



# STRUCTURING AND MARKETING OF TRADE FINANCE FACILITIES

*Monday – Wednesday*

*9 – 11 August 2010*

*Kuala Lumpur*

21 CPE  
credit hours  
for CRP  
holders

Registered with the *ifs* School of Finance as a course for the  
Certified Documentary Credit Specialist Re-certification programme

**INSTITUT BANK-BANK MALAYSIA**

Upon completion of the programme, participants will be able to:

- apply the knowledge of marketing to uncover clients' trade finance facility needs through a method of payment mapping system and risk undertake analysis to structure trade finance facilities on back-to-back deals;
- apply trade finance knowledge combined with marketing solutions to support clients' project financing involving trade finance as part of credit management; and
- apply techniques used in structuring trade finance facilities for working capital as marketing solutions.

- **Combining trade finance technical knowledge with marketing techniques to uncover clients' trade finance facility needs**
  - Introduction – trade finance business versus risk
  - Marketing model
    - Five-step marketing process in building the business
    - Managing the marketing mix for trade products and services
    - Trade flow and methods of payment underpinning marketing solutions
    - Building essential technical knowledge
      - Pre-requisites for marketing of trade finance
        - Understanding of the instruments used
        - Understanding of the risks involved
  - Marketing common trade finance products
  - Marketing solution – Testing sources of repayment using back-to-back L/C facility structure
  - Syndicate case study – Structuring credit facility solution – back-to-back facility arrangement structure
- **Applying structuring facility technique for trade cum project financing as marketing solutions**
  - Understanding asset conversion and risk
  - Different operating cycles – trading company, manufacturing company
  - Types of operating cycles and risks
  - Asset conversion cycle in relation to trade finance
  - Understanding of asset conversion and asset protection lending
  - Credit risk considerations
  - Permanent level of financing – trading company, manufacturing company
  - Trade finance structures and considerations of asset conversion
  - Necessity of asset protection for lenders
  - Credit proposal for structured trade finance – back-to-back LC
  - Marketing opportunities: Structuring credit facility – project financing combined with trade solutions
  - Syndicate case study – Marketing solutions
- **Applying techniques used in structuring trade finance facilities for working capital as marketing solutions**
  - Marketing of trade finance products for working capital requirements and marketability of the products
  - Marketing of cash and non-cash facilities
  - The pricing structure of common products
  - Marketing of working capital trade finance through understanding customers' needs
  - Structuring credit facilities – using formula approach to structure working capital trade finance facilities to meet clients' needs
  - Account/relationship management
  - Syndicate case study – Structuring working capital trade finance: normal scenario and takeover financing from another bank

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lectures, syndicate case studies and group discussions

Officers, managers and heads of credit, marketing, trade finance and corporate banking departments as well as branch managers

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**Mr Jack Tan** is the Managing Director of OneAsia Consulting (S) Pte Ltd. The company was established to provide training and consulting services especially in strategic bank management, credit risk management and international trade finance. Prior to this, he had held various key management positions in corporate banking as Vice President, Senior Manager, Team Head/Group Head in OCBC Bank, Keppel TatLee Bank and United Overseas Bank. In addition, he was formerly the Second Vice President and Trade Finance Marketing Manager in The Chase Manhattan Bank. He has been in the banking industry for 27 years. With his vast experience in corporate lending, project finance and trade finance, he had helped many multinational corporations and large local companies structure trade finance deals to meet their corporate needs.

Jack currently assists the School of Financial Services & Risk Management of the Singapore Human Resources Institute in its bank marketing, trade finance and credit training courses. He was previously a tutor for Monash University's distance learning degree programmes for 10 years. He was also appointed programme consultant and trainer for the World Bank's Credit Risk Management programmes organised in Beijing and Shanghai from 1997 to 1999. Besides being a Fellow of the Chartered Institute of Marketing, U.K and a registered Chartered Marketer, UK, he holds a Bachelor of Commerce (Economics) from Nanyang University, Singapore and an MBA (Distinction) from the University of Hull, UK.

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**Date** Monday – Wednesday, 9 – 11 August 2010

**Time** 9.00 am – 5.00 pm

**Venue** Institut Bank-Bank Malaysia, Wisma IBI, 5 Jalan Semantan, Damansara Heights. 50490 Kuala Lumpur

**Attire** Office attire

**Fee** STF Member : RM1,150  
IBBM Member : RM1,900  
Non-Member : RM2,450

The above fee includes programme materials, meals and refreshments.  
Payment of fee must be made BEFORE commencement of the programme.

**Closing date** Monday, 26 July 2010

**Enquiries** Kindly contact Nizam/Wani at 03-2095 8922 (ext 144/174).

**Nominations** Participation is limited to 20 persons on a first-come, first-served basis. IBBM reserves the right to decline any nomination, without the obligation of providing any reason. Confirmation of participation is by way of official notification from the Institute.

**Kindly address nomination form(s) to** The Executive (Learning Solution 3)  
Institut Bank-Bank Malaysia  
Wisma IBI, 5 Jalan Semantan  
Damansara Heights  
50490 Kuala Lumpur

Fax : 03-2095 7822  
Email : [lead@ibbm.org.my](mailto:lead@ibbm.org.my)

**Commitment to the programme** The intensive nature of IBBM programmes requires the participants' full undivided attention and attendance at all sessions. Participants should be free of their professional obligations for the duration of the programme.

**Notice of withdrawal:**

Unless written notice of withdrawal is received before the closing date of the programme, the full fee is still due in the event of non-attendance. The Institute accepts replacement(s), which must be made in writing, prior to the programme's commencement date. However, no substitution of participant(s) will be allowed for the duration of the programme. The Institute reserves the right to make changes to the schedules, venue or cancel the event altogether.

**REGISTRATION FORM****STRUCTURING AND MARKETING OF TRADE FINANCE FACILITIES****9 – 11 August 2010**

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**Name & Signature of Nominating Officer (Please stamp)**

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**Name & Address of Nominating Organisation (Please stamp)**

**FEE**

Please make bank draft/cheque payable to **INSTITUT BANK-BANK MALAYSIA**. Payment of fees must be made **BEFORE** commencement of the programme

Bank Draft/Cheque No
RM

Please register the following participant(s) for the above programme.

PARTICIPANT 1												
Name												
New NRIC No. (Mandatory)												
Individual Membership No. (if any)												
Designation and Department												
Email												
Telephone												
Fax												

PARTICIPANT 2												
Name												
New NRIC No. (Mandatory)												
Individual Membership No. (if any)												
Designation and Department												
Email												
Telephone												
Fax												

CONTACT PERSON	
Name	
Name of Organisation	
Address of Organisation	
Email	
Telephone	
Fax	

Please photocopy for additional participants.

**Please complete and return this form to the Institute before 26 July 2010**