

Profiles in Trade

Gliding Eagle Helps Producers Keep Track of Products Until Delivery to Consumer



GLIDING EAGLE®

In the fragmented and murky world of global trade today, premium brands in particular face two challenges: assuring the authenticity of valuable products and establishing a transparent connection with consumers.

California Chamber of Commerce member Gliding Eagle Inc., founded in 2010, has found its niche in providing a solution to transparency in international commerce.

As a systems and data technology company specializing in global trade, Gliding Eagle tracks each product from the producer to the consumer to ensure authenticity and channel accountability. The company shares the data with partners in the channel to build mutual trust.

Technology

Company founder and CEO Jack Duan, a former senior technologist at Sun Microsystems, pulled together a team with industry experience in technology and distribution. Team members are located in both the San Francisco Bay Area and Beijing.

Duan reports the company deploys its

cloud and mobile-based technology, built in partnership with IBM using Blockchain, to help clients track each product unit. The tracking follows the product for every step from the producer to the final

branded premium wines and natural consumer products. Company co-founder Adam Ivor, also vice president of operations, had built a winery in Sonoma and is a winemaker.

Plans are to expand service to include health care and luxury goods—any products where authenticity is paramount.

Napa Wines to China

Since September 2015, the Gliding Eagle system has been used to track more than \$2 million worth of premium Napa wines shipped to China.

So far, Gliding Eagle orders have been driven by word of mouth. It now counts 70 premier California wineries as clients, including Robert Mondavi, Silver Oak, Beringer, Yao Family Wines.

FedEx, IBM and the U.S. Department of Commerce are the company's strategic partners.

The U.S. Department of Commerce recently recognized the company's contributions to global trade with the Export Achievement Award. The award was

presented to Duan and other Gliding Eagle representatives at the CalChamber International Forum on May 31 (see photo).

Staff Contact: Susanne T. Stirling



Gliding Eagle receives the Export Achievement Award from the U.S. Department of Commerce at the CalChamber International Forum on May 31. From left are: Rod Hirsch, director, Oakland Export Assistance Center, U.S. Department of Commerce; Tom McGinty, national director, U.S. Commercial Service, U.S. Department of Commerce; Jack Duan, founder and CEO, Gliding Eagle; Adam Ivor, co-founder and vice president of operations, Gliding Eagle; Miryam Chae, Constellation Wines; Alex Mack, Armani; Lorena Barrera, Office of Congressman Mike Thompson.

consumer, anywhere in the world.

“Only this level of transparency can assure authenticity for each product, benefiting both brand owners and consumers,” Duan notes.

Gliding Eagle started its service with