



MORE CORPORATE TREASURERS THAN EVER, FROM ALL PARTS OF THE WORLD AND ALL SIZES OF COMPANY, HAVE REPLIED TO J.P. MORGAN ASSET MANAGEMENT'S ANNUAL GLOBAL CASH MANAGEMENT SURVEY. **KATHLEEN HUGHES** REPORTS.

**T**he 2009 Global Cash Management Survey will be the 11th edition of the survey, which has provided a barometer of corporate cash management trends since 1999. This year's survey, compiled once again with the valuable help of the Association of Corporate Treasurers, looks set to be one of the most comprehensive and informative to date.

A record number of 343 treasurers from all around the world provided feedback for the survey this year, with responses coming from across Europe, the US and Asia, including China. This international response helps to make the survey a truly global indicator of cash management trends.

As always, it strives to capture the views of treasurers from organisations of all sizes, from small-caps to leading multinationals. This year, around one in six respondent companies had a market capitalisation of less than \$500m while 23% were valued at more than \$5bn.

Conducted between July and September 2009, the survey promises to provide an invaluable insight into the cash management strategies and policies of corporate treasurers as their organisations start to emerge from the global banking crisis.

Just as the 2008 survey recorded the start of a general flight to quality, so initial findings for this year's survey suggest that corporate treasurers are now subjecting to unprecedented scrutiny the financial strength of the institutions that they place their company's money in. It will be fascinating to see how this has affected the buying behaviour and preferred approaches to assessing credit quality and managing risk.

The full results of the 2009 survey will be available soon, at [www.jpmgloballiquidity.com](http://www.jpmgloballiquidity.com)

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



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