European Companies Tap Trade Finance for Far-Reaching International Growth Plans

December 2, 2014

Executive Summary:

Asia remains the hub of global trade, and as such, a key driver of trade finance activity.

Approximately two-thirds of large companies around the world use trade finance services related to commerce in Asia.

Greenwich Associates research also finds that while risk mitigation is the No. 1 use of trade finance in the U.S. and Europe, trade finance as a source of funding drives demand in Asia.

Methodology:

From April to June of 2014, Greenwich Associates conducted 297 interviews in trade finance with financial officers (e.g., CFOs, finance directors and treasurers) at companies in Continental Europe and the U.K. Subjects covered included product demand, quality of coverage, and capabilities in specific product areas.

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