

International Trade Financial Solutions Newsletter

Issue 1

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Hello, and welcome to what is the first ezine from International Trade Financial Solutions, hereinafter referred to as ITFS.

The plan was to make this a resolution for 2009 and launch early in the New Year, but with so much happening now, I decided it shouldn't wait, so here goes.....

I'm aiming for a mix of current news and snippets of useful information - all centred around doing business overseas, buying or selling, so I hope you find it useful and informative - please let me know your thoughts - good or bad.

If you've had this forwarded to you, why not sign up using the link here?

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Exchange Rates.

With so much trade these days in Dollars and euro, it's easy to forget about what the Pound is doing against some of the others. However, it is the £/US\$ movement that has caught a lot of people out. A few months ago, importers were enjoying a 'weak' dollar, compared to Sterling, making their purchases relatively cheap, whilst exporters were bemoaning the difficulty selling. Now, the roles are reversed, and how. Looking at the extremes seen over the past 10 months or so, there's been a 26% change in the rate. If you're buying in US\$, that's a huge figure which, if you haven't done anything about it, could come straight out of your profits.

Whilst no one has a crystal ball [if I had, I wouldn't be here], at ITFS we can help you understand what steps you may be able to take to reduce the impact on your business on some of these rate changes, so why not give us a call and see if we can help?

Why International Trade Financial Solutions?

I know, it's a bit of a mouthful, isn't it? But there is some reasoning. Firstly, the

name does summarize what we do - we look for ways to help businesses trade overseas successfully, from a financial [money/profit/low cost] viewpoint. So, to borrow someone else's strapline - 'we do what we say on the tin'. OK, so why not ITFS for a website? Google it, and you'll find out why! In this first newsletter, I'd just like to make it clear that we have no association whatsoever with:

- Instructional Television Fixed Services
- Irish Tropical Fish Society
- International Toll Free Service
- and various others, who all seem to hog the first few pages of Google.

However, that doesn't stop me from referring to the business as ITFS!

Can You Save Money on Your Overseas Payments?

Many businesses think that they have to use their main bank to transact overseas payments. Whilst this undoubtedly has benefits, there can also be drawbacks, especially in terms of the costs that they levy. In these days when we're all looking to reduce overheads, have you looked into what else there may be out there? With our in depth knowledge of what may be possible, we can review and possibly save you a significant amount of money on all of your future payments, including monies coming in from your sales. So, give us a call, and see if we can make the difference.

If you know of any other business to whom this ezine may be of interest, why don't you forward it on to them and encourage them to sign up for future issues?

The next issue will be out just in time for Christmas - useful for wrapping up that pair of socks to Uncle Bert. You can't say ITFS isn't versatile.