



BE PART OF IT!

“The Manifest Magazine covers the technologies reshaping Customs, and the global supply chain.

We write for the people running borders, and the people building the technologies they rely on.

We research, analyze, digest and verify information so you stay reliably informed!”

Magazine Summary

Customs administrations, port authorities, airport cargo operators, freight forwarders, and Customs brokers form the backbone of global trade. Yet the technology sector reshaping their operations remains one of the least covered areas in the international press. Coverage that does exist is fragmented across vendor marketing materials, intergovernmental publications, and trade-press supplements. It rarely moves beyond buzzwords into the operational reality of how technology actually transforms border and supply-chain management.

Our Mission

The Manifest fills that gap. We are an independent, technically rigorous publication for the global Customs and trade community. Our role is to report on the technologies reshaping how borders operate, how ports function, and how supply chains evolve. We do this with editorial independence, technical depth, and a global audience perspective.

Editorial Leadership



Raju Boddu
Editor-in-Chief



Erika Medina Barrantes
Executive Editor

Editorial leadership is anchored by Raju Boddu as Editor-in-Chief and Erika Medina Barrantes as Executive Editor. Raju is the former Chairperson of the World Customs Organization's Finance Committee and ex-Comptroller of Customs of Antigua and Barbuda, with decades of institutional credibility with Customs administrations worldwide.

Erika brings extensive experience in international trade, customs modernization, and trade policy. As a Senior Consultant, she has led multi-country institutional modernisation projects across Latin America for the World Bank, Inter-American Development Bank, OECD, and USDA. She represents Instituto Aliança Procomex at the WCO Private Sector Consultative Group and is a Professor of Trade Policy at ESIC Business & Marketing School. Her expertise spans agentic AI deployment, coordinated border management, digital transformation, cross-border e-commerce, and public-private collaboration.

Working together, Raju and Erika bridge government and private sector perspectives, delivering a clear, transparent, non-technology-biased editorial voice that informs policy, shapes practice, and initiates conversations about the future of trade and technology.

Scope and Coverage

The Manifest covers the full spectrum of technologies and transformations reshaping customs, ports, and supply chains. We go beyond vendor announcements and regulatory updates to examine how these technologies actually work at the border, how they reshape institutions and workforces, and what implementation truly demands.

Our editorial coverage includes:

➡ **Technology and Operations:** AI and Agentic AI systems deployed in customs operations, including risk management and valuation. Machine learning for fraud detection and anomaly identification. Non Intrusive Inspections, Real-time cargo tracking, GPS and RFID systems, and border security applications. Modern Customs Management Systems and their integration with port community systems. Single-window platforms and trade facilitation. Digital trade solutions and cross-border e-commerce infrastructure.

➡ **Governance and Institutional Transformation:** How administrations build governance frameworks for intelligent systems while maintaining human accountability. Data ownership and control in cloud-based environments. The skills transformation required as officers work alongside agentic systems. Explainability and audit trails as institutional necessities. Coordination between public and private sector actors.

➡ **Economics and Infrastructure:** The environmental cost of data-intensive intelligence systems. Energy consumption of AI infrastructure and its implications for developing administrations. Total cost of ownership for modernization programmes. Funding models, donor dependency, and building sustainable reform.

➡ **Policy and Trade Corridors:** How technology reshapes regional trade corridors and cross-border cooperation. Geopolitics and technology adoption. Sanctions enforcement and intelligent systems. Standards development at the WCO and other international bodies. How international norms translate to operational practice.

➡ **Case Studies and Deployments:** On-the-ground reporting from administrations and technology providers deploying agentic AI, modernized risk systems, and digital trade platforms. How different regions and governance models adopt and adapt these technologies. What works, what fails, and why.

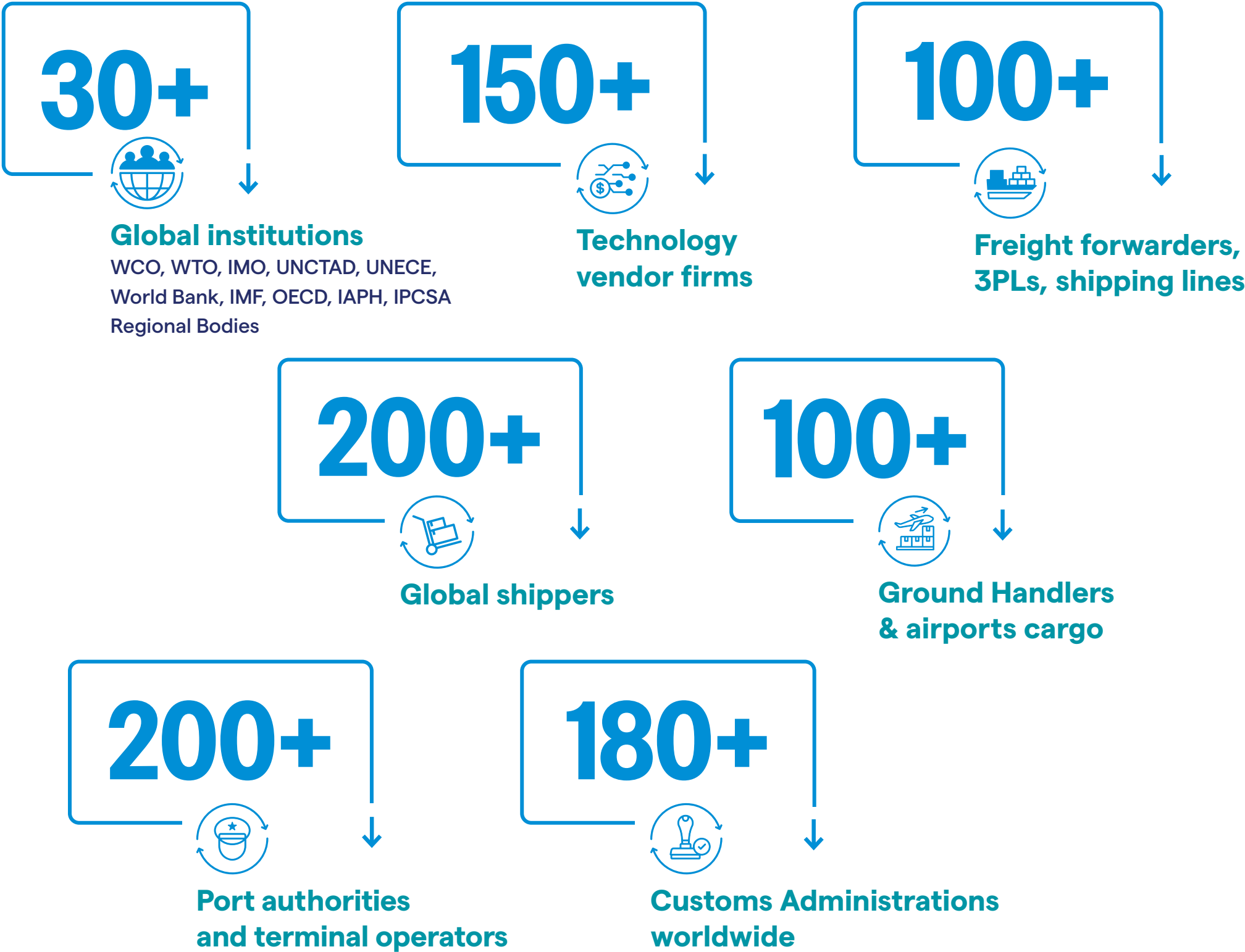
Our coverage is informed by primary sources, field research, interviews with practitioners and policymakers, and analysis grounded in operational reality. We examine not only what technology can do, rather what it should do and what it costs to implement well.

Audience

Our readers are decision-makers and practitioners across the global customs and trade sector:



Online readership reach



Format & Distribution

The Manifest launches with three print-and-digital editions annually, beginning January 2027, with subsequent editions in July and November. Print editions are published in English for global distribution. Digital content is produced in English, French, and Spanish.

The magazine reaches readers through direct circulation to customs administrations, ports, and trade organisations; digital distribution via email newsletter and social platforms; presence at major international conferences and forums; and partnerships with customs associations and trade bodies.

PRINT	DIGITAL
	
EN	EN / FR / SP
direct circulation	email / newsletter / social networks

conferences, forums,
partnerships

Commercial model

The Manifest is free-to-reader and advertising-supported. We partner with technology vendors, service providers, logistics operators, and industry organisations as sponsors and advertisers. Our advertising model ensures sponsor content is clearly distinguished from editorial coverage, maintaining reader trust and publication integrity.

Why Advertise in *The Manifest*

The Manifest reaches decision-makers and practitioners across 187+ customs and port administrations and the global trade sector at a scale and specificity matched by no other publication. Our readers are actively evaluating technology solutions, building business cases for modernization, and shaping organisational strategy.

Your message reaches:

- ➔ Officials and executives with procurement authority and budget responsibility
- ➔ Technology leaders evaluating solutions during active planning phases
- ➔ Practitioners and implementers who influence adoption and integration
- ➔ Policy influencers who shape standards and institutional direction

Advertising in *The Manifest* connects you directly with this audience at the moment when they are making consequential investment decisions. You reach not peripheral stakeholders, rather the leaders and specialists who drive technology adoption in the customs and trade sector.

In a sector where technology adoption is driven by operational need, governance legitimacy, and institutional trust, *The Manifest's* editorial credibility and technical rigor become a platform asset. Your advertising gains authority from proximity to rigorous, independent analysis.



Editor's Notes

Let There Be Artificial Intelligence



Mr. Raju Boddu
Editor-in-Chief

Humanity stands at a crossroads unlike any it has faced since the Industrial Revolution. Artificial intelligence will transform civilisation. The question is whether our institutions, laws, and values can evolve quickly enough to govern the intelligence we have created.

Whether it ushers in an era of unprecedented prosperity or profound disruption may well define our generation. The challenge before us is strategic, ethical, and existential. We must determine not merely whether we are shaping AI, rather whether we can do so intentionally, with foresight, and in the service of human flourishing.

But the challenge extends beyond technology itself. Behind every AI system lies a cascade of questions that go unasked until consequences arrive. What powers these systems, and at what environmental cost? Who owns the data that trains them? How do we govern systems that learn in ways their creators cannot fully explain? Most critically, how do organisations transform not their tools, rather their people, cultures, and decision-making structures?

The technological revolution is the easier part. The cultural revolution is harder. Organisations deploying agentic systems do not simply install software. They must rethink how authority flows, how accountability operates, how expertise is valued. Officers and analysts who spent careers mastering static systems now work alongside adaptive ones. Governance structures built for human decision-making must accommodate machine-

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Governance structures built for human decision-making must accommodate machine-speed operations while preserving institutional legitimacy.

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speed operations while preserving institutional legitimacy. These transformations demand more than training programmes. They demand a fundamental shift in how institutions see themselves and their people.

The data centres powering AI's expansion consume extraordinary energy. The computational demands of large language models, continuous learning systems, and real-time analytics create infrastructure challenges that governments have barely

begun to address. In sectors like customs and trade, where administrations are already stretched across geography and resource, the operational and environmental costs of agentic intelligence cannot be an afterthought.

Data governance poses a question that no technology vendor can answer. Whose intelligence is it? The patterns a system learns from transaction history, trader behaviour, and cross-border movements represent an institutional asset of strategic value. When that intelligence is generated through cloud systems, API integrations, and external models, the line between an administration's own knowledge and a vendor's proprietary insights blurs. Clarity on data ownership and control must precede deployment, not follow it.

Nowhere is this constellation of challenges more relevant than in the world of international trade. As supply chains fragment, geopolitical competition intensifies, and digital technologies permeate every aspect of commerce and governance, Customs administrations, ports, and border agencies

face mounting pressure to adapt. Advances in Generative AI, Retrieval-Augmented Generation, and Agentic AI are reshaping how these institutions operate, analyse risk, and secure trade corridors. Yet the pressure to modernise often obscures the deeper work required to modernise well.

It is against this backdrop that *The Manifest* is founded. This magazine exists because the world of customs, ports, and supply chain technology deserves a voice that asks difficult questions, not just celebrates capability. This magazine rests on a single conviction: informed dialogue, grounded in expertise and enriched by innovation, drives meaningful progress in building more efficient, secure, and resilient global trade systems.

Our editorial mission is to bridge the worlds of policy, operations, and technology. These three pillars form the foundation of a platform where Customs professionals, port authorities, logistics leaders, policymakers, and technology innovators engage with the issues shaping international trade. From trade facilitation and border security to digital transformation, sustainability, and emerging technologies, we examine the decisions that matter.

But we will do so with clear eyes about what is at stake. We will follow closely the evolving standards and practices developed by international institutions, including the World Customs Organization and the World Trade Organization, while also highlighting regional perspectives and operational realities across the wider global trading community. We will examine not only what technology can do, rather what it should do. We will ask how organisations can adopt intelligent systems without losing the human judgment that institutional legitimacy depends on. We will interrogate the governance implications of AI deployment, the environmental footprint of data infrastructure, and the skills and cultural transformations that must accompany technological change.

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Our objective is to interpret the practical implications of these developments for governments, businesses, and citizens. In a sector where trust and precision are indispensable, we prioritise accuracy, analytical rigour, and editorial independence. Our content is guided by subject-matter expertise, professional standards, and evidence-based analysis.

This publication will serve as a forum for thought leadership and professional collaboration. Through expert commentary, interviews, research features, and industry dialogue, we aim to foster a community that responds to change and shapes it. Whether exploring artificial intelligence in risk management, the governance of agentic systems, the skills transformation required at customs operations, the environmental cost of data-intensive analytics,

or the cultural shifts demanded by AI integration, we examine the ideas and innovations defining the future of global commerce.

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The future of customs and trade will not be determined by technology alone. It will be shaped by how administrations and their people adapt to it.

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The future of customs and trade will not be determined by technology alone. It will be shaped by how administrations and their people adapt to it. How they govern it. How they live alongside it. How they remain institutions built on human judgment and public accountability in an age of machine intelligence.

As we embark on this journey, I invite our readers, contributors, and partners to join us not simply as consumers of information, rather as participants in a shared endeavour to build a more connected, intelligent, secure, and resilient trading environment. An environment in which technology serves institutions, not the other way around.

The challenges ahead are considerable. Yet the opportunities are even greater. Through knowledge, innovation, professionalism, and collaboration, we can help shape a future in which global trade is not only more efficient, rather also more secure, inclusive, and sustainable. One in which the adoption of AI reflects not only what we can build, rather what we choose to become as institutions and as societies.



PASSPORT CONTROL

DOUANE - CUSTOMS

FRANCE

Passport Control

CARGO SCAN

SHOW DATA

DECLARATION

STATIONING

SECURITY INFO

Editorial Team

Raju Boddu,
M.Sc., MBA, CFE



Raju Boddu is an international customs, trade facilitation, and public-sector governance professional with over 40 years of experience spanning banking, public administration, customs management, financial oversight, forensic auditing, and national security.

A former Assistant Comptroller and Auditor General of India, he served as Chief Forensic Auditor (Customs) and Treasury Consultant to the Government of Antigua and Barbuda before being appointed Comptroller of Customs, a position he held from 2012 to 2025. During his tenure, he led significant customs modernization initiatives, strengthening border security, trade facilitation, compliance, and revenue collection.

At the international level, he has served as Chairman of the Finance Committee of the Caribbean Customs Law Enforcement Council (CCLEC) and Chair of the Finance Committee of the World Customs Organization (WCO), contributing to customs governance and policy development worldwide. He is widely recognized for his leadership in customs modernization, trade compliance, border management, and the application of emerging technologies in international trade.

**Erika Medina
Barrantes,
PhD International
Relations**

Erika Medina Barrantes is an international trade and customs modernization

expert with a PhD in International Relations and more than a decade of experience leading trade facilitation and trade modernization initiatives across Latin America.

Her expertise spans coordinated border management, customs modernization, trade policy, digital transformation, regulatory innovation, and cross-border e-commerce. As a Senior Consultant at Instituto Aliança Procomex, she leads projects for international organizations such as the OECD, World Bank, Inter-American Development Bank (IDB), UNESCO, and USDA, helping governments design and implement cross-border modernization and trade facilitation reforms.

She also represents Procomex at the WCO's Private Sector Consultative Group (PSCG) and is Professor of Trade Policy & Regulations at ESIC Business & Marketing School.



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