MENA Companies Require Diverse Roster of Bank Providers to Support Growth

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Executive Summary:

Local banks in the MENA region are expanding and upgrading their products and services.

Companies in the region should be reaching out to these local providers as a source of “high-touch” coverage and local expertise that can serve as an important complement to the broad capabilities of global banks.

The top three bank products and services used by the large MENA companies in a recent study are domestic cash management, trade finance and foreign exchange.

Greenwich Associates expects to see an increase in demand for all three of these products in coming years.

Methodology:

From May to August of 2014, Greenwich Associates conducted a total of 311 interviews with corporates and 12 interviews with financial institutions across five programs—Large Corporate Banking, Middle Market Banking, SME Coverage, Trade Finance, and Global Markets. Subjects covered included product demand, quality of coverage and capabilities in specific product areas.

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