



## Best boutique trade finance institution



Falcon Trade Corporation has once again secured the top spot as best boutique trade finance corporation.

"We have increased our market share when other trade financiers are retreating from global trade," says Falcon chairman Kamel Alzarka. "It is important for us to be able to step in where the more traditional players fear to go."

Falcon has proven itself to be an innovative thinker in terms of both funding and structuring, especially when it comes to south-south trade. The company believes that proposed Basel III regulatory changes support Falcon's business model by raising the price of trade finance from traditional lenders. Certainly, Falcon has shown considerable leadership during a difficult time for the market.

"We are on track to achieve a target turnover of US\$5bn in the next three to four years," says Alzarka.

Falcon also continues to recruit the best talent to help reach this goal. It has offices all over the world, including Indonesia, Saudi Arabia, the US, London and Dubai, and built strong relationships with its clients.

"At Falcon we are proud of the relationships we build with our clients," says Will Nagle, Falcon's CEO. "We have clients from a variety of sectors, for whom we provide complex financing solutions to meet their needs and assist in their growth."

In addition to its first-class client support, Falcon has also become well-known for its glamorous events, which seek to bring different market players together to discuss how trade finance is evolving and how Falcon can play a bigger role in this evolution.

Falcon's year began with its annual party at the top of the Gherkin, which was followed by the company's first trade & corporate finance forum in Dubai.



Kamal Alzarka

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## Best trade outsourcing bank



Winning the award for best trade outsourcing bank for the second year in a row is BNY Mellon, which continues to develop bespoke solutions for its clients. "We don't expect clients to fit to our machine," says David Cruikshank, executive vice-president and head of treasury services sales and relationship management for BNY Mellon treasury services.

"Our strength lies in our ability to combine technological innovation with a client-centric approach," Cruikshank explains, adding that the bank does not target local corporate business outside of its home market. "For regional banks that are uncomfortable outsourcing to global banks that might compete for

corporate business, this makes all the difference."

The bank is currently advocating a more collaborative form of local-global bank partnership as part of its mandate to bring value to its customers, by delivering

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solutions that respond to ever-changing global and regional market requirements.

"Research conducted for our 2010 treasury services white paper indicates that there is a global appetite and capacity for such partnership," says Dominic Broom, managing director and head of market development Emea for BNY Mellon

treasury services.

Broom explains that unlike the established partnership models, which are often forged out of necessity, collaborative partnership places the needs of the client at the heart of the process delivery, meaning that tangible value is generated for all stakeholders involved – local institution, global entity and end-user client.

Although BNY Mellon has traditionally been viewed as a regional player, the bank is, through collaboration, working towards changing this perception. "Our partnership approach and enhanced regional focus – particularly in Emea and Asia Pacific – means that we are increasingly being viewed as a global player," says Alan Verschoyle-King, head of BNY Mellon treasury services Emea. "Through partnership, we have shown remarkable growth in the past few years, and we expect this to continue into 2011."