



**KATHLEEN HUGHES** INTRODUCES THE 11TH ANNUAL GLOBAL CASH MANAGEMENT SURVEY, WHICH PROVIDES AN INVALUABLE INSIGHT INTO THE CHANGING PRIORITIES AND FUTURE TRENDS OF THE GLOBAL CASH MANAGEMENT INDUSTRY.

**J**PMorgan Asset Management has just launched its latest annual investigation into the workings of the cash management industry, with the Global Cash Management Survey 2009.

The survey, which will again be compiled with the help of the ACT, has been a benchmark for identifying ongoing cash management trends among treasurers since its launch in 1999. The 2009 survey will look at how the industry is developing, the products that treasurers are using, and the performance and service levels now being demanded.

This year we are looking to enhance the findings of the survey to make it even more useful for corporate treasurers in general and survey participants in particular. Those who complete the survey will be given the opportunity to receive an advance copy of the findings as well as a customised report showing results versus industry peer groups. This will be a valuable benchmarking tool available to participants who complete the survey.

The theme of our 2008 survey was rising risk aversion, with survey responses reflecting the wider flight to quality witnessed amid the turmoil in credit markets. This year, we look forward to discovering whether this is still a guiding theme, and to gaining an understanding of how treasurers are responding to the global recession.

The survey's focus on international responses helps to make it a

truly global barometer of cash management trends.

The survey addresses such issues as the products that corporate treasurers use to manage their surplus cash, the criteria used to make cash management decisions, banking relationships, cash and liquidity concentration, the use of external providers, and debt positioning. It also looks to the future, seeking to predict developments in the cash management industry.

This is a unique opportunity to have your say and share your thoughts.

If you would like to participate in the survey and contribute to the useful insights it offers to product providers and treasurers, please go to [www.treasurers.org](http://www.treasurers.org) or [www.jpmlgloballiquidity.com](http://www.jpmlgloballiquidity.com)

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[www.jpmlgloballiquidity.com](http://www.jpmlgloballiquidity.com)

