

Asia's Top 1,000 businesses staying put

(15th December 2010 – Asia) East & Partners' latest Asian Institutional Transaction Banking Markets report has revealed that almost three-quarters of the region's top 1,000 companies have no plans to move from their current primary banker within the next six months.

- Of the businesses surveyed in the latest round of reporting, 57.4 percent said that it is highly unlikely that they will move from their current provider, while a further 14.0 percent said that they definitely weren't considering a move.
- This is in stark contrast to only three years ago, when 75 percent of Asia's top 1,000 businesses said they would likely change from their current provider in the next six months.

In addition, Asia's Australian institutional counterparts are also planning to stay with their primary banking providers, with over two-thirds saying it is unlikely or that they definitely would not be leaving their provider in the next six months.

About East & Partners' Asian Institutional Transaction report

East & Partners' Asian Institutional Transaction Banking Markets report examines market share and bank-by-bank customer satisfaction performance across key service and relationship attributes in Asia's transaction banking markets. The twice yearly produced report is based on interviews with the Top 1,000 institutions in ten Asian countries excluding Japan.

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