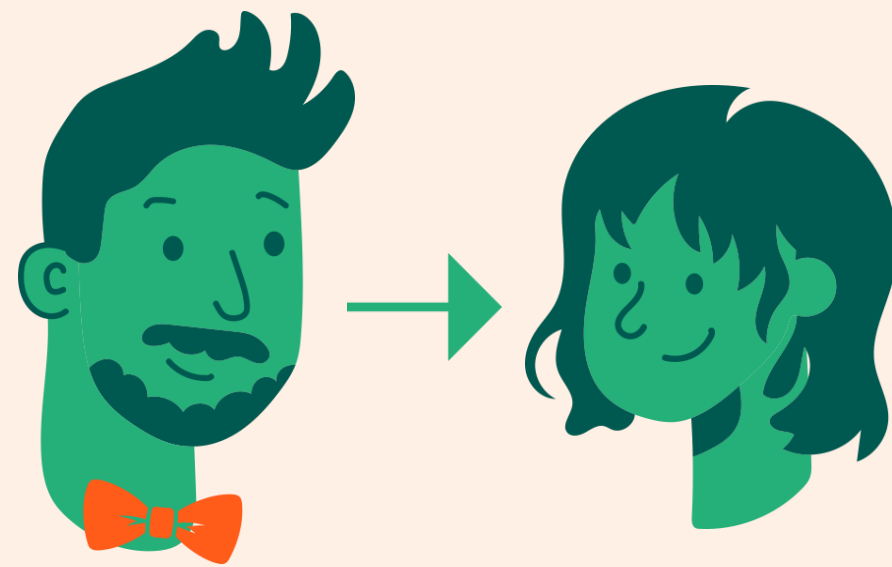


Georgia-Pacific's platform hubbIT has expanded access for thousands of businesses to trade materials.

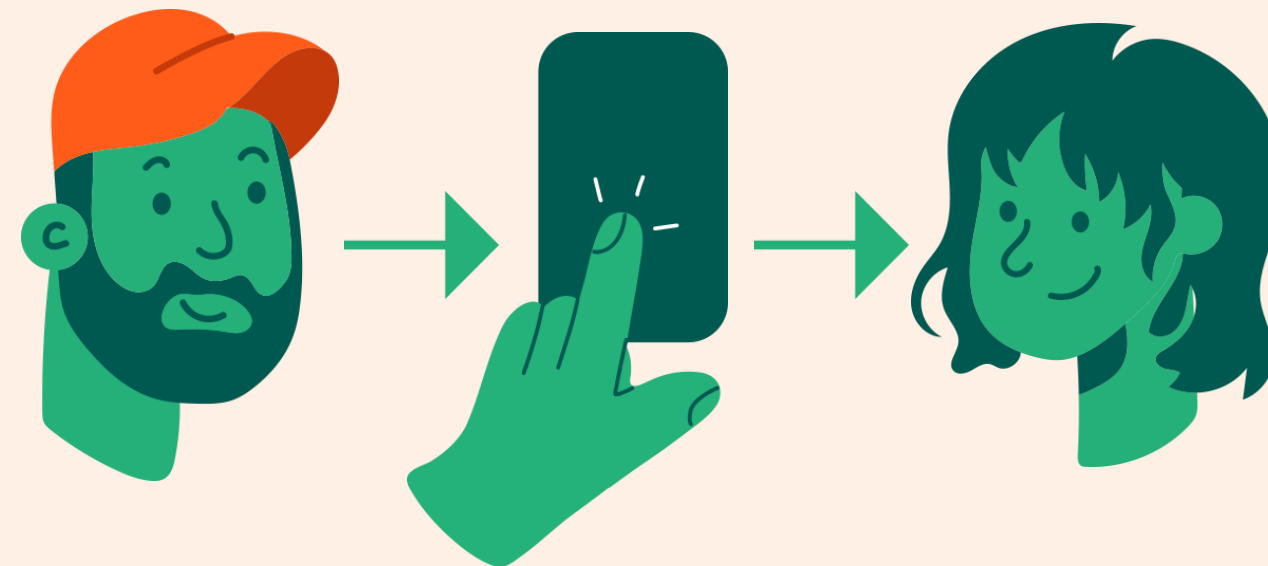


Tata Steel's platform DigECA streamlines steel procurement through online pricing and negotiation, and efficient delivery.

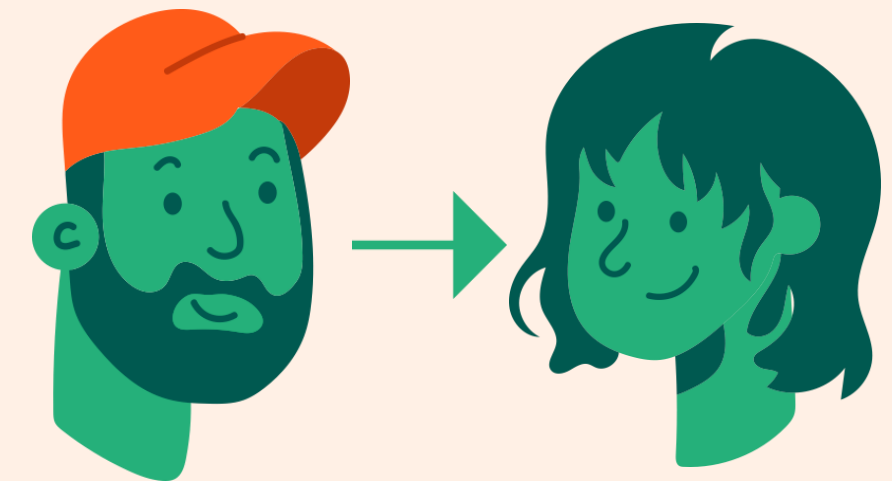
3 types of trade platforms



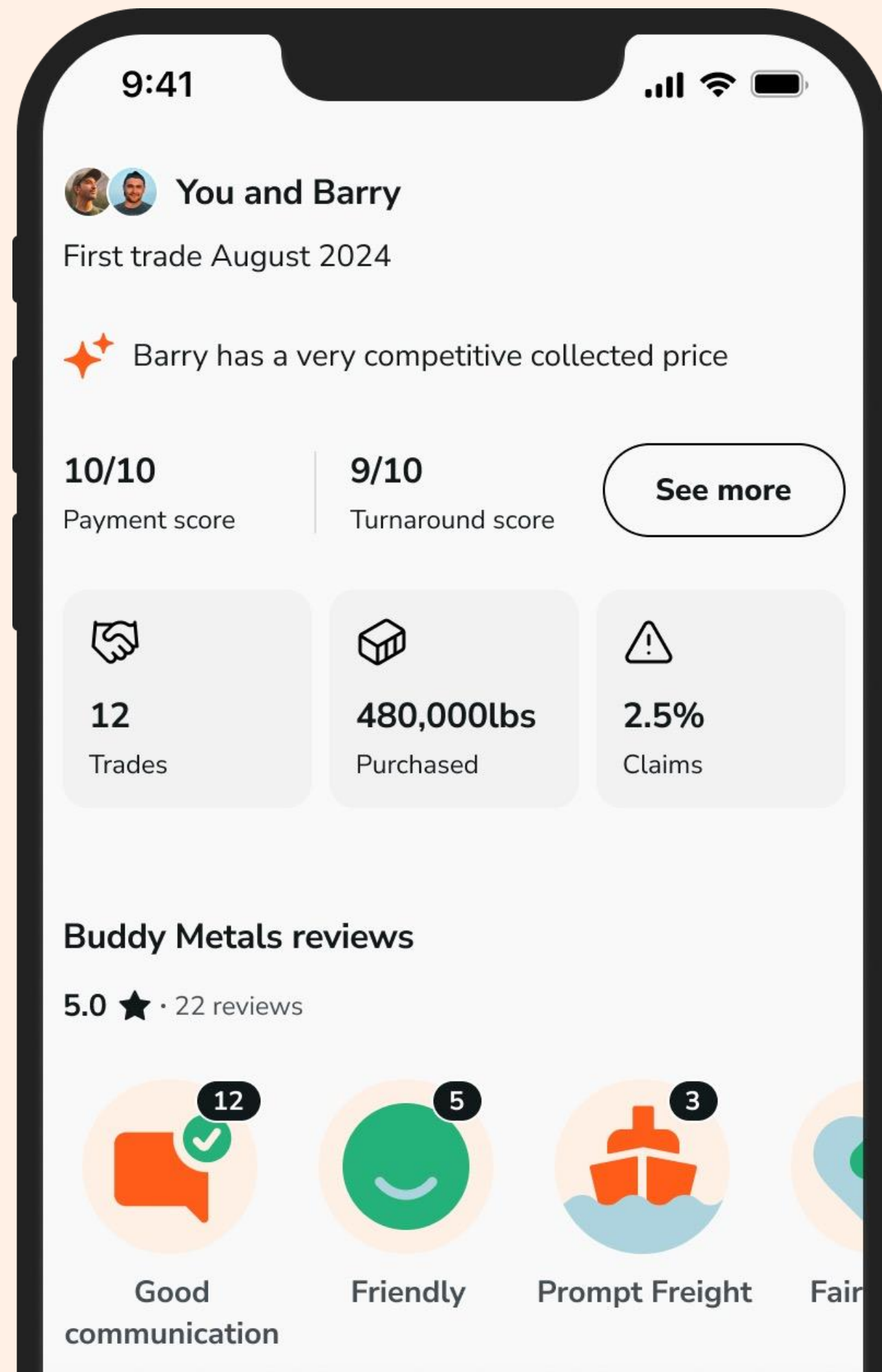
Private marketplace



Managed marketplace



True marketplace



Trading smarter, safer, faster

- **Always have a home for your metal**
- **Smarter price discovery**
- **Intelligent insights on relationship performance and reliability**

From limited networks
to living ecosystems of
trusted relationships

9:41

←

Barry Nicholson



Barry Nicholson

Triangle Metals

Trader

I've been trading scrap metal for 15 years now and have worked previously in Singapore and Hong Kong for large metal traders. I currently focus on Elmo and other similar commodities.

 Dallas Cowboys

 University of Texas

▶ Meet Barry

 Connect

9:41

←

Gary Jackson



Gary Jackson

Owner at Jackson Metals

Seller

Gary Jackson, owner-operator of Jackson Metals, is a seasoned professional in the metal recycling industry with over 15 years of experience. Gary is dedicated to providing top-quality recycled metal.

 Philadelphia Eagles

 New York University

▶ Meet Gary

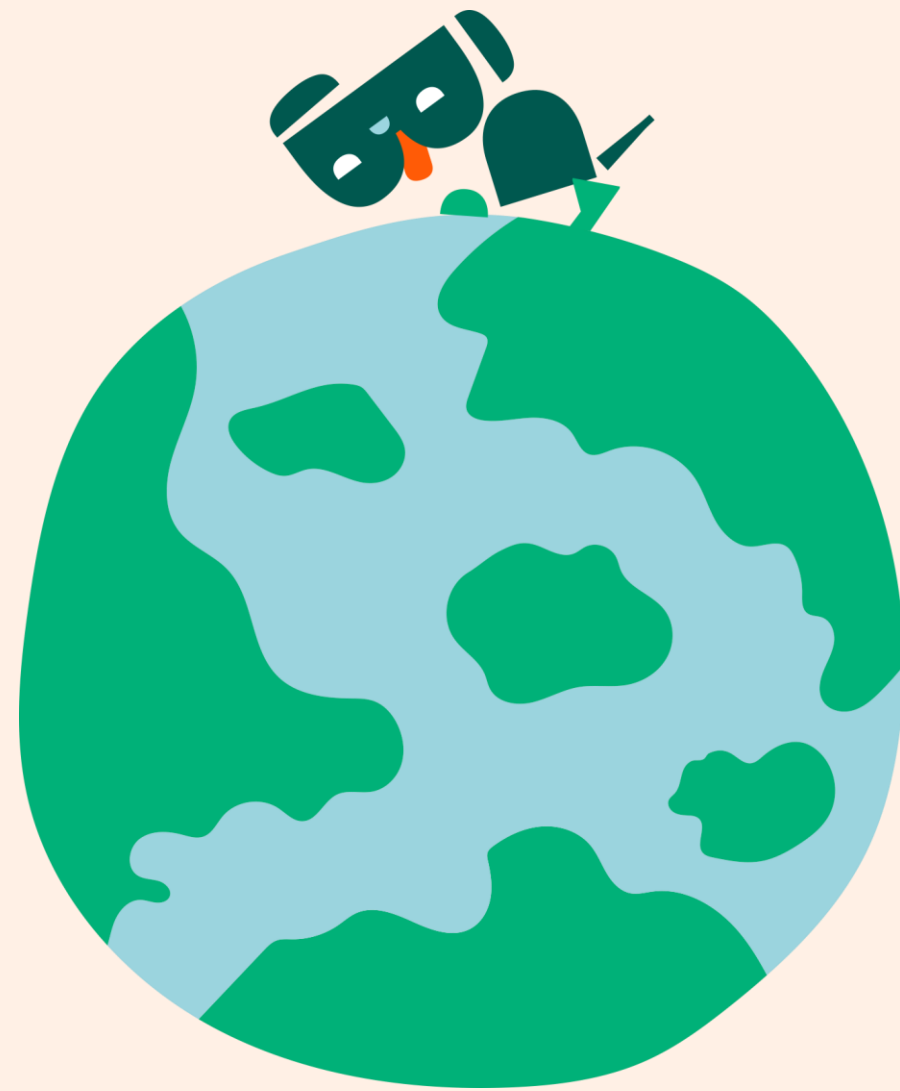
 Connect

Company

Jackson Metals

★ 5.0

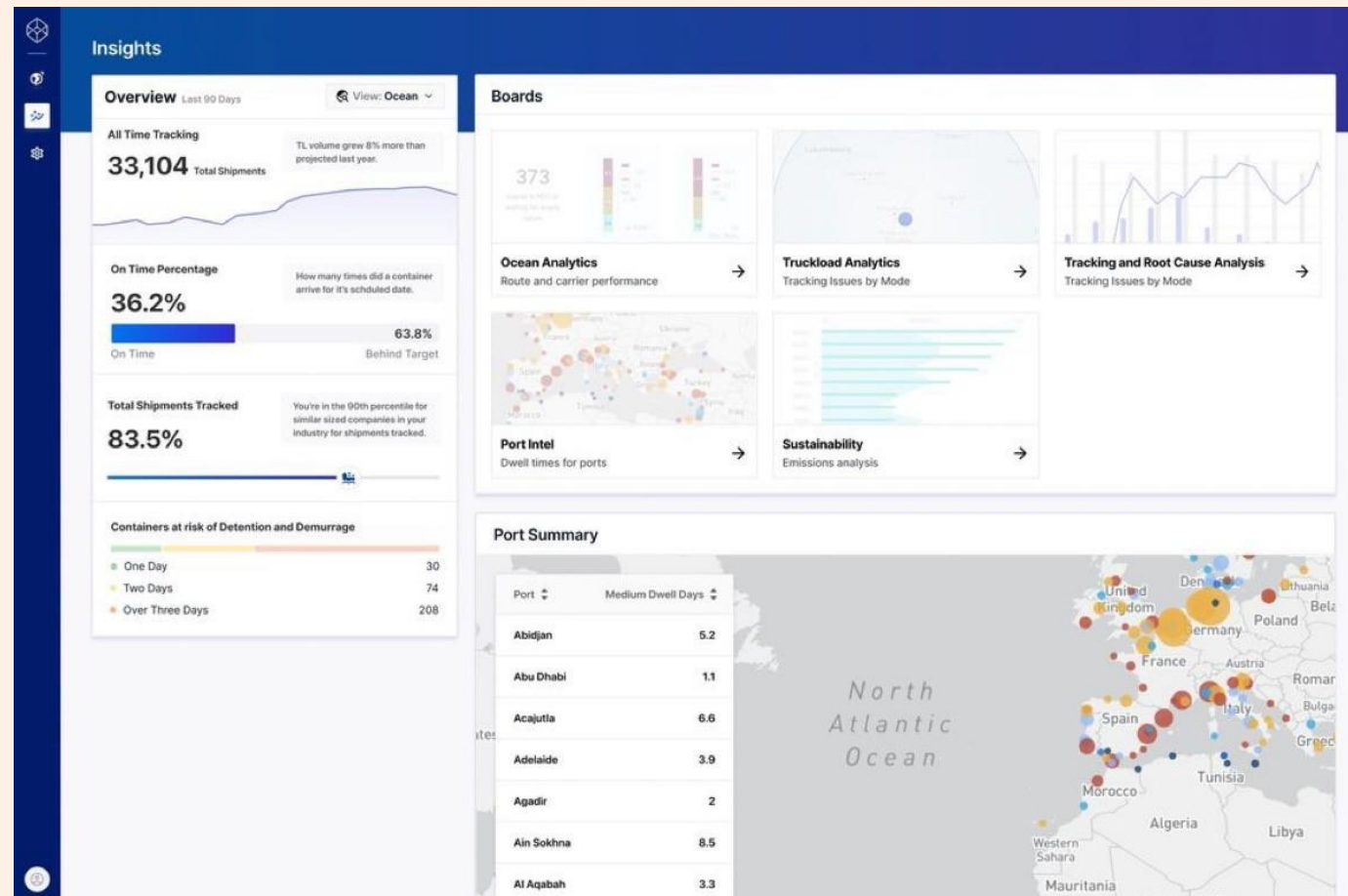
Building resilient, global trade flows



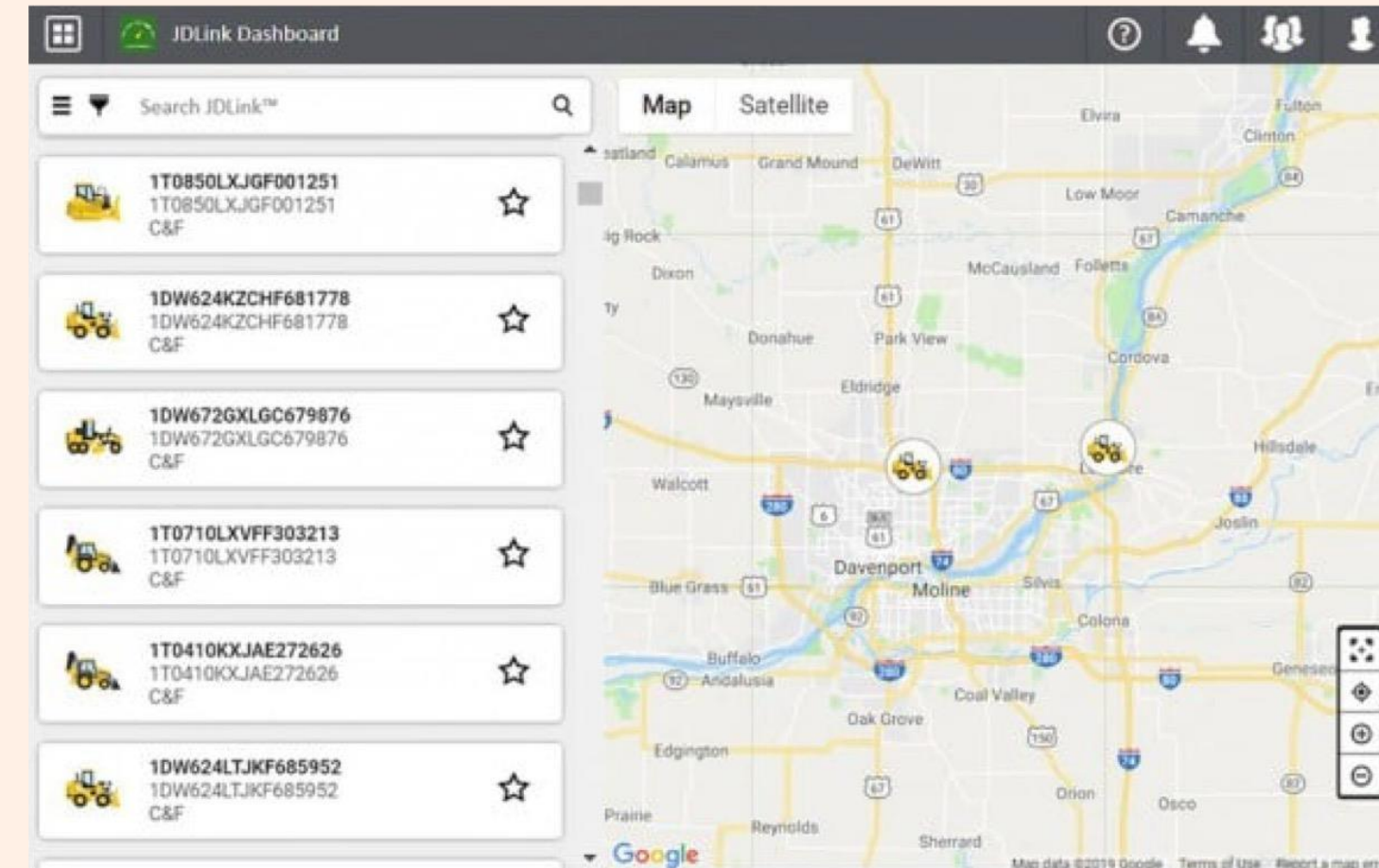
- **Continuous, always-on market access**
- **Dynamic, self-adjusting trade flows**
- **Part of a global ecosystem of trust**
- **Buffers against sudden policy changes or black swan events**

Broader industry trend

Digital platforms are reshaping trade in agriculture and logistics.

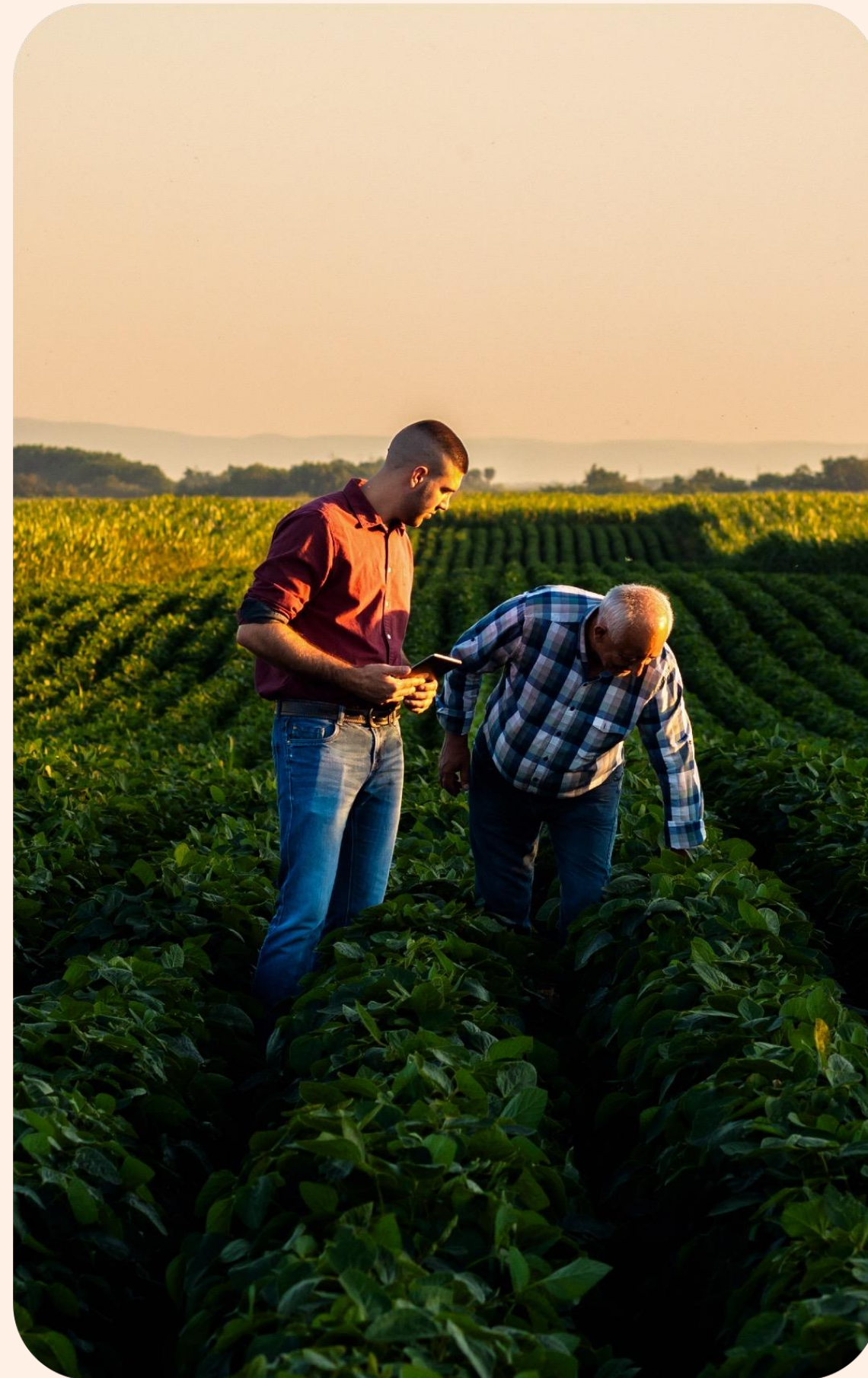


My CEVA: allows suppliers and buyers to connect faster, track flows in real time, and reduce delays

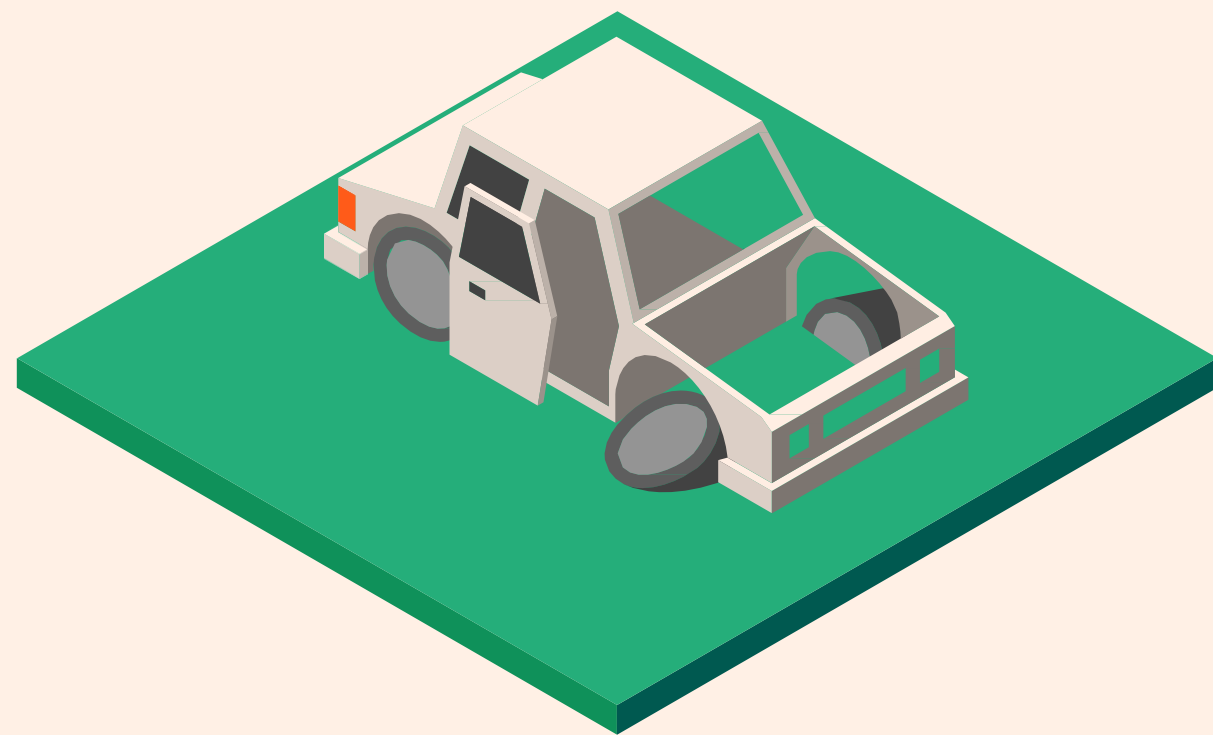


John Deere: John Deere is at the forefront of digital agriculture, turning raw farm data into insight

**Once an industry
builds digital
infrastructure,
trade flows
accelerate,
risk drops, and
access broadens.**



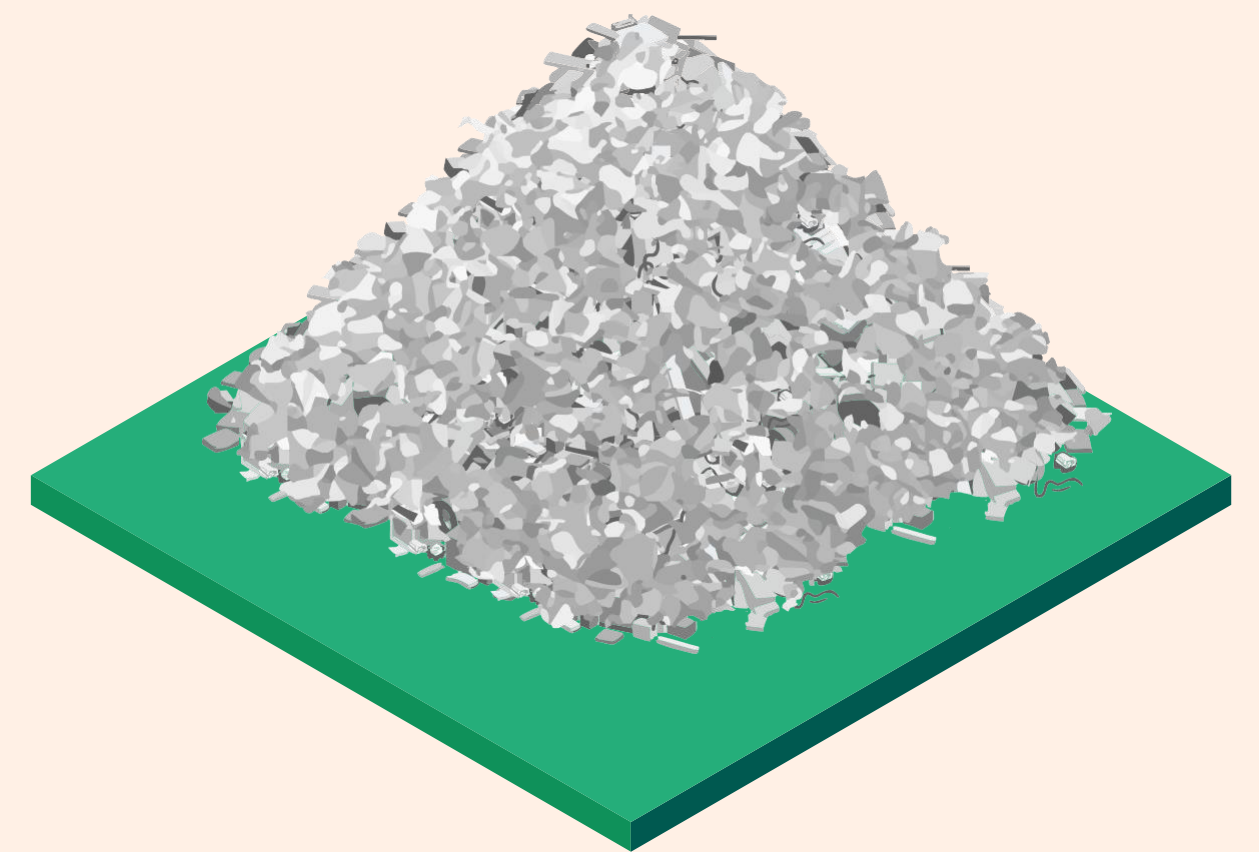
Data in, smarts out



Data



AI tech



Intelligent insights

**The digital shift
isn't coming.
It's here**



**The question is,
are you ready?**

Stuart Kagan | BUDDY

Thank you

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