Globalization Fuels Growing Demand for Trade Finance

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Executive Summary:

Trade finance activity is on the rise among companies around the world, driven by the expansion of European and U.S. firms into international markets and the continued surge in trading among companies within the broad Asian region.

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.

That share increased five percentage points from 2013 to 2014. Fifty-seven percent of large European companies need trade finance in Asia, as do 64% of the largest U.S. companies.

Methodology:

From April to June of 2014, Greenwich Associates conducted 423 interviews in trade finance with financial officers (e.g., CFOs, finance directors and treasurers) at companies in Asia, 297 in Europe and 168 in the U.S. Subjects covered included product demand, quality of coverage, and capabilities in specific product areas.

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