

Volatile Currencies - Taking back control

International trade is growing – time now to be smart and act to protect your profits against uncertainty and volatility. An interactive workshop, by an independent adviser to SME's, to understand how to identify and manage foreign currency risks, protect profits, take advantage of business and market opportunities and truly know the impact of decisions and market movements.

SME's can simply take ownership of their FX risks

Detail of the Session

- **Take Control** of determining when risk arises, ensure transparency if all transactions so the source and reason for profit and loss can be determined and understand the link between strategy and the forex activities to ensure alignment of risk management and how forex impacts all other areas of the business – product costing, incentives, standardised pricing etc
- **Understand** the market in terms of what instruments are available, how they will behave, whether they deliver the hedge required or create further risk or cost. How to ensure flexibility whilst remaining open to opportunities provided by market movements. Most importantly to constantly review the decisions and choices to maximise income and reduce costs.
- **Record** accurately such that information is correctly recorded and how to manage the influences of accounting norms so that it does not create noise or prompt short term decision making.

Who should attend:

- NED of a business that imports and exports
- CEO, MD, department head, business owner where importing and or exporting is part of the business
- Chairman of importing and or exporting business
- Sales executives where forex impacts pricing of their products
- All CFO's, FD's, FC's and business owners for companies that import and export
- Treasury managers of companies that would like a review on their area of forex specialism
- Any accountant wanting to understand the business issues their clients are dealing with
- Administration controllers where forex impacts policies, procedures and decision making.

Reasons to attend:

- Save money on forex decisions
- Understand how forex impacts your business
- Align strategy, business and accounting
- Put an end to unexpected and unexplained forex profits or losses
- Ensure the executive and board understand implications and manage risk
- Have ownership and knowledge of forex impact on the business