

Q2. 2019 | VOL. 11

THE TRAILBLAZER

OFFICIAL NEWSLETTER OF EURO EXIM BANK

CFI.CO BANKING AWARDS

Euro Exim Bank was announced as the winner of the highly coveted CFI.co's Best Global Trade Services Bank award on June 2019 for the second year running. A hearty congratulation to the EEB team and agents for their dedication and efforts that enabled this recognition consistently.

"Each year, CFI.co seeks out individuals and organisations that contribute significantly to the convergence of economies and truly add value for all stakeholders. Reporting from front-lines of economic convergence, CFI.co realises that best practice is to be found throughout the world and the Awards Programme aims to identify and reward excellence wherever it is found in the hope to inspire others to further improve their own performance".

- www.cfi.co/awards/



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JUDGES' REMARKS

cfi.co



Capital Finance International
Meridien House
69 - 71 Clarendon Road
Watford
Hertfordshire WD17 1DS
United Kingdom

T +44 (0) 203 137 3679
F +44 (0) 203 137 5872
E contact@cfi.co
W www.cfi.co

London, 17th June 2019

Judges' Report

Euro Exim Bank: Best Global Trade Services Bank 2019

Global financial institution Euro Exim Bank Ltd has a focus on facilitating international trade. The bank, headquartered in St Lucia with an office in London, holds a "Class A" international banking license, affording it global reach and authorisation. The bank employs the latest technology and the brightest minds to ensure Euro Exim and its clients are protected from illegal activities. It has earned an enviable reputation for its comprehensive compliance policies, with around 40 percent of staff specialised in Anti-Money Laundering and Know Your Customer processes. Euro Exim clients include small and medium enterprises as well as larger corporations and private individuals. With its aim of facilitating global trade flows, it offers trade-related banking services from international funds transfers to letters of guarantee. The latest addition to Euro Exim's financial arsenal comes from a strategic partnership with the XRP cryptocurrency developer Ripple. As the first regulated bank to join the Ripple network, Euro Exim can offer friction-free trade solutions to make money move as information does in the 21st Century — instantly. The partnership strengthens Euro Exim's strong compliance process with enhanced authentication capabilities, as well as ramping-up speed and efficiency. The CFI.co judging panel has recognised the bank in the past for its trade-tailored solutions and strong due diligence. This year the judges praise the bank's bold and savvy partnership move, enabling swift transactions, reduced liquidity and credit risks, and minimised fund transactions. For 2019, and the second year running, the judges name Euro Exim Bank as the winner of the award for Best Global Trade Services Bank.

Lucy Taylor



MESSAGE FROM THE CHAIRMAN

Kaushik Punjani
Chairman
Euro Exim Bank



The world of trade finance has never been more dynamic. However, uncertainty with trade wars, banks de-risking, shortage of fiat currency, corruption and lack of trust are just some of the challenges that corporates face in powering emerging economies by moving goods and services across the globe.

Euro Exim bank have never been better placed to service corporates and SME's in these markets, not only with our innovative blockchain enabled Simplex trade platform providing immutable information gathering and sharing, but also embracing Ripple xCurrent and xRapid systems for real-time payments and frictionless low liquidity transactions with underlying XRP cryptocurrency.

Going from strength to strength facilitating world trade, issuing financial instruments such as Letters of Credit, Standby Letters of Credit, Bank Guarantees and Performance bonds we are a key element in the global supply chain that covers the financial life cycle of goods as they traverse the new Silk Road.

Today, we are enjoying growth of business volume and credibility, and reviewing establishing new offices in Asia.

We have been honoured to speak at high level events across Africa and Asia, gaining an enviable reputation in being featured in the worlds press, with television interviews and at GTR conferences, on improving trade, trust and financing.

We continue charitable works, instilling corporate and social responsibility with fair play, treating people with kindness and respect, and offering a helping hand to those unable to help themselves.

With our innovative outlook, systems and partnerships we look forward to an exception year in terms of client and revenue growth and greater automation through advanced IT capabilities enabling us to meet industry challenges, continuing our operations as a major trusted force in trade finance.

Kaushik Punjani

FINANCE BANKING INSURANCE MAGAZINE

SPECIAL ISSUE OF JUNE 2019
ASIAN BUSINESS PUBLICATIONS LTD

Facilitating trade and real-time payments in challenging markets

IN TODAY'S RAPIDLY GROWING INTERNATIONAL MARKETS, MARKED BY THE IMPACT OF THE ONE BELT ONE ROAD (OBOR) INITIATIVES AND INFRASTRUCTURE, INNOVATIVE TRADE AND MANUFACTURING HUBS, THE TRADE FINANCE INDUSTRY CONTINUES TO PLAY A STRATEGIC ROLE IN THE PROCESS AND SUCCESSFUL FLOW OF GOODS AND SERVICES.



by Graham Bright, Head - Compliance & Operations



'CLASS A' INTERNATIONAL
BANKING LICENSE FROM
FINANCIAL SERVICES
REGULATORY AUTHORITY OF
ST. LUCIA



ASSOCIATE MEMBER OF THE
CARIBBEAN ASSOCIATION OF
BANKS INC. (CAB)

Euro Exim Bank serves corporate clients and import businesses around the globe taking advantage of these new markets by facilitating the issuance and relay of essential authenticated instructions.

Euro Exim Bank is headquartered, supervised and regulated in St. Lucia in the West Indies with a Class 'A' banking license, and with a non-regulated Representative office in London. The Bank provides an essential service to SME's traditionally hampered by high costs of foreign exchange and restrictions on liquidity in challenging jurisdictions.

We connect corporate buyers and sellers, through creation and remittance of Letters of Credit, Standby Letters of Credit, Bank Guarantees and Performance Bonds, enabling businesses to economically and efficiently navigate the complex lifecycle of import and exports of goods and services through the trade ecosystem.

With years of Trade Finance and SWIFT experience of complex instruments and transacting via an extensive network of global counterparts supporting business in India, UAE, the Caribbean, China, Africa, and Asia, we support trades of an ever-increasing scope of goods.

RIPPLE

Part of our fintech and crypto currency strategy in technology innovation, was joining the Ripple global payments community. We achieved xCurrent connectivity in record time enabling institutions to instantly communicate and settle cross-border payments in real-time with end-to-end visibility and tracking.

The second phase of the project was participation with Ripple's frictionless xRapid service. Payments to and from emerging markets often require pre-funded local currency accounts around the world, where liquidity costs are extremely high for smaller SME's, making international business, no matter how well



RUNS ON ripple

intentioned, difficult to achieve. Using xRapid, firms switch from local currency into the Ripple underlying crypto asset, and at the receiving party, XRP is converted to local currency for pay away to local firms dramatically lowering capital requirements for liquidity.

FLUTTERWAVE

We are also working with a key technology provider for our new payments platform, enabling us to accept payments from over 100 currencies in Africa to pay away to suppliers worldwide, offering confidentiality, speed, reliability and above all competitive rates.

Next steps? Building on our blockchain technology expertise to embed trade finance instructions within the payload of Ripple payment instructions, thereby creating a multi-purpose immutable data element, which will reduce cost, time and risk for participants.

CONCLUSION

Euro Exim Bank are members of the Caribbean Association of Banks, other key industry bodies. We strive to be an innovative, agile leader at the forefront in trade services, technology platforms and settlement methods with alternative trade finance solutions.

In a global economy subject to market retraction, excessive bank de-risking policies, threats of account closure and growing restrictions in global supply chains, Euro Exim Bank are truly leading the facilitation of global trade through support of the ever-demanding needs and expectations of international corporates.

EVENTS | Q2 2019

GTR LONDON & GTR East Africa Nairobi

On May 8th in London, the GTR event welcomed an esteemed line-up of over 65 of the most senior trade experts, including Liam Fox, Secretary of State for International Trade as the keynote opening speaker. Dr. Liam Fox discussed the UK's future trade prospects, including announcements on new developments in the UK's international trade policy.

As a main sponsor and in addition to exhibiting, Euro Exim Bank was invited to be a part of a panel of judges the "Open to Export" DTI competition. This initiative looked at eight finalists wishing to expand their export opportunities, all vying for a GBP 3000 prize sponsored by Nat West Bank presenting their plans for new foreign markets and delivery, and eventually won by One & Eight, for their unique materials using handcraft porcelain and fine metal jewellery and specialist design and packaging.

GTR London remains firmly on our conference calendar as a crucial forum to learn about latest technology and regulation, and also to network with global exporters, banks lawyers, corporates and trade specialists.

On May 21-22, Euro Exim Bank exhibited and participated for the first time at this prestigious event. The agenda covered alternative trade financing sources and innovative solutions enabling institutions and corporates to maximise on intra-African trade opportunities, manage global market volatility, and enable financing throughout the trade value chain.

It also covered analysis of geopolitical and macroeconomic trends, regulatory and finance sector developments, and financing and risk mitigation techniques being utilised throughout key regional value chains.

Euro Exim Bank's Graham Bright was a panellist in the interactive session on emerging trends in East Africa, highlighting challenges with regulation, rise of challenger institutions, de-risking and gaining trust, confidence and competitive advantage. Again, Euro Exim Bank were proud to be sponsors and active participants in the event, and hope to be attend next year as part of our expansion project and commitment to facilitating trade in Africa.



EVENTS | Q2 2019

GTR AWARDS DINNER

Euro Exim Bank were invited to the annual GTR Leaders in Trade and Best Deals Charity Awards Dinner held in London on May 2nd a black-tie event at De Vere Grand Connaught Rooms with over 350 attendees.

The Awards dinner honours banks and trade related firms for global and regional achievements, and we hope that Euro Exim Bank, although not making the final shortlist, will be the winner and recipient next year of a regional award in recognition of our contribution to trade in Africa, the Caribbean and Asia.

BLOXLIVE TV

Graham Bright, Head of Compliance and Operations was interviewed by leading crypto/blockchain TV channel Bloxlive in a segment named “Whether FinTech will replace traditional banking as we currently know it, is a question that is often raised. But, what about a hybrid of the two?”. Euro Exim Bank, the innovative St. Lucia registered finance institution is an example of just how we facilitate global trade and provide secure payment corridors.

Available across the internet (see <https://bloxlive.tv/stories/s73news/22745-20190617-nob/94587-will-fintech-replace-traditional-banking>) the interview focused on DLT and Blockchain initiatives, not the hype but the reality.

INTERNATIONAL CHAMBER OF COMMERCE

ICC MEMBERSHIP

Euro Exim Bank has joined the International Chamber of Commerce, the principal industry organisation bringing together the most influential trade finance experts, banking professionals, business leaders, lawyers and government officials scanning the critical issues affecting the trade finance industry.

Drawing on the expertise and experience of worldwide membership, the ICC offers a broad array of voluntary rules, guidelines such as UCP600, and codes which enable cross-border transactions and best practice among companies.

These activities make the ICC a respected channel for supplying business leadership in such areas as global policy, intellectual property, arbitration, commercial law, competition, counterfeiting and piracy, responsible business, and promoting investment in trade.

Euro Exim Bank is looking forward to participating in the upcoming committees and events of this influential organisation.

Q&A SESSION WITH GRAHAM BRIGHT

**Head of Operations & Compliance
Euro Exim Bank**



1. What trends are emerging right now when it comes to smart banking?

Financial institutions are more than ever aware of the rise of fintech companies, which could surpass the banks in terms of payment technology and trust. And smart/open banking is just another project which is forcing the industry to innovate on an unprecedented scale by rethinking their singular focus on products. Traditional high street banks need to emulate service-oriented software companies, to attract and hold onto their customers with compelling, personalised user experience.

2. What are the biggest challenges that businesses have to face in the cross-border arena nowadays?

Trust, confidence, identity, ability and intent for companies and individuals to settle, optimum use of cash flow, liquidity, sanctions and domestic vs international regulations.

3. How Euro Exim Bank helps them in this case?

We serve clients in the Far East, Middle East and Africa, and whilst we would always wish to do business where possible, due to risk, compliance and legal restraints this is not always possible.

We have been ably assisted by the deployment of our advanced platform and AI based systems to check identity, records, documents and records, such that we can take an informed view regarding potential client trades in countries and with small businesses where larger institutions may find the effort and cost to service is too high.

4. What distinguishes Euro Exim Bank from other financial institutions?

Agility, speed, service levels, infrastructure, competitive pricing and vision. Global banks are re-risking, cutting conventional business ties, closing low value customer accounts and generally reducing their risk appetite for clients in infrequently traded markets and in jurisdictions where the perception is that trade is hampered by a continued legacy of fraud, corruption and financial impropriety.

5. What are the biggest goals for 2019?

Our 2019 goals are to have our systems fully integrated delivering real-time payments, offering global services cross border merchant facilities with an expanded branch network, handling fiat and cryptocurrency currency, supporting our primary business in trade finance.

SEO; WHAT'S NEXT?



Adhithyan Sundar
SEO Strategist
Euro Exim Bank

There is no concrete confirmation that Search Engine Optimisation or commonly known as SEO will be here indefinitely, but we cannot say that it will be gone entirely either. Here is why.

20 years ago, if you want to check the latest movies in town, what would you do? You would hunt down the local newspaper, look in the massive yellow pages book for the movie theatre telephone number and call them to check show times etc.? But now you will simply type “latest movie in town” in your phone and straightaway, there is a list of movies (with reviews, ratings, world rankings at your fingertip and you can even book your tickets with the opportunity of selecting preferred seats).

Today, SEO is estimated to be valued over USD 70 million. It is reasonable to think that something of this magnitude is not going to dissolve overnight, or in the near future for that matter. At present, there are nearly 23 billion devices connected, and by 2020, this is expected to be more than 50.1 billion.

Neil Patel (Forbes Top 10 Marketer and NY Times Best Selling Author) says;

“Nope, SEO isn’t dead. So, don’t worry about it. Whatever you’re doing to increase your website’s search visibility, you can keep doing it until it stops working. And then you can find the next effective SEO tactic and use it until it keeps working. SEO evolves. And you’ll evolve with it. But it’s not going away anytime soon.”

*Google holds 78.01% search market share.

*50% of search queries are 4 words of longer.

*Video content is 50 times more likely to drive organic search results than plain text. (MarTech, 2018)

*Organic SEO is 5.66 times better than paid ads. Including a video in a post increases organic traffic from search results .

*The number of voice queries increased 3400% between 2008 & 2017. (HubSpot, 2017)

*1 in 10 blog posts are compounding, which means their organic search traffic increases with time.

*Websites with an active blog generate 67% more leads and 434% more indexed pages than those who don’t.

Source : DigitalGYD.com | © 2013-2019



HAPPY EMPLOYEES = HAPPY ORGANISATION



Usha Subramaniam
Assistant Marketing Manager
Euro Exim Bank

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful!" This quote speaks volumes, however, what is the practicality of using it on our day to day jobs? Is anyone really happy at what they're doing? How does having happy employees essentially benefit organisations? Let us explore.

1. Productivity and Survival

Being happy at work or enjoying the work you do is deemed to be crucial to the productivity of a company. It is said that happy employees support a company for long term survival. Recent studies have shown that happy employees are 20% more productive than unhappy employees.

2. Increase of Creativity

Enjoying what they do increases the creativity of people as opposed to those who do not enjoy their work environments. A person has the ability to focus and put in more effort when they have a positive mindset. It helps to think creatively and come up with innovative and out of the box solutions.

3. Helps build Teamwork

People who are confident and relaxed at work help create positive work relationships. This would in turn help collaboration in the work place. They're more open to discussions and ideas which will enable people to come forth with better ideas and initiatives. Therefore, as a company, they can focus on a common goal.

4. Superior Customer Service

This is a very evident and very important aspect in a service driven organization. A cheery attitude can help tremendously in the service levels of an employee towards their customers and a positive interaction with customers leaves them more satisfied with the company.

5. Increase in Loyalty

Employee turnover costs companies dearly in terms of both time and money. Studies show that employees who enjoy their work environment would seldom leave as they're happy and motivated at their current job. Therefore, companies would be able to save time and money by creating a positive work environment for its employees.



KAUSHIK PUNJANI PRESENTS



SUNDAY
22ND
SEPT 2019

SAAZ-E-Dil

A LIVE MUSICAL CHARITY EVENT PRESENTING
OLD & NEW ROMANTIC MELODIES OF BOLLYWOOD

FEATURING KAUSHIK PUNJANI

PARESH VIRJI • PRITI KAUR • POOJA KALE • PREET KALE

MUSIC ARRANGEMENT BY SUNIL JADHAV

VENUE

THE BECK THEATRE
GRANGE ROAD, HAYES, UB3 2UE

TIME

DOORS OPEN 5PM
SHOW STARTS 5.30PM

TICKETS

£75.00 [VIP], £50.00,
£25.00, £20.00

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EMAIL EVENTS@EUROEXIMBANK.COM FACEBOOK.COM/KAPUNJANI

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Special Thanks to Article Contributors from EEB Team

Graham Bright

Usha Subramanium

Adhithyan Sundar

Check out our previous editions of
THE TRAILBLAZER here.

Please send your feedback and suggestions to
mathisha.w@euroeximbank.com
trailblazer@euroeximbank.com

Euro Exim Bank Ltd
Registered Head Office
1st Floor, Sotheby Building,
Rodney Village, Rodney Bay Gros-Islet,
St. Lucia, West Indies.

Euro Exim Bank Ltd
Representative Office
Suite 1C, 1 Oaks Court, 1 Warwick Rd,
Borehamwood, Hertfordshire,
WD6 1GS, United Kingdom.

General Inquiries
+44 208 207 2868 (UK)
+1 758 450 8349 (WI)
info@euroeximbank.com

Payments & Account Opening Inquiries
+44 203 011 0133 (UK)
payments@euroeximbank.com
ebanking@euroeximbank.com



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