



A 2-day course on

# **MANAGING FOREIGN CURRENCY EXPOSURE** *For Performance & Competitive Advantage*

9 - 10 July 2008 ■ JW Marriott Hotel, Kuala Lumpur

## **COURSE HIGHLIGHTS**

- Challenges in the Global Environment
- Understanding the Foreign Exchange Market
- Strategic Decision-Making Process
- Developing Hedging Methods
- Developing Economic Exposure Strategy
- Risk Management Process

## **METHODOLOGY:**

*Dynamic mixture of lectures, group discussion and practical case studies*

## OVERVIEW

*Is your company using third-wave decision-making process to manage your foreign currency risk in international trade during this turbulent time? The fluctuations of exchange rates impacts your company's financial risk and the business risk – your ability to compete effectively. The effect of the economic exposure on the long term competitiveness of the company makes it essential to protect your financial and business risks. By identifying and minimising foreign currency risk; managing the quantity and extent of impact; reducing the exposures with hedging decisions; and providing a common way of looking at foreign currency risk impact on an enterprise-wide basis, enhances the delivery of effective business decisions to increase performance and competitive advantage.*

## WHO SHOULD ATTEND

- Marketing Managers/Executives
- Purchasing Managers/Executives
- Credit Control Managers/Executives
- Finance Managers/ Executives
- Other managers and personnel in related function who require knowledge and broad understanding of this discipline.

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at [www.cmtevents.com](http://www.cmtevents.com) for the most up-to-date information.

## Day 1

Wednesday, 9<sup>th</sup> July 2008

### 9:00 CHALLENGES IN THE GLOBAL ENVIRONMENT

- Changes in the Global Environment
- Key factors influencing corporate strategy
  - The Impact of Poor Risk Management
  - Understanding business implications
  - Risk Attitude and Risk Appetite

1:00 Lunch & Zohor

### 2:00 UNDERSTANDING THE FOREIGN EXCHANGE MARKET

- Understanding the Foreign Exchange Market
  - Market Structure
  - Major Participants
  - Factors influencing currency movement
  - Foreign Exchange Instruments
    - ^ Spot
    - ^ Forward
    - ^ Options
    - ^ Futures
- Regulatory Framework
  - Exchange Control Regulations of Malaysia

### STRATEGIC DECISION-MAKING PROCESS

- Establishing the need for a decision

- Identifying foreign currency exposure
- Measuring foreign exchange rate risk
- Checking the business benefit
  - Involving the right people
  - Involving the right information
- Making assumptions explicit
- Establishing an early warning system

5:00 End of Day One

## Day 2

Thursday, 10<sup>th</sup> July 2008

### 9:00 DEVELOPING HEDGING METHODS

- Foreign Exchange Rate Strategies
- Internal hedging techniques
- External hedging
  - Factors to consider
  - Classification of products
  - When and where to use product type
    - ^ Forward
    - ^ Option
    - ^ Factory & Discounting
    - ^ Money Market Cover

1:00 Lunch & Zohor

### 2:00 DEVELOPING ECONOMIC EXPOSURE STRATEGY

- Identifying the operating exposure risk
- Measuring the economic exposure
- Guidelines to create a strategy

### RISK MANAGEMENT PROCESS

- Establishing policy and procedures
- Defining policy objectives and exposures
- Reporting requirements
- Assigning responsibilities and authorisation
- Performance measurement
- Building capabilities in the internal control system

5:00 End of Course

**AFTER ATTENDING THIS COURSE,  
YOU WILL RETURN TO YOUR JOB...**

- 1) *Having better understanding of the foreign exchange market.*
- 2) *Finding out how foreign currency risk impact on the corporate strategy of the organisation.*
- 3) *Learning how to manage and protect foreign currency trade receivables from volatile exchange rates.*
- 4) *Integrating economic exposure strategies in the organisation to create competitive advantage and increase performance.*
- 5) *Finding out the alternative methods of hedging to minimise cost.*
- 6) *Developing policies and control procedures to mitigate foreign exchange risk in the organisation.*

# REGISTRATION

MANAGING FOREIGN CURRENCY EXPOSURE

For Performance & Competitive Advantage

Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 Email \_\_\_\_\_  
 Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 Email \_\_\_\_\_  
 Tel \_\_\_\_\_ Fax \_\_\_\_\_

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/Postcode \_\_\_\_\_ Country \_\_\_\_\_  
 Approving Manager's Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 E-mail \_\_\_\_\_

**Fees:** The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

	1 Person	Group fee for 3 or more* (from the same company)
<b>Regular Fee</b>	<b>RM2,695</b>	<b>RM2,295</b> <b>(MIN SAVINGS OF RM1200)</b>

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

**Cheques :** Crossed & payable to  
**"Centre for Management Technology Sdn Bhd"**

Photocopy Registration Form to Preserve Brochure Copy. July 2008

TELEGRAPHIC TRANSFER	
Account Name:	<b>Centre for Management Technology Sdn Bhd</b>
A/C No:	<b>3 - 0903390 - 12</b>
Bank:	Public Bank Berhad
Branch:	Grd Floor, Menara Public Bank Jalan Ampang
Swift Code:	PBBEMYKL
<i>TT must include additional RM10 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.</i>	

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## TO REGISTER

Online: [www.cmtevents.com](http://www.cmtevents.com)  
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 Fax: (603) 2162 6393  
 Tel: (603) 2162 7322  
 Post to: Lot 7.03, 7th Floor, North Block, The Ampwalk,  
 218 Jalan Ampang, 50450 Kuala Lumpur

**CERTIFICATE OF COMPLETION**

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to you career.

**COURSE TIMING**

Registration: 8.30 am, Course Begins: 9.00 am,  
 Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,  
 Tea Break: 3:30 pm, Course Ends: 5.00 pm

Register online ~ [www.cmtevents.com](http://www.cmtevents.com)

**LEARN FROM THE BEST**

**NANCY ONG** has *more than 20 years of practical experience in International Trade, gained through her career in financial institutions. Her professional career spans years of broad experience in International Trade Finance, Branch Operations, Treasury Management and Risk Management.*

During her service in the financial sector, she has worked mainly with several companies to provide and **advice them on financing of their trade finance requirements; hedging their foreign currency exposure; trade services to facilitate exporters/importers; and cash management in both the local money market and foreign currency market.**

Nancy has held management positions in leading financial institutions in Malaysia, namely OCBC Bank and EON Bank. She holds an MBA from the University of Strathclyde, United Kingdom, having initially qualified as a banker from the Chartered Institute of Bankers, United Kingdom. She is also a Certified Risk Professional from BAI, Chicago, US.

Nancy now specialises in enterprise risk management which enables her clients to assess business risks in a consistent and systematic manner to arrive at a total view of the business perspective for business growth, process improvement and profitability achievement. Her wide knowledge and experience allow her to approach the training in a holistic and integrated manner and has received excellent feedback from all the past participants.