



Knowledgeable trade finance officers is key

(15th October 2010 – Australia) Australia's institutional businesses are calling on trade finance providers to supply them with more knowledgeable trade finance officers in order to win their business.

- In August 2005, a mere 12 percent of Institutional businesses, with trade finance needs, indicated that the single key initiative required from their bank to win over their trade business was a knowledgeable trade finance officer.
- Five years on and this number has more than doubled, with just under 30 percent of institutional businesses now nominating a more knowledgeable trade finance officer as the most important bank initiative.

In contrast, almost 50 percent of corporate businesses nominate the provision of Open Account Financing as the key initiative banks can take to win their business over.

About East & Partners' Australian Trade Finance Markets Program

Australian Trade Finance Markets is East's ongoing six-monthly research service focusing on the Top 500 institutions and a structured sample of the corporate businesses with annual turnover between A\$20 and 340 million. From August 2008, the program has also included full coverage of the SME (A\$5 to 20 million annual turnover) market segment.

Each analysis report covers a range of metrics including market share, share of wallet, product penetration, export/import regions, supplier share of mind and customer satisfaction with service performance.

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