

# KEY TRENDS FOR 2002

THE LATEST INSTALMENT OF THE ANNUAL INTERNATIONAL CASH MANAGEMENT SURVEY, UNDERTAKEN BY THE ACT AND JPMORGAN FLEMING ASSET MANAGEMENT IS GOING LIVE IN JUNE, AND READERS ARE ENCOURAGED TO TAKE PART.

This year marks the third time that the Association of Corporate Treasurers (ACT) and JPMorgan Fleming Asset Management have come together to hold the International Cash Management Survey, the unique barometer of trends in the cash liquidity market.

The 2001 results, published in the February edition of *The Treasurer*, provided some invaluable insights in to the current state of the cash management market and how it could develop in the future. Of particular interest in last year's survey were the results on outsourcing and credit. These reflected the difficult market conditions and corporates' heightened awareness of risk. The 2002 survey will build on these findings and, we hope, pinpoint emergent trends in the industry.

**CHANGES.** We have made some changes to the way the survey is presented. An editorial board, made up of leading corporate treasury personnel, members of the ACT and senior JPMorgan executives, was appointed to review last year's questions to see how their quality could be improved. The board came up with many good suggestions and, as a result, we are confident that this year's survey will provide you with even more detailed and relevant information about your industry.

## 'PARTICIPATING ENABLES YOU TO BENCHMARK YOUR VIEWS AND ATTITUDES WITH YOUR PEERS'

**TRACKING KEY TRENDS.** Both the ACT and JPMorgan Fleming Asset Management are very keen to continue to track key trends in the cash management industry. With the International Cash Management Survey now in its fourth year (the third year in partnership with the ACT), we feel that members will be able to gain valuable insight into the trends of the past few years. Participating in the survey puts you in the privileged position of being able to benchmark your views and attitudes to cash management with those of your peers in the industry.

**RESPONSES.** In order to improve the response rate, we have simplified the process for responding via the internet. As with last

year's survey, respondents will be able to review and amend their answers during the session. A bar at the top of the screen will also indicate what percentage of the survey has been completed.

All responses are totally anonymous and cannot be linked to the respondent in any way. We will ask respondents to provide us with some contact details to ensure that they receive results once the survey has been completed. These details will be stored for the duration of the survey only on a separate database from the results, thus assuring that respondents' details and their survey answers cannot be linked. Once the collated findings have been sent out, all contact details will be removed from the database.

**CHARITY DONATION.** In order to encourage responses this year, we will be donating a sum to charity per completed survey. We have picked the International Red Cross and will be donating £5 per fully completed survey.

**COMPLETING THE SURVEY.** So, how can you complete the survey? The survey will be available on the ACT web site at [www.treasurers.org/cashsurvey](http://www.treasurers.org/cashsurvey), you can then complete the survey:

- **Online.** You can review and amend your response at any time before completion.
- **Download and email.** You can download the survey from the site and email it to [nharvey@treasurers.co.uk](mailto:nharvey@treasurers.co.uk).
- **Download and fax or post.** You can download the survey from the site, print it out and complete by hand. Hard copy surveys can be faxed back on 020 7248 2591, for the attention of Nicola Harvey, or posted to: Nicola Harvey, The Association of Corporate Treasurers, Ocean House, 10/12 Little Trinity Lane, London EC4V 2DJ.

The survey should take just 15 minutes to complete and we hope you will be able to find the time to participate in this valuable piece of research.

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If you have any queries relating to any aspect of the International Cash Management Survey, email Mike Henigan at [mhenigan@treasurers.co.uk](mailto:mhenigan@treasurers.co.uk).

A copy of the 2001 survey results is available at [www.treasurers.org/cashsurvey](http://www.treasurers.org/cashsurvey).