

THE TRAILBLAZER

The Official Newsletter of Euro Exim Bank



SPOTLIGHT

CAPITAL FINANCE INTERNATIONAL'S BEST GLOBAL TRADE SERVICES BANK

It gives us great pleasure to announce that CFI.co has presented Euro Exim Bank, this year's Best Global Trade Services Bank award.

"Each year, CFI.co seeks out individuals and organisations that contribute significantly to the convergence of economies and truly add value for all stakeholders. CFI.co Awards Programme aims to identify and reward excellence wherever it is found in the hope to inspire others to further improve their own performance".

- CFI.co Awards Programme

Judge's Report - Page 02

IN THIS ISSUE

Spotlight - Best Global Trade Services Bank

CFI.co - Capital Finance International Judge's Report
Page 02

Small & Medium Enterprises + Trade Finance
Page 03

Tips to Be Compatible with GDPR
Page 04

Our CSR Initiative
Page 05

Launching Our Redesigned Website
Page 06

CFI.co - Capital Finance International Judge's Report



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Judges' Report

Euro Exim Bank: Best Global Trade Services Bank 2018

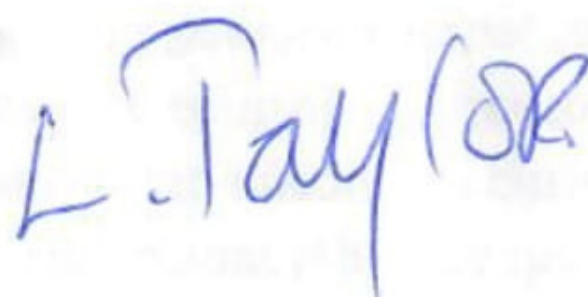
A trade facilitator with a global reach, Euro Exim Bank is a trusted partner that helps businesses extend their footprint by tapping into lucrative new markets and sourcing excellent opportunities. Euro Exim Bank, headquartered and licensed in St Lucia and with a representative office in London, is a specialist in providing financial services to small and medium-sized enterprises (SMEs), regardless of where in the world they are located.

Euro Exim Bank offers a full suite of trade-related banking services such as letters of credit and guarantee, global funds transfers, export letters of credit, and a host of other financial instruments designed to facilitate trade flows. Customers are kept apprised of the latest trends and developments via a monthly newsletter – The Trailblazer – which also highlights various Euro Exim Bank services and shows how SMEs may extract optimum benefit from them.

Euro Exim Bank expends considerable effort to check for compliance with all relevant rules and regulations. A third of the bank's staff is engaged in ensuring the bank meets and exceeds all demands made upon it as a financial services provider. This also assures customers that Euro Exim Bank is at all times able to quickly respond to their own requirements since the bank continuously updates its knowledge of compliance-related issues in multiple jurisdictions.

The CFI.co judging panel agrees that SMEs the world over can and should benefit from the expertise of a bank specialised in global trade. The judges are pleased to offer Euro Exim Bank the 2018 Best Global Trade Services Bank Award.

Lucy Taylor



SMALL & MEDIUM ENTERPRISES + TRADE FINANCE

Continued from THE TRAILBLAZER - June;

How are specialist providers like EEB able to provide more cost-effective ways to provide instruments more conveniently and cost-effectively and how does this compare to larger bank offerings?

The clue is in the name: Specialist. By managing customer expectations with personal service, competitive fees and willingness to work closely with customers, our processes are not top-heavy, with a rapid Service level and agreement that aims to return results in days rather than weeks, undertaking checks when appropriate, saving time and resources, all supported by a sophisticated AI-based workflow platform.

However, SME's consistently find fixed market entry costs, such as access to information about foreign distribution networks, border regulations and standards. Trading barriers are real, ever changing and taxing for small companies involved or wishing to be part of export activities. And, trading costs, including those that increase with the size of shipments, impede SME participation in trade more than that of larger firms.

To what extent does EEB help SME's in simplifying Due diligence?

Significantly. Trade finance is more diverse and complex than payments or funds transactions, with more variables including volume, velocity, variety, variability, veracity (accuracy), visualisation, variation, value, venue, vocabulary, vagueness... all issues synonymous with big data.

We now employ state of the art software that spans multiple data sources, using AI and machine learning with Realtime APIs able to enrich internal processes through systems integration. By using software dashboards, we can see problems and exceptions faster, eliminate false positives and present a consistent view with less staff and importantly more trust in the data.

Summary

- Fast time to market – days not weeks - our service level requires fast, concise feedback within 3 working days.
- Close client cooperation – we build personal relationships and repeat business.
- Smaller collateral requirement – not requiring 110% of instrument value in escrow, locking client working capital.
- Instrument costs – invoicing prior to the time of issuance, not committing all important working capital from the start of negotiations.
- International presence – working with accredited partners across the globe.
- Thought leadership – regular speaking slots at international financial conferences.
- Trust, engagement and strong CSR – helping communities through charitable work and respect.

Article contribution
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TIPS TO BE COMPATIBLE WITH THE GDPR

Continued from THE TRAILBLAZER - June;

5. Conferences and Events

Connecting via trade fairs, conferences and events is another potential client tapping technique. Exchanging business cards is an old but effective practice that can be followed. Although you cannot use their email addresses for marketing purposes, you can still send a personal email and follow-up on the basis of legitimate interest being established.

6. References from existing clients

You can ask your existing customer to introduce you to another potential client. But not all your clients will be happy to do that. But then again if you are having a good relationship with your customer they would be happy to do the initial introduction.

7. Website

You can have a contact us form in your website to generate new sales. However, you must state the reason for collecting the information. You must give the client the option to opt-in or opt-out on each form.

The GDPR is actually helping us to sell to clients who are really interested in our product. This will help us to conclude sales much easier and with lesser hassel.



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YOUR CUSTOMERS' RIGHTS UNDER GDPR



RIGHT TO BE INFORMED

Be transparent in how you collect and process personal information and the purposes that you intend to use it for. Inform your customer of their rights and how to carry them out.



RIGHT TO RESTRICTION OF PROCESSING

Your customer has the right to request that you stop processing their data.



RIGHT OF ACCESS

Your customer has the right to access their data. You need to enable this either through business process or technical means.



RIGHT TO DATA PORTABILITY

You need to enable the machine and human-readable export of your customers' personal information.



RIGHT TO RECTIFICATION

Your customer has the right to correct information that they believe is inaccurate.



RIGHT TO OBJECT

Your customer has the right to object to you using their data.



RIGHT TO ERASURE

You must provide your customer with the right to be forgotten, provided that your legitimate interest to hold such information does not override theirs.



RIGHTS REGARDING AUTOMATED DECISION MAKING

Your customer has the right not to be subject to a decision based solely on automated processing, including profiling.

OUR CSR INITIATIVE

Following on the heels of St. Lucia Jazz Festival, St. Lucia's cultural landscape experienced the most significant cultural event called Carnival, one of the five unforgettable events of "Soleil" St Lucia Summer Festival. With pumping rhythms, people dancing in costumes under the warm Caribbean sun, Carnival has rooted itself in the Caribbean calendar of activities as one of the many must see and experience events. This season provides businesses with the opportunity to be part of the festival and to build brand awareness through sponsorship.

Euro Exim Bank as part of our CSR Initiative sponsored the Gros Islet Junior Carnival Band for St Lucia Carnival 2018.

This carnival band is community oriented, and it provides the opportunity for children in that constituency particularly underprivileged children to be part of this cultural experience.

With a portrayal called "Kwik Kwak" inspired by the book on folklore from a local writer, the band captivated the hearts of many as it was rich in culture, educational and encouraged reading.

"Euro Exim Bank's sponsorship was highly appreciated as many children got the opportunity to be part of this cultural experience and allowed for the display of elaborate costumes" as stated by Mrs Sonia Sifflet, Manager of Euro Exim Bank's St. Lucia Office and one of Gros Islet Junior Carnival Band organisers.

The band placed first runner-up Band of the year, with the King of the bands placing third runner-up.

In keeping with our role of CSR Initiative, Euro Exim Bank has partnered with Fortgate Offshore Investments and Legal Services Limited by sponsoring the top performer at the Common Entrance Examinations from the Marchand Combined School. Marchand Combined School caters to a combination of both infant and primary school children from the inner-city community of Marchand.

This sponsorship is to assist with the acquisition of school supplies, uniforms, books and fees. Already faced with certain socio-economic restraints, some children from that community cannot cope & achieve their potential unless aided by more fortunate entities.

Mrs Theresa Hinkson, the director for both companies, Euro Exim Bank and Fortgate Offshore Investments and Legal Services Limited, has indicated that this sponsorship will continue to be granted to the top student from the Marchand Combined School annually.

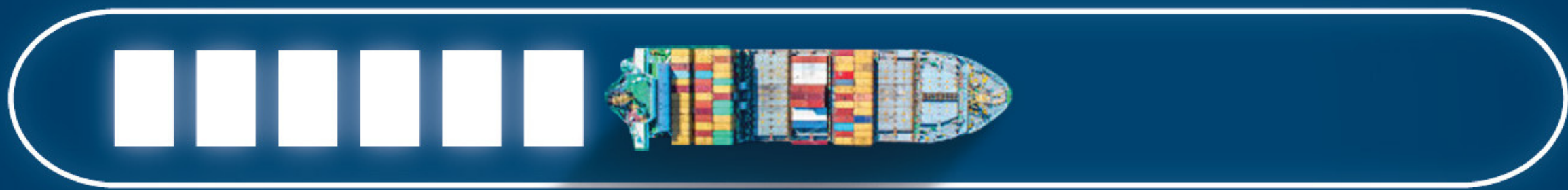


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"Practising CSR isn't about being seen on big sustainability lists – it's about creating strategies that produce measurable results and lasting impacts".

- Kevin Xu | CEO of MEBO International

LOADING



Euro Exim Bank is proud to launch our newly revamped website,
www.euroeximbank.com

We have redesigned it focusing our clientele, restructuring menus, streamlining navigation, encouraging a receptive formation for all platforms and presenting more insight and information on our product portfolio.

We encourage everyone to visit and discover the site, accessing the full spectrum of Euro Exim Bank's operations.

For any questions or feedback you would like to share with us, please fill out the form on our *Contact us* page.

We look forward to staying continually connected with you.

Check out other editions of THE TRAILBLAZER *here*.

Please send your feedback and suggestions to

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EURO EXIM BANK

Facilitating Global Trade