



2020 Predictions Report





2020

20 trade and supply chain finance predictions, by 20 experts in trade





Finastra 2020 Campaign: At a Glance

36,600+

Over social impressions

37%

of engagements were with
companies of 10k+ employees

96,500+

Emails sent, 25.6k opened

60

Shares of content across social
channels, for 24 pieces of
content / articles

42

Visual assets created for
syndication across TFG's
channels

2,800+

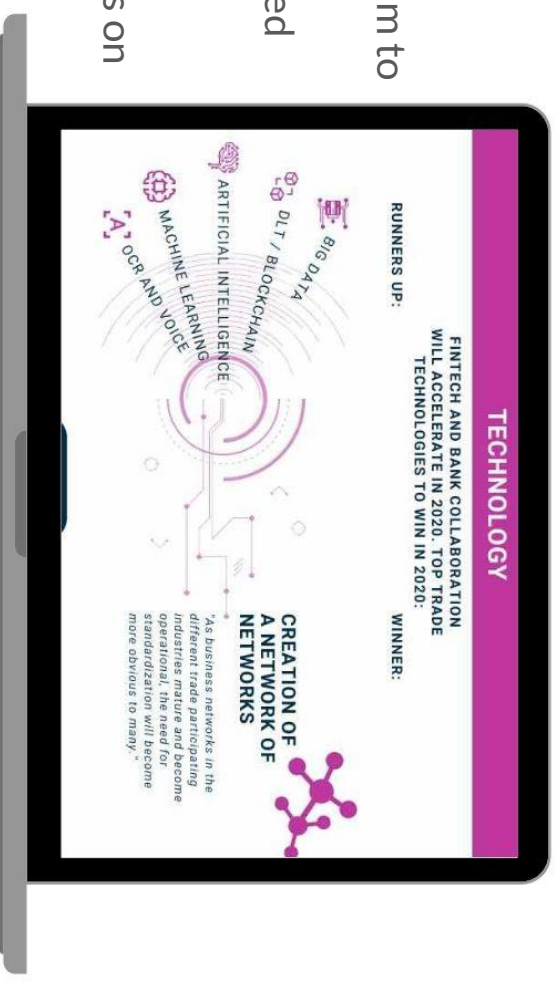
Views of the predictions videos
across YouTube and social
media



Brief

A brand awareness campaign using TFG's Research team to forecast predictions for 2020 in trade, SCF and trade finance. TFG was briefed to create a series of co-branded visuals to disseminate widely to:

- The global trade finance community (with a focus on SCF and APAC)
- FIs and banks
- Other technology vendors
- Trade practitioners
- Legal, risk
- Trade credit insurance





Objectives

- Brand awareness for Finastra
- Campaign to feature experts across Trade, SCF and trade finance
- Creation of a thematic review of trends in 2019, as well as forward looking views for 2020
- Thought leadership and meaningful insights around 2020 trends / predictions, focusing on technology, featuring APAC region / insights more heavily
- Internal staff engagement and awareness of the campaign within Finastra



Methodology

1. Conduct semi-structured qualitative interviews with 20 leaders in trade, insurance, treasury, tech, SCF, DLT including, members of:
 - a. Global industry bodies and associations (ITFA, BAFT, AFTA, FCI)
 - b. Multilaterals (ICC, WTO, IFC)
 - c. Top global banks (Heads of Trade / SCF)
 - d. Key trade finance practitioners
2. Quantitative analysis of key themes of 2019, categorisation of 2020 predictions into categories
3. Creation of 4 articles of content (editorially focused)
4. Building infographics and video animations to syndicate across TFG's channels



2020 TRADE FINANCE PREDICTIONS



SIMON PARIS
FINASTRA



SUKAND RAMACHANDRAN
BCG



VINCO DAVID
BERNE UNION



SEAN EDWARDS
ITFA



CHARLES BRYANT
EESPA



STEVEN BECK
ADB



DAVID BISSCHOF
ICC BANKING COMMISSION



HANS HUBER
COMMERZBANK



JOHN OMOTI
BANK OF CHINA



MICHAEL BICKERS
BCR PUBLISHING



JOEL YON
ELLWOOD-RUSSELL
SIMMONS &
SIMMONS



ANA BOATA
EULER HERMES



DAVID SUTTER
TRADEX /
MARCO POLO



PETER JAMESON
BANK OF AMERICA
MERRILL LYNCH



IAN SAYERS
INTERNATIONAL
TRADE CENTRE



MARILYN BLATTNER-HOYLE
AIG



CECILE ANDRE
LERUSTE
ACCENTURE



ENRICO CAMERINELLI
AITE GROUP



MARK ABRAMS
TRADE FINANCE
GLOBAL

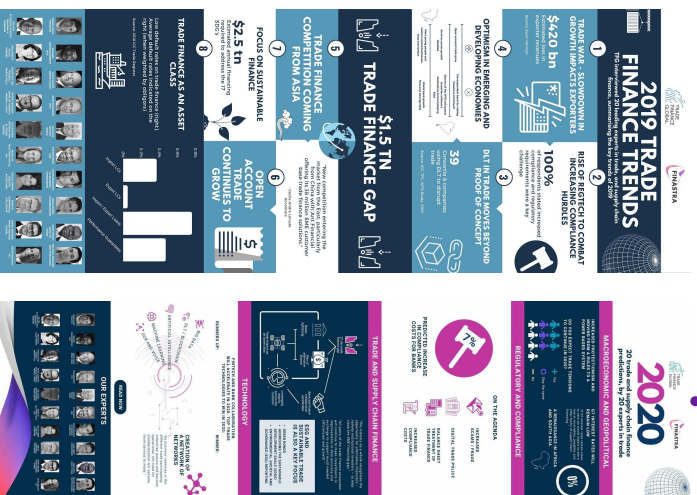


PETER MULROY
FCI



Outputs

2 infographics for 2019 trends & 2020 predictions

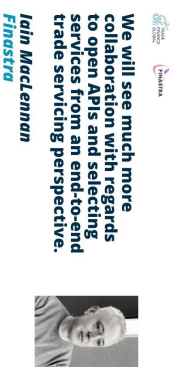


20 interviews conducted, 20 articles publishing the interviews and 4 hero articles summarising

10k browsers push notified, twice

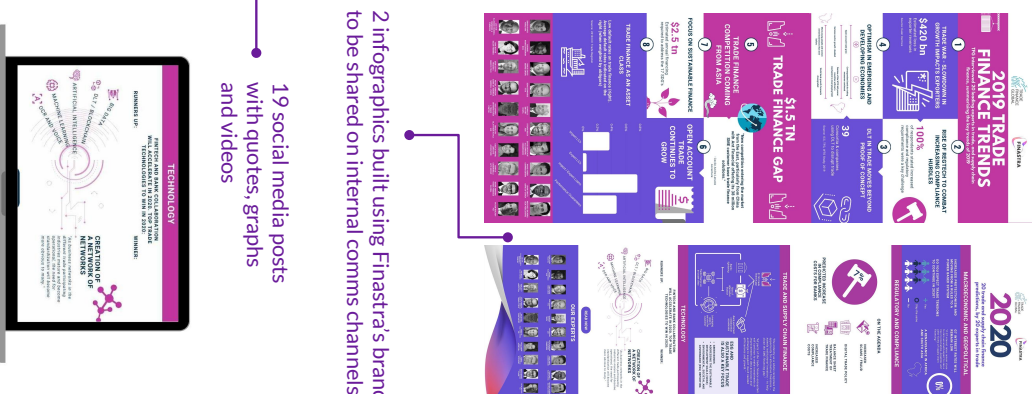


2 solus emails to TFG's database



2 infographics built using Finastra's branding to be shared on internal comms channels

19 social media posts with quotes, graphs and videos





Results

Expected Deliverables	Actual Delivery
One infographic with 2020 predictions approx. 2k impressions	Two infographics: 2019 overview; 2020 predictions approx. 11.6k impressions
One article on tradefinanceglobal.com with approx. 1k views (+ boosted across LinkedIn, Twitter, Facebook, Instagram)	Four articles on tradefinanceglobal.com approx. 4.5k views (+ boosted across LinkedIn, Twitter, Facebook, Instagram)
15 individual interviews featuring the experts	20 individual interviews featuring the experts
Video Animation of Infographic approx. 2k impressions; 1k views	2 Video Animation of Infographic approx. 10k impressions; 2k views
Magazine Inclusion (Trade Finance Talks Q1 Issue) 20k print run, exhibited at Q1/2 2020 conferences	Magazine Inclusion (Trade Finance Talks Q1 Issue) 20k print run, exhibited at Q1/2 2020 conferences
Cross-promotion in any other predictions articles from TFG	Cross-promotion in any other predictions articles from TFG - included 16 additional pieces of content

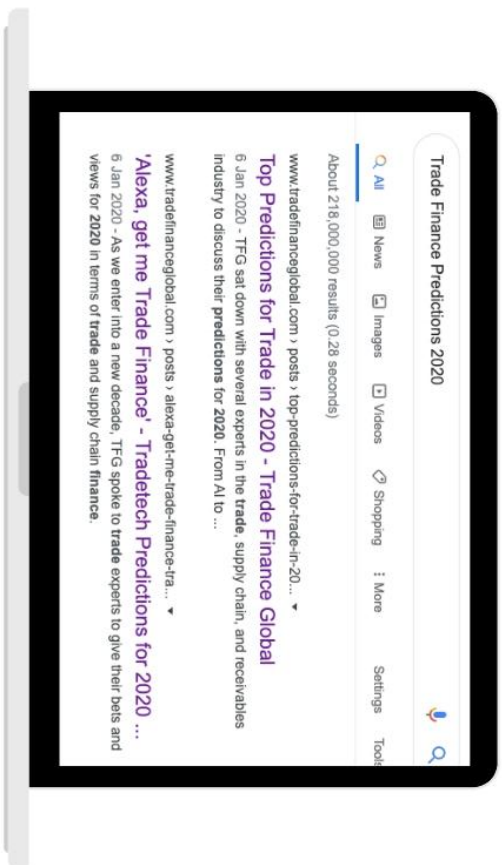


Articles Produced

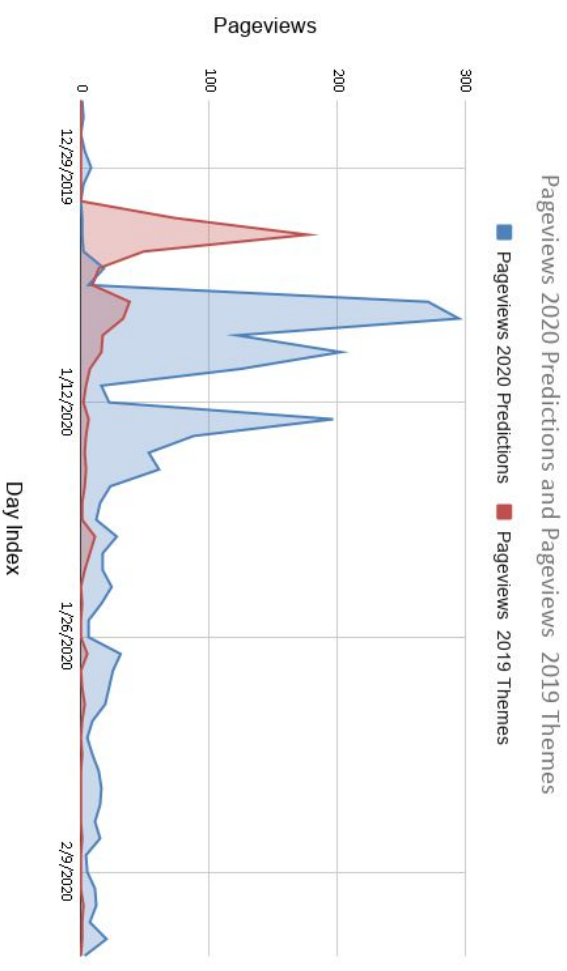
Title		Summary	
1. Top Predictions for Trade in 2020		In this interview, we spoke with Iain MacLennan, Head of Trade & Supply Chain Finance, Finastra; Ana Boata, Head of Macroeconomic Research and Virginie Fauvel, Board Member, Euler Hermes; Michael Bickers, Editorial Director, BCR Publishing; and Steven Beck, Head of Trade and Supply Chain Finance, Asian Development Bank. LINK: https://www.tradefinanceglobal.com/posts/top-predictions-for-trade-in-2020/	
2. 'Alexa, get me Trade Finance' – Tradetech Predictions for 2020		As we enter into a new decade, Finastra and Trade Finance Global spoke to trade experts to give their bets and views for 2020 in terms of trade and supply chain finance. OCR or ML? AI or DLT? Buzzwords and hype or reality? LINK: https://www.tradefinanceglobal.com/posts/alex-get-me-trade-finance-tradetech-predictions-for-2020/	
3. Taking Stock of 2019 – A Round-Up of 8 Themes in Trade Finance		Events such as Brexit, the US-China trade war, political unrest between China and Hong Kong dominated the headlines in 2019, have all had significant implications on global trade. However, it has not all been bad news – with increased levels of cooperation and technological innovation, the outlook for trade/finance moving into 2020 could be promising. LINK: https://www.tradefinanceglobal.com/posts/taking-stock-of-2019-a-round-up-of-8-themes-in-trade-finance/	
4. Key Trade Finance Trends of 2019 – Asking the Experts		Trade Finance Global, in partnership with Finastra, sat down with 6 global experts in trade to get a low down of 2019, the key themes and trends, as well as what's been at the front of mind for practitioners in trade, receivables and supply chain finance. LINK: https://www.tradefinanceglobal.com/posts/key-trade-finance-trends-of-2019-asking-the-experts/	



Website Stats



Top 3 positions on Google



2,500 pageviews

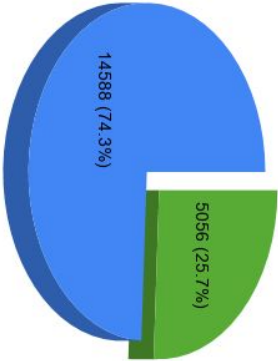
8 min average time on page



Email Stats: Solus Email



Email Data Base: 19 644



● Opened ● Unopened

25.7% open rate

305 Infographics PDF

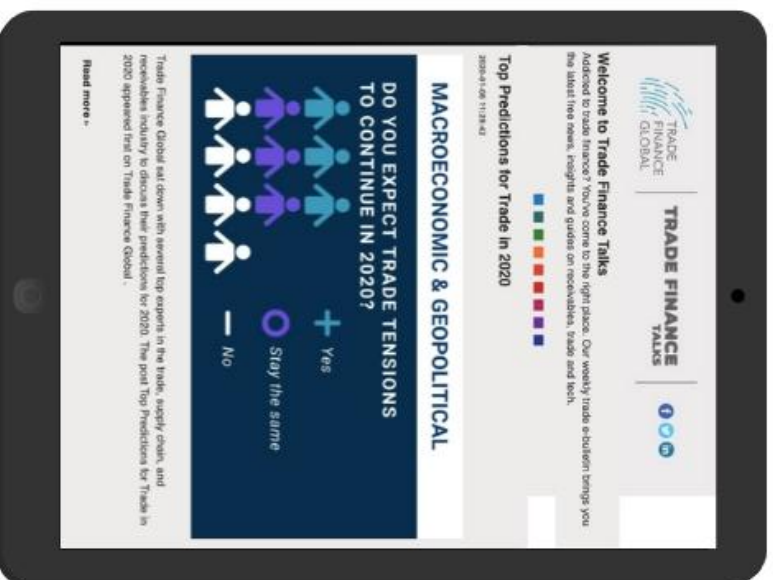
downloads

ALEXA, Get Me Trade Finance Solus Email Campaign:

- ❑ Email database: 19,644
- ❑ Opened emails: 5,056
- ❑ Click through rate: 6.03% (industry average 2%)
- ❑ Infographics PDF downloads: 305



Email Stats: e-Bulletin Stats



The four infographics posts and the 20 expert interviews published on tradefinanceglobal.com, have been included in the Trade Finance Global Weekly e-Bulletin over the period of two months.

Weekly e-Bulletin Stats for the period 01/01/2020 - 14/01/2020

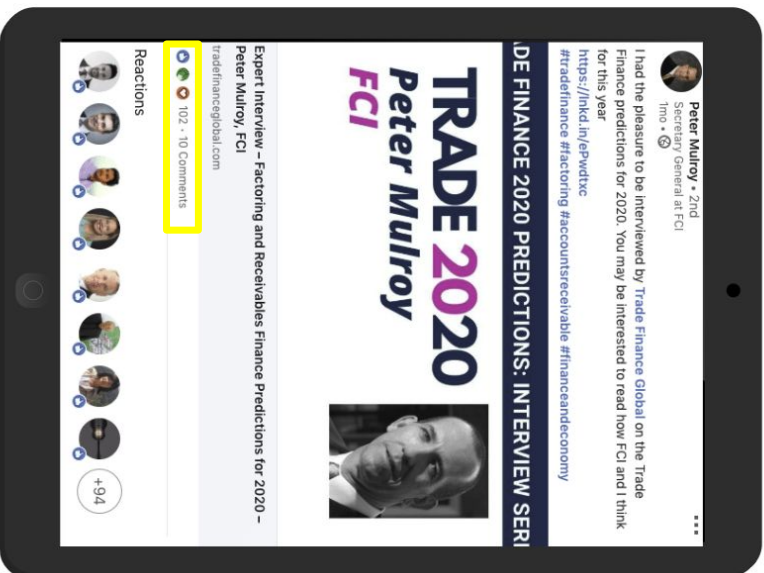
Total sent
77581

Opens
20616

Clicks
3338



Social Stats: LinkedIn



36,200+

LinkedIn Impressions - 2 months

60

Shares

2,800+

Video Views - 2 months

600

Likes

As well as very high impression rates, CTRs and engagement (vs. industry averages), the halo effects of the campaign were unmeasured. Individuals sharing their views across their personal and company social profiles received much more attention and engagement on social media. This is one example of the halo effect of Peter Mulroy sharing his predictions. The halo effect of the campaign is est. 90-120k impressions



Magazine Stats: Trade Finance Talks

- Included as a supplement and feature article in 'Trade Finance Talks' - Q1 2020 Issue
- 10k print run, 10k online reads, 2k postal distribution to Heads of Trade and SCF, Europe
- Conferences distributed at:
 - RFIx, London
 - Excred International, London
 - Innovation & Regulation Summit, London
 - BAFT Mena Forum, Dubai
 - ICC Banking Commission Annual Meeting, Dubai
- Predicted Online Reading: Stats, based on Q3 2019 Issue
 - 5m 47s Av Read Time
 - 26601 impressions*
 - 1485 reads (online)*
 - 25% read through to the final page





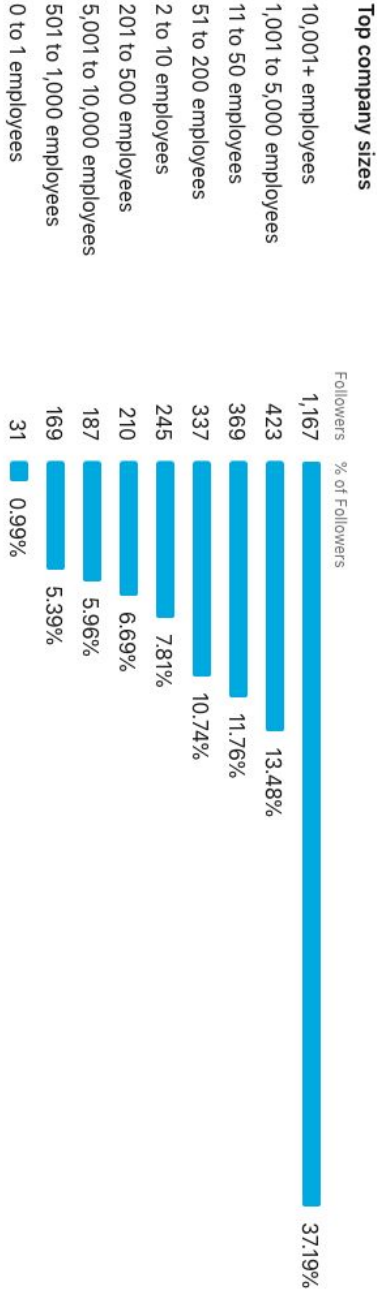
Appendix: TFG Social Media in Numbers



LinkedIn - Demographics of followers

Follower Demographics ⓘ

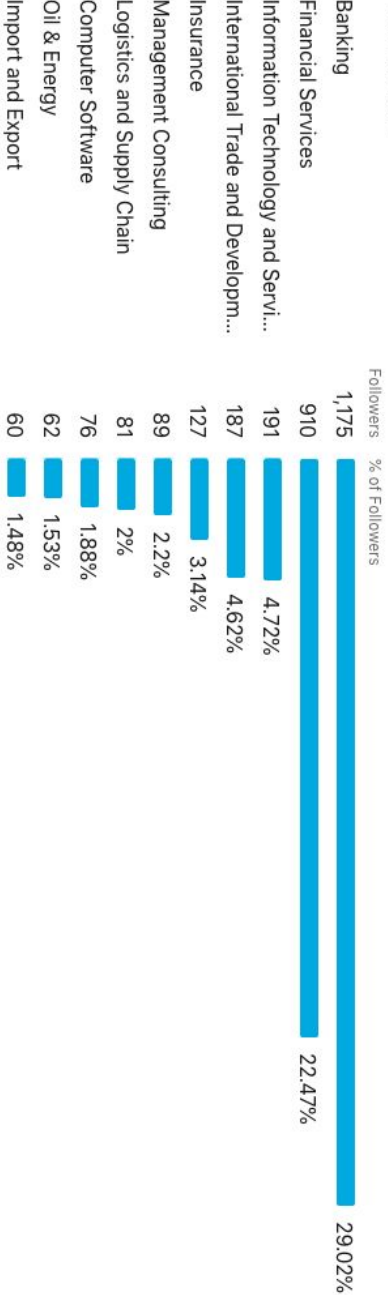
Data for: Company size ▾



Follower Demographics ⓘ

Data for: Industry ▼

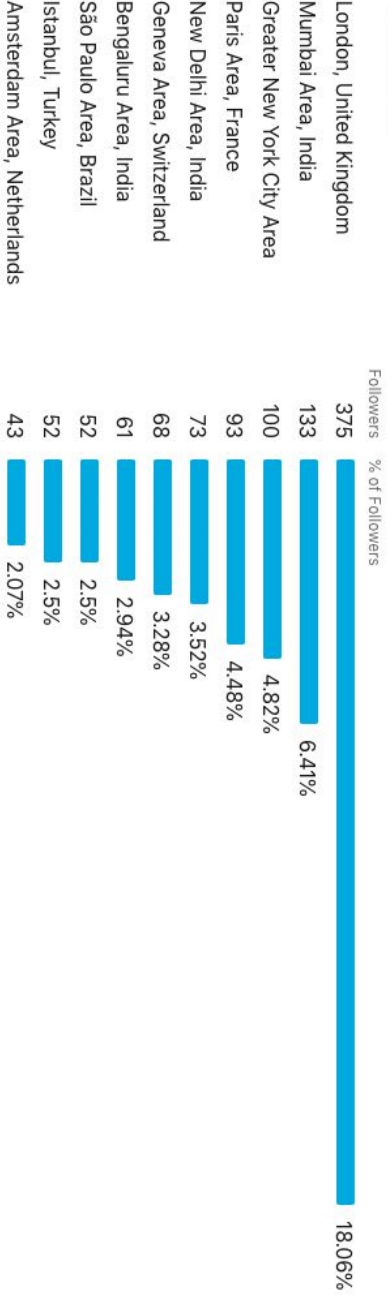
Top industries



Follower Demographics ⓘ

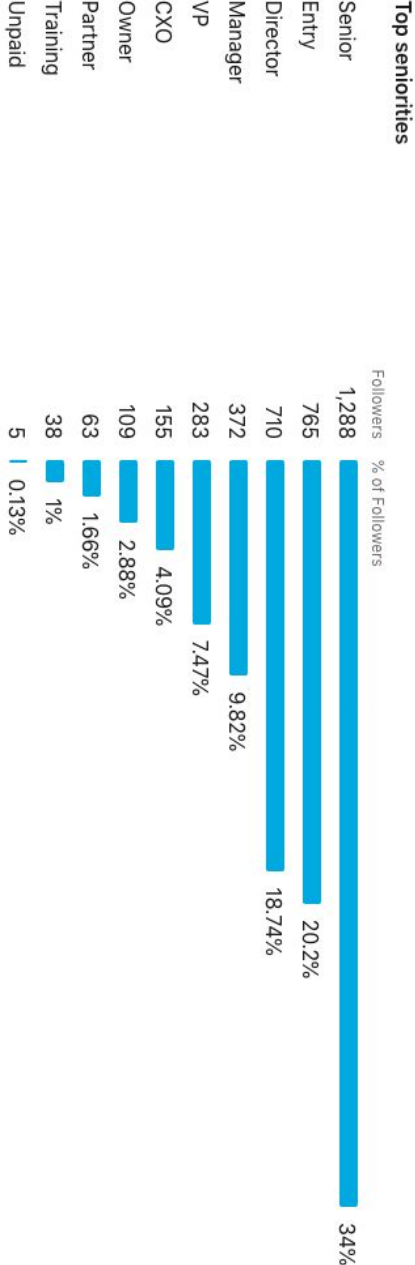
Data for: Location ▼

Top locations



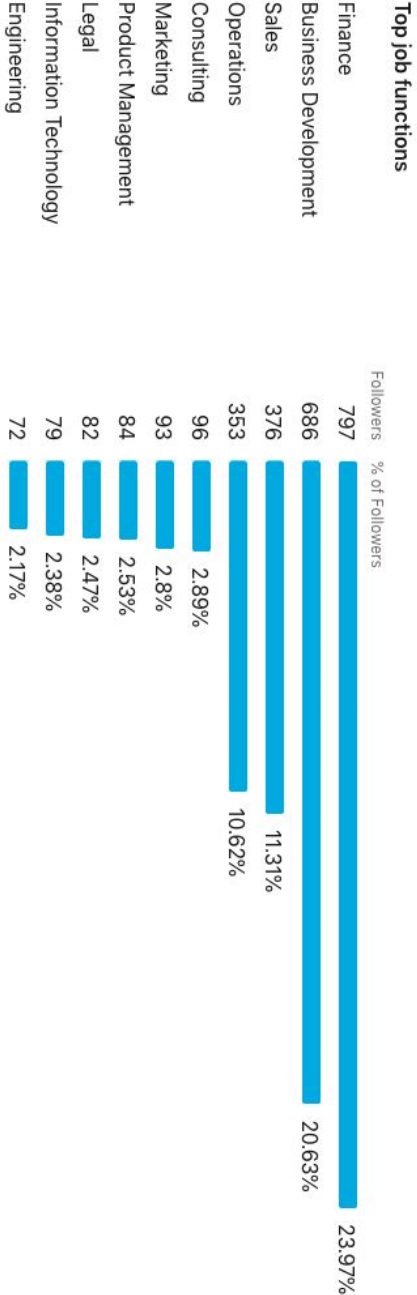
Follower Demographics ⓘ

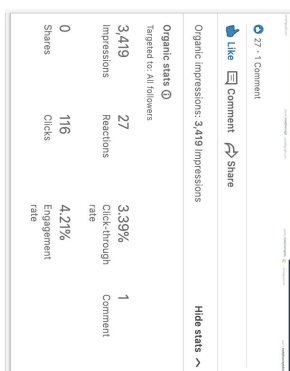
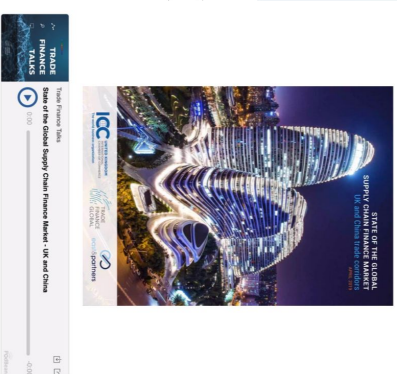
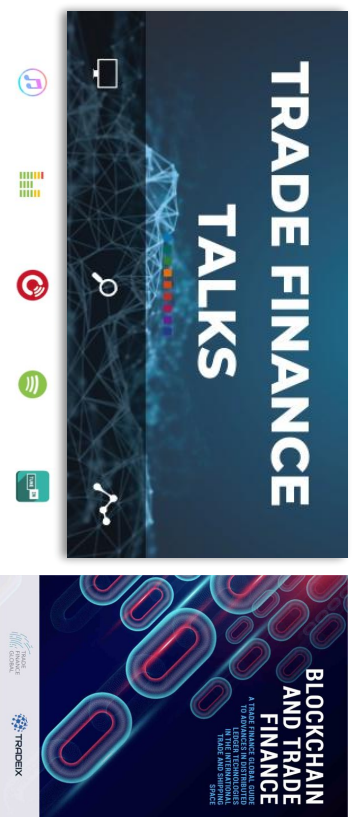
Data for: Seniority ▾



Follower Demographics ⓘ

Data for: Job function ▾







Key Contacts

Trade Finance Global

Telephone

+44 (0) 20 3865 3705 / +44 (0) 7507 398018

Deepesh Patel

Director, Partnerships & Marketing

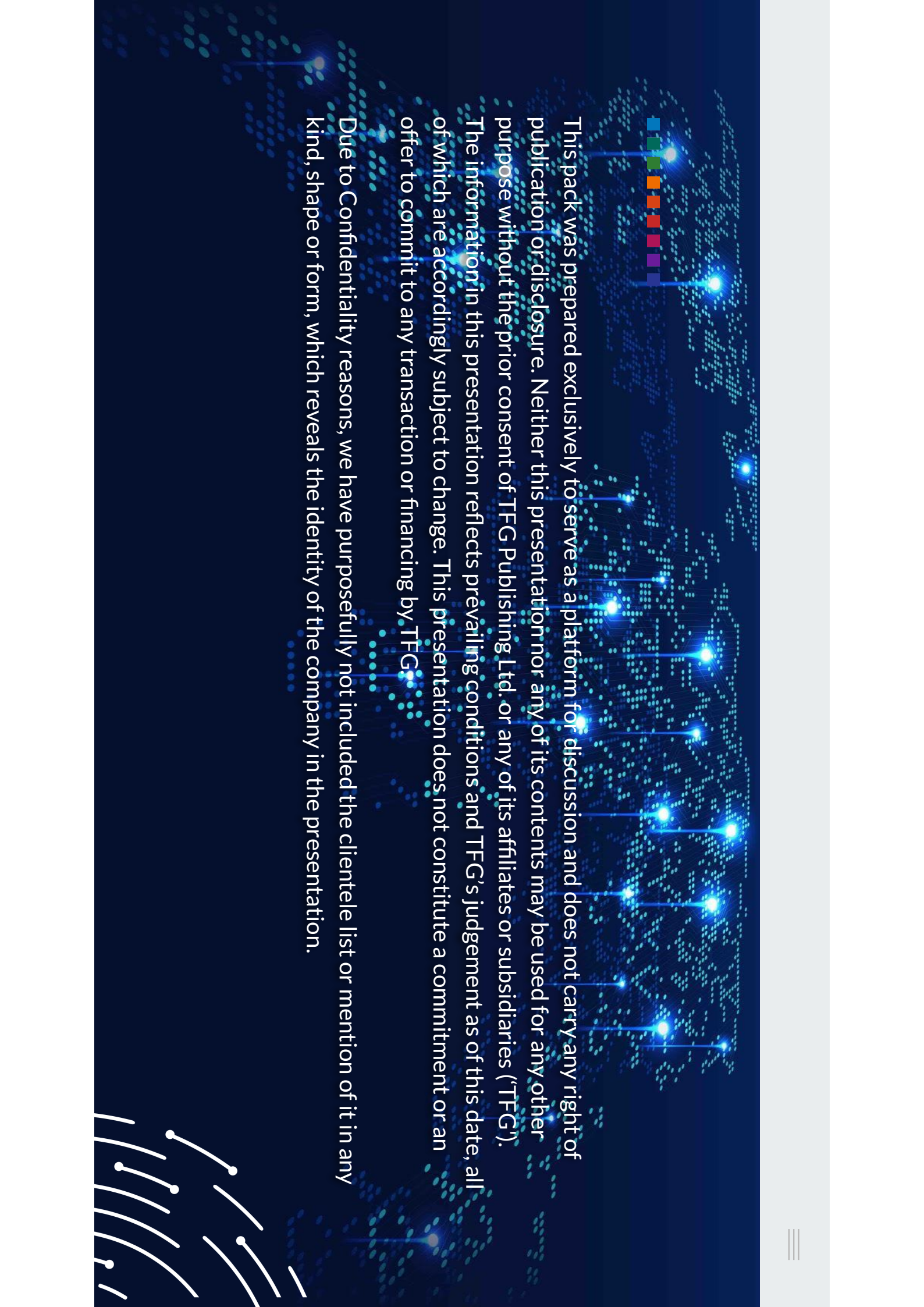
deepesh.patel@tradefinanceglobal.com

Persiana Ignatova

Sales & Marketing Lead

persiana@tradefinanceglobal.com

<https://www.tradefinanceglobal.com>



This pack was prepared exclusively to serve as a platform for discussion and does not carry any right of publication or disclosure. Neither this presentation nor any of its contents may be used for any other purpose without the prior consent of TFG Publishing Ltd. or any of its affiliates or subsidiaries ('TFG').

The information in this presentation reflects prevailing conditions and TFG's judgement as of this date, all of which are accordingly subject to change. This presentation does not constitute a commitment or an offer to commit to any transaction or financing by TFG.

Due to Confidentiality reasons, we have purposefully not included the clientele list or mention of it in any kind, shape or form, which reveals the identity of the company in the presentation.