

OCBC NAMED MALAYSIA'S BEST TRADE FINANCE BANK

Kuala Lumpur, 26 April 2010 – OCBC Bank (Malaysia) Berhad has been adjudged Malaysia's best Trade Finance Bank (Foreign Bank Category) by *The Asset* in the magazine's Triple A Transaction Banking Awards for Trade Finance 2010.

The Best Trade Finance Bank award is bestowed by *The Asset* to a financial institution that fulfills stringent criteria including cutting-edge solutions that cater to customers' trade needs, strong back office capabilities and strong delivery systems. In addition, the bank is expected to be a frontrunner in introducing innovative trade finance products to the market.



Ms Chuang Boon Kheng, Head of Global Trade Finance, OCBC Bank (Malaysia) Berhad

According to *The Asset*, OCBC has gained considerable cachet as a trade finance bank in Malaysia, approaching the market on pragmatic terms, exploring opportunities across all chains and ably delivering on the requirements of different customers. It also recognized that OCBC offers both comprehensive conventional and Islamic trade products and services to meet customers from two diverse orientations. *The Asset* added that the Bank has boosted its credentials as one of the most engaged foreign trade finance banks operating in Malaysia.

According to OCBC Bank (Malaysia) Berhad's Head of Global Trade Finance, Ms Chuang Boon Kheng, the overarching strategy that helped the Bank achieve the award centres on its business model which was formulated based on a thorough understanding of the market and customer's business.

"In a difficult credit environment last year following the global financial crisis, it is important for trade finance bank to continue to support its customers' trade financing needs.

"Our team of trade specialists are capable of offering innovative and customized solutions, to help customers, whether it is seizing opportunities amidst the crisis or easing tight cash flow in the challenging economic landscape.

"So, this award is an affirmation of both our customer-centricity and our ongoing quest to make quality and effectiveness our differentiator," she said.

According to Ms Chuang the Bank is very much in touch with the happenings in the local, regional and international scene – so they are able to respond quickly to market changes or even take proactive actions prior to market changes.

“To support customers effectively, our Trade Finance team actively promotes innovative technology via our award-winning corporate internet banking channel, Velocity@ocbc, which offers customers the convenience of checking the status of their trade transactions and the capability to submit online trade and telegraphic transactions. In addition, we have also made it possible for cross-border remittance settlement in Renminbi for our customers and their business partners in China,” she said.

The Asset Magazine is a monthly financial business magazine written for users and providers of financial services in Asia. The Asset Triple A Transaction Banking Awards are Asia’s defining recognition for excellence in the industry. The awards process adopts a rigorous approach to the selection of the best banks. Point scores for both quantitative and qualitative factors were combined to determine the winners.