

DRIVING PROFITABILITY BY PARTNERING WITH ANZ IN ASIA

ANZ's differentiated approach, insight, focus and service distinguishes us from other banks offering Trade and Supply Chain products in Asia.

ANZ helps companies doing cross-border trade in Asia-Pacific operate more efficiently, mitigate risk and grow new business. We achieve this through our strong Asia footprint and a full service Trade and Supply Chain offering in these markets.

QUICKER, NIMBLER

As ANZ continues to execute well on its Super-Regional Asian strategy, we know we have to be quicker, nimbler and more flexible than the competition. The Trade and Supply Chain Business is at the heart of ANZ's expansion into Asia. "While we offer the full suite of Trade and Supply Chain products, it's our differentiated approach, insight, focus and service which distinguishes us from other banks offering," says Vivek Gupta, ANZ's Head of Trade and Supply Chain, Asia.

This ability is being widely acknowledged, and our reputation is growing. For example ANZ, was recently ranked by Global Trade Review as being among the top four trade banks in Asia.¹

"For some of our large competitors, a customer is often just a number," says Vivek. "For us it's a priority to offer robust solutions backed by insight and executed in a well managed way with quality service that ensures we adopt a relationship centred rather than product-push approach."

OUR ABILITY TO "THROW AND CATCH" BUSINESS BETWEEN VASTLY DIFFERENT GEOGRAPHICAL LOCATIONS IS A KEY DIFFERENTIATOR

RISK

A current trend in Asia is an increased assessment and appreciation of risk among customers, and banks internally, which Vivek says is translating into greater prudence in transactions. "Our philosophy is to understand end-to-end risk in the business and be accountable for it. This lies at the heart of our risk-management protocols."

"However we appreciate we can only help customers mitigate risks like country risk, counterparty risk, operational risk and compliance risks if they fully understand what these risks are. That's why, as a priority, we engage in a proactive dialogue with customers so they're aware of the inherent risks in any trade finance transaction."

TALENT

"To extend advisory services, to structure appropriate solutions and to deliver quality service, we have placed special emphasis on building a great team in the Asian countries in which we operate. Our careful choices of people reflect our philosophy in ensuring we bring their significant Asia experience to benefit our customers," comments Vivek.

The quality of our people along with a full service proposition across sales, products and operations supports our ability to "throw and catch" business through our network. For example ANZ Australia and ANZ China - where we have a presence in Guangzhou, Beijing and Shanghai, "throw and catch" a lot of the resources business between Australia and China.



“Likewise through our network we can benefit Chinese companies and Asian customers trading with Australia, New Zealand, within Asia, Europe, America or the Pacific,” says Vivek.

AREAS OF OPPORTUNITY

ANZ’s coverage in Asia, with the recent acquisition of RBS’s Commercial Business, now spans customers from SMEs up to large Corporates. For the Commercial Customers, as these companies seek to grow and their trade finance needs increase, “We have the balance sheet to lend to them, have commitment to Asia and have a desire to expand, which represents a real opportunity to support their businesses,” Vivek says.

ANZ has significant strengths in the Greater Mekong Region comprising Vietnam, Laos and Cambodia where it is among the largest foreign banks.

ANYWHERE THE CUSTOMER GOES

A major emphasis over the next few years will be to ensure ANZ’s Trade and Supply Chain offering is “anywhere our customer goes”. That means whichever country customers operate in, they will experience the same service, experience, and find consistently delivered products in every market.

What should companies see as a recipe for success in doing trade business in Asia? Vivek Gupta is clear on this. The first step is to partner with the right people, he says – intermediaries who know Asia well and can help you deal with the right counterparties, the right ways to manage risks and the flexible availability of trade finance.

ANZ is ideally suited to play that role. “What will make us an even more important player in Trade and Supply Chain in Asia will be the speed and quality of our end to end execution and of our service – our ability to facilitate our customers’ trade flows through the quality of our products, the experience of our people and the ANZ focus on developing our regional network to enhance our offering to customers,” says Vivek.

HOW TO CONTACT US

To find out more about how to enhance your Trade and Supply Chain capabilities please contact your ANZ Relationship Manager or visit anz.com/tradeasia.

¹ Global Trade Review (GTR) Magazine, Trade Services & Supply Chain Readers’ Poll, 2009 The information contained in this document is intended as general information only.

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