



A 2-day program on

# Managing Foreign Currency Exposure

## for Performance & Competitive Advantage

30-31 March 2009 | JW Marriott Hotel Kuala Lumpur

### OVERVIEW

The turmoil in the global financial markets and the volatility of the foreign exchange markets have complicated many companies' business decision making process and the increased level of uncertainty regarding the outcome have affected their business performance. In such a volatile environment where the export and import markets are facing the only constant – change – understanding foreign exchange, trade and hedging is becoming an integral element for companies. 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 both financial and business risks.

Companies which have a proper strategy for managing foreign currency exposure can mitigate potential losses and maximise the protection of their profits. In the long term, they enhance the delivery of effective business decisions which can increase performance and competitive advantage.

### COURSE HIGHLIGHTS:

- Challenges in the Global Environment
- Understanding the Foreign Exchange Market
- Understanding Financial Derivatives
- Measuring Foreign Currency Exposure
- Managing Foreign Currency Exposure – A Value Maximising Approach
- Developing Hedging Techniques
- Developing Economic Exposure Strategy
- Implementing A Risk Management Program

### 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.

### METHODOLOGY:

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

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