

# TrustBIX's Hubert Lau on expanding the BIX platform across multiple supply chains in the agri-food industry

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In a recent InvestorIntel interview, Chris Thompson spoke with Hubert Lau, CEO of [TrustBIX Inc.](#) (TSXV: TBIX | OTCQB: TBIXF) about TrustBIX's recent [enhancements](#) to their BIX platform to provide end-to-end traceability and chain of custody across multiple supply chains in the agri-food industry.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Hubert said that TrustBIX is a technology company with a blockchain infrastructure to validate information and brand claims for companies. He went on to provide an update on TrustBIX's recently [signed agreement](#) with the Biomass Quality Network of Canada to develop a Biomass Quality Traceability Protocol. Hubert also provided an update on TrustBIX's recently announced [private placement](#) and how the funds will be deployed. Highlighting the strong demand for ESG themed investments, Hubert said that TrustBIX is well positioned to validate claims on ESG from an operational level all the way to the supply chain level.

To watch the full interview, [click here](#).

## About TrustBIX Inc.

As an innovative leader in brand promise assurance, TrustBIX provides agri-food traceability and chain of custody value

solutions. The Company's goal is to create a world where we trust more, waste less and reward sustainable behaviour by addressing consumer and agri-food business demands. The proprietary platform, BIX (Business InfoXchange system), is designed to create trust without compromising privacy through innovative, blockchain-derived use of technology and data. By leveraging BIX and its unique use of incentive solutions, TrustBIX delivers independent validation of food provenance and sustainable production practices within the supply chain – Gate to Plate®.

ViewTrak Technologies Inc., a wholly owned subsidiary, provides a suite of hardware and software solutions to the livestock industry in Canada, United States, Mexico and China, such as Auction Master Pro, Market Master, Feedlot Solutions and pork grading probes.

To learn more about TrustBIX Inc., [click here](#)

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If you have any questions surrounding the content of this interview, please contact us at +1 416 792 8228 and/or email us direct at [info@investorintel.com](mailto:info@investorintel.com).