

An Invitation to a  
Feedback following a Round Table Debate  
14<sup>th</sup> October 2015

## FOREIGN EXCHANGE RISKS – KNOWLEDGE IS POWER

*Currency risk CAN be managed  
and given the severe impact rate  
movements can have on a business,  
the risk impact is worth addressing.*

*Why would you not protect your business  
and secure a net improved bottom line?*



## Why Attend?

This is an opportunity to hear from Sharon Constançon who has been providing outsourced FOREX treasury management to over 300 global companies.

Valufin is assembling a panel of financial directors and owners from different industries who are challenged by currency fluctuations to discuss risks and solutions.

The panel will share their key discussion points with you, and all delegates will be given the opportunity to share their stories and have their questions answered.

## Purpose of the Evening

The purpose of the evening is to allow for an exchange of information between like-minded peers and to get an understanding of challenges and issues faced by disparate organisations in relation to FOREX management. Your input will be much appreciated. Our aim is to ensure you return to your desk with at least one solution on how your company or your clients can manage FOREX exposures in a better way.

## Market Behaviour

In recent years we have witnessed large high profile companies declaring considerable losses incurred through foreign currency fluctuations. In our experience the impact of currency losses is even more prevalent in the SME sector. Currency fluctuations are widely accepted as being a major risk to the bottom line; however what is not well understood is what strategies can be implemented to manage these risks.

Small and medium-sized companies cannot afford full-time treasury management and therefore need to consider ways of mitigating currency risks if they are to successfully expand internationally in order to avoid potential unacceptable FOREX risks or surprises that can damage their sustainability.

There is a discernible tendency for companies to either overprotect against risks or, in the absence of knowing the degree of risks, to fail to protect themselves at all. Better knowledge will enable companies to avoid such polarised options.

## Topics for discussion

Considering the broad nature of the subject, we have decided to concentrate on the areas causing most concern to finance directors, executives and company's boards in understanding the numbers, how these happen, their impact on staff incentive plans and product costing, as well as the implications of past and future FOREX realities for the business.

The conversations will be free flowing, and we shall start with the below key topics to understand the variances in risk and reporting procedures followed by discussions on how changes could make a difference:

- What are the challenges facing FDs of importing and exporting companies?
- What knowledge is missing?
- How are risks determined?
- What information would a FD / Owner / Board need to do a better job?

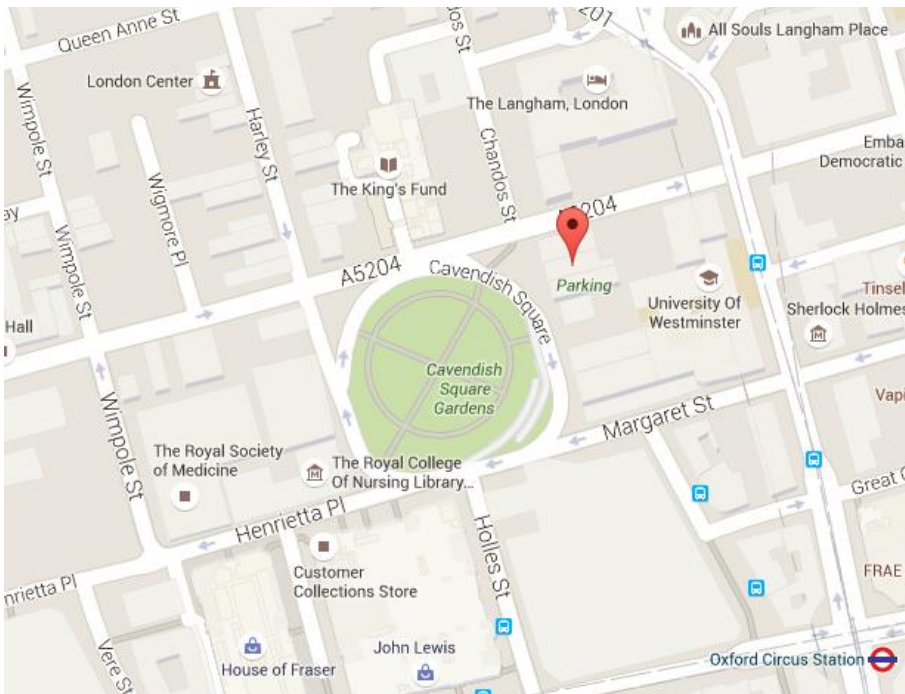
## Who Should Attend?

If you are involved in a company that has exposure to foreign currency, you will find this feedback session of value and we expect you to gain a nugget or two to take back with you.

Specifically business owners and those involved in the finance, purchasing and sales will find the discussion enlightening.

## Practicalities

The informative feedback evening is offered at no cost.



Date: 14<sup>th</sup> October 2015

Time: 18:00 – 20:00

Venue: 7 Cavendish Square  
London,  
W1G 0PE

RSVP: Carol Jones  
[cjones@valufin.com](mailto:cjones@valufin.com)

*Please note: Spaces are limited and will be allocated on a first-response basis.*

## Panel Chairman – Sharon Constançon

Sharon began her FOREX career with Blue Circle as Group Treasury Manager, and subsequently moved to Societe Generale as a forex Chief Dealer. Insights gained in these roles identified that the customer requirements in terms of risk management could not be delivered by a currency provider – a natural conflict of interest and lack of knowledge of the customer's needs.

Sharon, who by that time was a Treasury Manager to over 300 well-known global brands, listed her first FOREX treasury company in the late 90's. Having now completed a lengthy non-compete requirement, she brings her unique and practical FOREX management solutions and service-driven culture into the executive teams of her customers.