

Media Release

Asian exports will continue to lead in 2016

(7 March 2016 – Hong Kong) Asia's top 1,000 corporates continue to perform well in exports, which makes up of a majority 65.9 percent or US\$ 783 million of trade business according to new research from East & Partners Asia (E&P Asia).

As China slowly shifts away from an external demand-driven economy and focusses on being a more domestically, demand-driven economy, export will continue to lead in 2016 and China will remain the key regional market to export to with 74.7 percent of Asia's leading corporates exporting there.

Quick Facts

- 65.9 percent of trade business comes from exports.
- 33 percent of corporates have held relationships with their primary transaction banker for more than 6 years.
- 32.9 percent of corporates are considering switching their primary trade banks this year.
- Corporates source advice for Trade Financing via word of mouth and colleague referrals remains the strongest go to source of guidance at 44.4 percent.
- Single key initiative in winning the trade customer is to provide knowledgeable trade account officers, at 28.4 percent of all such key steps banks can take.

Jonathan Chng, Senior Analyst with East & Partners Asia.

"Trade Advice is also rated as one of the most important service elements corporates want from their banks."

Single Key Initiative in Winning the Trade Customer

% of Institutions

	January 2016 (N: 940)
Give us a Knowledgeable Trade Account Officer	28.4
Improve Trade Loan Facilities and Conditions	26.6
Deploy e-Trade Services	13.3
Provide Open Account Financing	13.0
Focus on Trade as a Professional Product	11.9
Demonstrate Geographical Markets Expertise	3.5
Remove Cumbersome Documentary Processes	2.8
Improve Response / Query Turnaround Times	0.5
Other	—
None	—
TOTAL	100.0

Source: *East & Partners Asia – Asia Institutional Trade Finance January 2016*

About the Asia Institutional Trade Finance Program

The Asia Institutional Trade Finance market analysis monitors the demand in the Top 1,000 Institutional Asian market for Trade Finance, engagement, products and relationships (outside Japan). This Institutional Trade Finance service complements other services focussed on service providers market share and customer performance in the broader transactional banking markets and is largely based on East's successful Australian Trade Finance Market research program.

The program has been deployed in response to client demand for a specialist monitor of trade finance customer behaviour and needs for informed and quantitatively reliable inputs to bank clients' account management, business development and market strategy formulation. In addition these half-annual interviewing sweeps, using the vehicle of this ongoing research as a means of both adding valuable supplementary material to their use of the service and the generation of bespoke, tactical information solutions.

Covering ten countries in Asia, this institutional Trade Finance Market Research Program delivers coverage of over 90 percent of total demand for trade relationships, services and products from this market segment.

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