

THE TRAILBLAZER

The Official Newsletter of Euro Exim Bank



SPOTLIGHT

Blockchain Technology

In the recent years, the news about blockchain has become an inquisitive topic.

Long considered as a technological innovation, blockchain is rapidly advancing, and may soon develop into a reliable financial tool internationally.

One of the more contemporary spheres that blockchain is pursuing is trade finance and global trade.

While a full-scale application of blockchain centred trade finance solutions may still take more time to formulate, it is worth watching the evolutions happening in the space carefully.

Blockchain is projected to create progressive changes in trade finance, and it could influence almost all the businesses that operate cross-border transactions.

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**Prestige Plus
Savings &
Current
Accounts**

OUR NEXT CSR INITIATIVE

Kaushik Punjani Presents a Live Musical Evening of Bollywood Love Songs

With a 25 Member Orchestra;

'Ishq Ishq Ishq'

With Co-Singers; Paresh Virji, Priti Kaur Preet, and Pooja

Music Arrangement by Sunil Jadhav and RG Academy Orchestra

Venue: Logan Hall,
University College

London, 20

Bedford way

London WC1H 0AL

Time: 5.00 pm

(Doors Open @

4.30pm) on 9th

September 2018

For Tickets

Contact:

Kaushik Punjani:

07944986893.

Videorama

(8 Kenton Road)

Tel: 020 8907 0116

For further info:

events@euroeximb

ank.com

Tickets: £75 (VIP),

£40, £25, £20

In aid of

Montgomery

Children's

Foundation

(Reg Charity No

117684)

And

Michael Sobell

Hospice

(Reg Charity No

1079638)

XP
KAUSHIK PUNJANI

KAUSHIK PUNJANI
PRESENTS

09
SEPT 2018
5PM

Ishq
ishq ishq

A LIVE MUSICAL EVENING OF BOLLYWOOD LOVE SONGS,
WITH A 25 PIECE ORCHESTRA

PERFORMED BY KAUSHIK PUNJANI

WITH PRITI KAUR, PARESH VIRJI, POOJA & PREET

MUSIC ARRANGEMENT - SUNIL JADHAV

WITH THE RG ACADEMY ORCHESTRA

COMPÈRE - GAURI SAHA

LOGAN HALL

UNIVERSITY COLLEGE LONDON

20 BEDFORD WAY

LONDON WC1H 0AL

DOORS OPEN: 4.30PM

TICKETS

£75 (VIP), £40, £25, £20

FOR TICKETS

KAUSHIK PUNJANI - 07944986893

EMAIL - EVENTS@EUROEXIMBANK.COM

VIDEORAMA - 020 8907 0116

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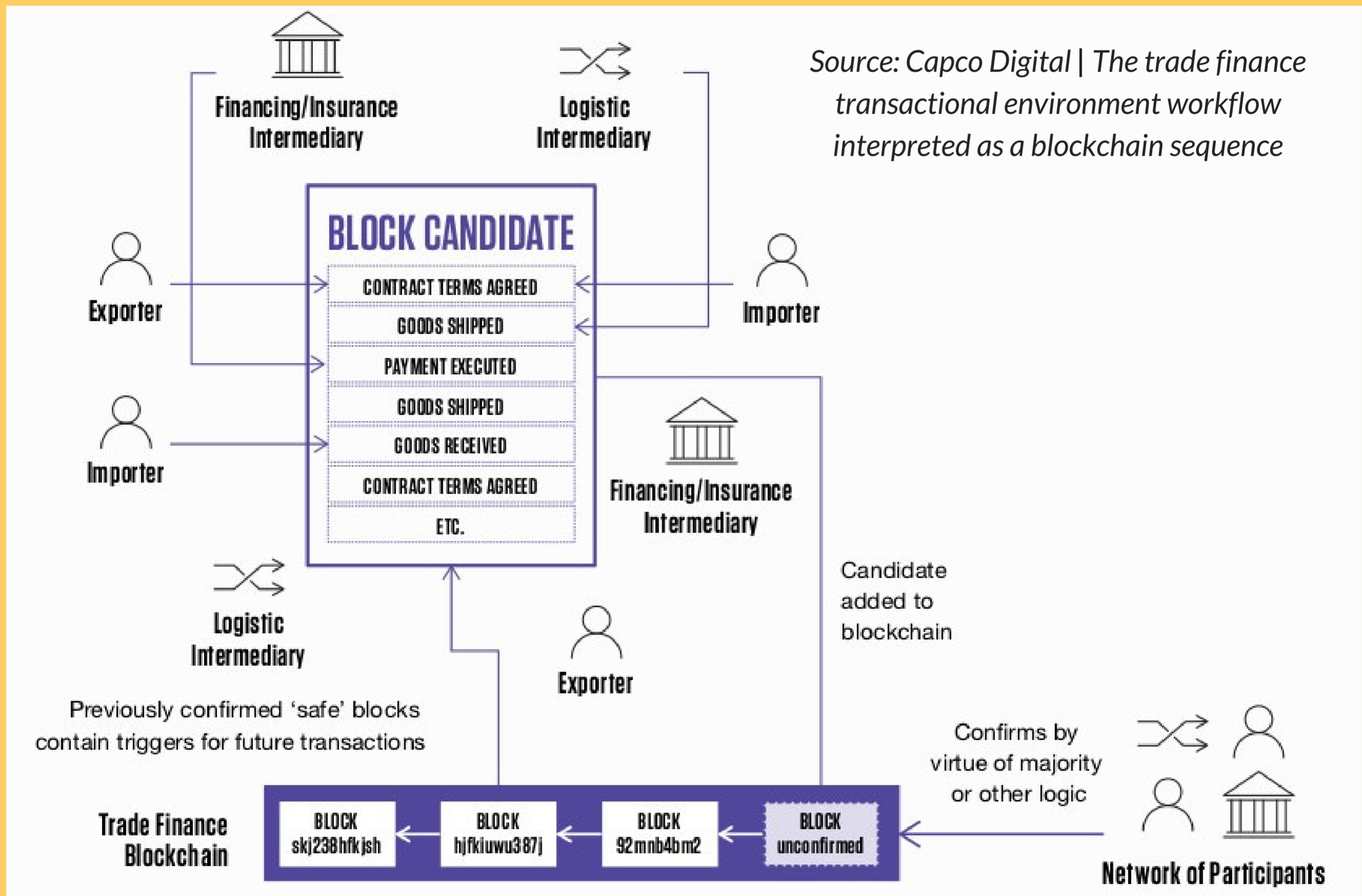
facebook.com/kapunjani

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BLOCKCHAIN IS THE NEXT “INTERNET”

Blockchain, or Distributed Ledger Technology (DLT), the shared record of exchanges that is kept by a system of PCs on the web, is best known as the underlying technology supporting cryptocurrencies. Trade finance still depends on conventional, paper-escalated forms.

Blockchain digitizes these papers, which are then safe-stored, together with every other detail from a product’s progress through its life-cycle, on a shared ledger that is visible to all parties in the supply chain. Blockchain information is not changeable or challengeable, which further reduces the chances of misinterpretation, document or cargo tampering and fraud.



Don Tapscott (CEO of the Tapscott Group) explained “Today, we rely entirely on big intermediaries; middlemen like banks, government, big social media companies, credit companies, and so on to establish trust in our economy, these intermediaries perform all the business and transaction logic of every kind of commerce, from identification and authentication of people through to clearing, settling, and record-keeping... they capture our data, which means we can't monetize or use it to better manage our lives, and our privacy is being undermined... so what if there were not only an Internet of information but an Internet of value. Some kind of vast, global, distributed ledger running on millions of computers and available to everybody, and where every kind of asset from money to music could be stored, moved, transacted, exchanged, and managed, all without powerful intermediaries. That's blockchain in a nutshell”.

Article contribution

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WATCH OUT FOR INTERNET DEFAMATION

Today, there is a sea of information accessible via the internet. Some of them are accurate and dependable while some are misleading and defrauding. We hear, almost daily, about a business that has been the subject of internet defamation, also known as trade libel*.

*(*Libel, in online terms, is defamation written such as on a website. Most internet defamation occurs through libel by posting a web page, comment, bulletin board post, review, rating or blogs. Source- Traverse Legal).*

Internet defamation can occur in the other direction also. This is where you become involved defaming a business unintentionally. For instance, if a malicious or defamatory email about (say) another business/competitor is sent to you and you forward it, you may still be responsible although you are not the originator of that email's content.

Unfortunately, an increasing number of businesses are falling victim to this trap. Businesses who are exposed to untruthful and defamatory statements online or otherwise can incur severe repercussions such as financial losses and lasting harm to confidence, reputation and trust among its community.

We have received several reports about fraudulent websites publishing erroneous information and libelling the corporate image of Euro Exim Bank.

While we prefer to believe that these are orchestrated by mere scammers and not our direct competition, these posts still adversely affect us and our clientele.

Euro Exim Bank is not connected with any of these fraudulent websites, and we urge you to report such encounters to us with immediate effect.

Our official website is www.euroeximbank.com, and other websites displaying similar names are not associated with or represent Euro Exim Bank Ltd. If in doubt, please contact us to report any issues directly on +44 208 207 2868, enabling us to take relevant legal action.

Euro Exim Bank requests our existing and potential clients to refrain from uploading your personal information or follow instructions displayed in such websites.

We also request our employees and specialist agents to watch out for internet defamation/false advertising and report them to the management if detected.



Article contribution

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Corporate Etiquette for Euro Exim Bank's **SPECIALIST AGENTS**

We consider our Specialist Agents as the façade of Euro Exim Bank. You portray us and our corporate values.

While we believe that you understand the significance of your responsibility, the below list explains the best practices you need to follow when interacting with clients and representing Euro Exim Bank.

1. Positive First Impressions

Remember that first impressions count and go a long way. Always dress smartly when meeting clients.

2. Genuineness and professionalism

- Remember to extend welcomes & farewells
- Mind and practice of professional body language
- Know intercultural communication and gestures
- Use civil language and not technical jargons
- Follow good telephone etiquette
- Build a good rapport based on trust from the start

3. Skill and diligence

Learn all about Euro Exim Bank's products and services and our competition. Have a response ready for every possible scenario.

4. Regularly rehearse your pitch and presentation

Offer the client what they require and

refrain from pushing a product or a service that you prefer. In most cases where financial instruments are concerned, the client is aware of his/her requirement and the solution.

5. Prioritize your sales pipeline

6. Communicate

Do not make any cold calls or cold emails on behalf of Euro Exim Bank. This is a breach of General Data Protection Regulation (GDPR) that imposes fines and degradation. Listen well. Lack of communication from their agent can be a massive frustration to clients and can lead to losing clients. Stay in constant contact without causing any inconveniences.

When a meeting is concluded, send a summary of the discussion (in point form) with a note of thanks.

For any concerns or questions, feel free to ask us.

Good Luck!

Check out our previous editions of THE TRAILBLAZER *here*.

Please send your feedback and suggestions to

trailblazer@euroeximbank.com

