

OCBC AL-AMIN TO HOLD BUSINESS BANKING WEEK FOR SMEs OPERATING IN THE NORTH

Seminars and lectures being held to update businesses on current issues

Sungai Petani, Kedah, 27 April 2009 – OCBC Al-Amin Bank Berhad will hold its inaugural Business Banking Week (BBW) for businesses operating in the northern region from 11 – 15 May 2009, in Sungai Petani.

The aim of the initiative is to educate businesses, particularly the SME community, on how best to weather the current economic downturn by harnessing the existing tools at their disposal and streamlining costs.

The BBW will be held at OCBC Al-Amin's newly-opened branch in Sungai Petani and involves seminars, advisory clinics and product promotions for both existing and new Business Banking customers in the vicinity.

According to OCBC Al-Amin's Director & CEO, Syed Abdull Aziz Syed Kechik, the seminars have been devised to provide the type of guidance businesses need during this time, with particular emphasis on mitigating risk.

“Our trade finance seminar will, for example, elaborate on the particular types of risks customers should look out for during this time. On collection risks, we will share how exporters could learn to mitigate the risks involving letters of credit. Additionally, we would provide education on ways to counter risks involving forged notes.

“We will also touch on market risks to review what is happening now and what could happen six months down the road, alongside our talks on hedging. Finally, in our talks on survival risk, businesses will be exposed to the various ways to streamline overheads and productions costs as well as managing operating cost.

“In addition, the business banking community can look forward to advisory clinics through which they would be able to find solutions and gain clarification on matters relating to banking products and services,” he said.

During the course of the BBW, OCBC Al-Amin will also run a series of promotions. This includes a “Dynamic Duo Promotion” for customers to earn better rate of return on General Investment Account-i (GIA) and a “Current Account-i & Easi-ProCheck Bundling” which offers free benefits.

In addition to Business Banking Week in Sungai Petani, OCBC Bank will hold a seminar in Georgetown, Penang, on 13 May 2009. The seminar provides awareness on the existence of forged notes and facilitates discussion on effective methods to identify fraudulent notes and mitigate risk exposure to businesses.

Places are limited and registration is open until 6 May 2009. To participate in BBW at Sungai Petani, the public may call 1 300 88 0255; while to participate in the Penang seminar, they may call 1 300 88 7000.

About OCBC Bank

OCBC Bank is Singapore's longest established local bank. It has assets of S\$181 billion and a network of more than 480 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 370 branches and offices in Indonesia operated by OCBC Bank's subsidiary, Bank OCBC NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to treasury and stock-broking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Global Investors is one of the largest asset management companies in Southeast Asia. Additional information may be found at www.ocbc.com.



OCBC Al-Amin branch at Sungai Petani, Kedah.