

🏠 > Busine... > Busine... > Finance

## Meet the business buoyed by Brexit

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director Adam Musikant, to provide smaller organisations with the same reliable and high-quality foreign exchange services enjoyed by the big financial institutions.

Its clients today include PLCs, retailers, hedge funds, law firms, universities and asset managers, and its founders say their extensive financial industry experience and the company's access to the inter-bank market means it can offer exchange rates that clients would not otherwise be able to access.

“Brexit has thrown an extra curveball to our clients because there is no certainty that they will be able to continue with ‘business as usual’ even if they wanted to,” says Ketterman. “Brexit is an example of a variable that’s out of their control and which needs to be thought through and managed effectively.”

## Clear advice on FX decisions

Ketterman, who began his career in the City trading equity derivatives, says there remains considerable confusion around FX and how companies of all sizes can save money and be protected from economical and political risks overseas.

“Hedging risk, for example, is a cash flow exercise that has to be managed carefully. It can be a difficult question whether to hedge or not, so we act as a hand-holding consultant in a sector where we know it can be very hard to build trust.”

Whatever happens regarding the UK's exit from the European Union, global trade will continue. Brexit is not such an issue for clients keen to boost their business in Asia and the US, for example.

“Wherever companies want to trade in the world, they need to develop common-sense strategies and have a controlled and measured approach to foreign exchange,” says Ketterman. “This is the best way to confidently expand into new markets or increase supply in certain regions.”

One of Hamilton Court FX's strengths has always been its ability to engineer new trading ideas that help clients manage their margins overseas. This is critical in an international business environment that is becoming increasingly commoditised and competitive, says Ketterman.

“We can access various counterparties in the marketplace and obtain optimal pricing. The products we trade are treated as assets under management and we pride ourselves on offering a personalised service. This includes providing regular updates on market and product behaviour, for instance.”

The company is now fully independent and it only enters the market when its clients need to trade.

It has built a strong reputation for being innovative and agile at a time when the FX market itself is becoming more cut-throat. For example, when it comes to Spot Trades it tries to settle a deal on the same day it is struck rather than waiting two days from when a contract has been agreed. This provides clients with additional time to take advantage of positive moves in the market.

The company also offers swap transactions to manage FX liquidity. Clients can swap one currency for another and change back again without the risk of adverse market movements costing them money on the return leg of the transaction.

## Helping SMEs trade currency

Ketterman says its consultative style is increasingly being welcomed by small and medium sized enterprises (SMEs) that want to trade more regularly overseas and would also prefer a more risk-based approach to handling their foreign exchange needs.

“I know from my own experience when we were growing as a business that you tend to keep working with the people who help you when you are small. We want to have long-term relationships with clients in different sectors as they grow their global trade.”

Hamilton Court FX is itself a successful SME, and now employs more than 30 people, supported by a successful graduate recruitment programme.

It is opening offices across Europe, including in the Netherlands and in Italy, and its strategy for finding the talent it needs in such a competitive recruitment market has been to create a non-corporate working culture.

“Many firms are very KPI-driven and robotic, so we wanted to build an environment where people can flourish and do not feel micro-managed. Our clients benefit from this ethos too,” says Keterman.



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