

Under the microscope

THE 13TH JP MORGAN GLOBAL LIQUIDITY INVESTMENT SURVEY HAS JUST BEEN LAUNCHED TO CONSULT TREASURERS AND CORPORATE CASH MANAGERS AROUND THE WORLD FOR THE LEADING ANNUAL STUDY OF THE GLOBAL TREASURY INDUSTRY.

J P Morgan Asset Management has again launched its Global Liquidity Investment Survey. The survey has been consulting treasurers and corporate cash managers from all around the world since 1999, making it one of the longest-running and most comprehensive surveys of the global treasury industry.

IN CONJUNCTION WITH THE ACT Now in its 13th consecutive year, the survey represents a vital barometer of cash management trends around the world. Thanks to the ongoing valuable help and support of the ACT, the survey reaches a large global audience and includes the opinions of a wide range of treasury departments, from the largest multinationals through to the smaller regional players.

The quality of the survey's data and the length of its track record allow meaningful comparisons to be made and long-term trends identified. The survey also represents a truly global analysis into the cash management industry, providing a vital resource for treasurers to measure themselves against their industry peers around the world.

IN-DEPTH ANALYSIS AND DETAILED INSIGHT This year's survey aims to build on the successful formula of the past 12 years to provide further in-depth analysis of treasury cash management, including a broad overview of the challenges faced by treasurers in today's volatile markets, along with detailed insights into the key drivers of change and innovation in the cash management industry.

The survey will be conducted between mid-July and mid-September, and the full results will be made available in December 2011. All participants in the survey will receive an advance copy of the results report.

MAKE YOUR VOICE HEARD

You can make your voice heard and participate in this year's cash management survey via www.jpmgloballiquidity.com, where you can also review the results of previous surveys. The survey is also available on the ACT website at www.treasurers.org

J.P.Morgan
Asset Management

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