



Centre for
Management
Technology®
into our 26th year

A 2-day course on

MANAGING FOREIGN CURRENCY EXPOSURE For Performance & Competitive Advantage

30-31 March 2009 | JW Marriott Hotel Kuala Lumpur

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

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.

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

1. **Understanding the foreign exchange market and the financial derivatives 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. **Using alternative methods of hedging to minimise cost.**
6. **Working with the financial engineer to manage your risk with financial derivatives.**
7. **Developing policies and control procedures to mitigate foreign exchange risk** in the organisation.

Day 1

Monday, **30 March 2009**

9:00

CHALLENGES IN THE GLOBAL ENVIRONMENT

- Changes in the Global Environment
- Identification of International Business Risk
 - Foreign Currency Exposure Risk
 - Political Risk
- Significance of Foreign Currency Exposure
- Why manage Foreign Currency Risk?
 - Business Risks vs. International Risks
 - Cost-Benefit Analysis

10:30

Morning Coffee

10:45

UNDERSTANDING THE FOREIGN EXCHANGE MARKET

- Understanding the Foreign Exchange Market
 - Market Structure
 - Major Participants
 - Factors influencing currency movement
- Regulatory Framework
 - Exchange Control Regulations of Malaysia

1:00

Lunch & Zohor

2:00

UNDERSTANDING FINANCIAL DERIVATIVES

- Overview of development of financial derivatives market
- Financial Derivatives Products
 - Currency Forward Contract
 - Currency Options Contract
 - Currency Futures Contract
- Social Role of Financial Derivatives
- Financial Engineering & Risk Management

3:30 Afternoon Tea

3:45 **MEASURING FOREIGN CURRENCY EXPOSURE**

- Types of foreign currency exposure
 - Translation exposure
 - Transaction exposure
 - Economic exposure

5:00 End of Day One

Day 2

Tuesday, **31 March 2009**

9:00 **MANAGING FOREIGN CURRENCY EXPOSURE – A VALUE MAXIMISING APPROACH**

- The cost of business disruption
- Exposure to financial price risk

10:30 Morning Tea

10:45 **DEVELOPING HEDGING TECHNIQUES**

- Foreign Exchange Rate Strategies
- Internal hedging techniques
- External hedging
 - Factors to consider
 - Classification of products
 - When and where to use product type
 - ~ Forward Contract
 - ~ Options Contract
 - ~ 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

3:30 Afternoon Tea

3:45 **IMPLEMENTING A RISK MANAGEMENT PROGRAM**

- 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

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

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 for the most up-to-date information.

Name	_____
Position	_____
Email	_____
Name	_____
Position	_____
Email	_____
Tel	_____
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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)
Regular Fee	RM2,695	RM2,295 (MIN SAVINGS OF RM1,200)

* 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, March 2009

TELEGRAPHIC TRANSFER

Account Name: **Centre for Management Technology Sdn Bhd**
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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.

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TO REGISTER

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218 Jalan Ampang, 50450 Kuala Lumpur

CERTIFICATE OF COMPLETION

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

PROGRAM 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

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.