

## Sinotrust Held Seminars on Whole-process Credit Risk Management

Beijing, November 25, 2011----Sinotrust held a series of seminars themed Whole-process Credit Risk Management under an Inflationary Economy 2011 in Beijing, Shanghai and Guangzhou respectively, which were observed by executives and experts from venture capital, credit control and financial sectors in Beijing, Shanghai, Guangzhou, Shenzhen and Hong Kong.

In light of complicated economic situation and inherent characteristics of credit management in China, Sinotrust meticulously designed the seminars to help reducing credit risk, weathering economic booms and busts and maintaining innovation vigor and healthiness of companies. The seminars proffered insights on whole-process credit management against the backdrop of rising inflation and also created an opportunity to converge and exchange new thoughts and ideas in this area. Fu Junsheng, Consultant Director of Sinotrust Credit Risk Consulting Services, gave a keynote speech entitled Whole-process Credit Management under an Inflationary Economy on the seminars.



Fu gave a keynote speech entitled Whole-process Credit Management under an Inflationary Economy.

Fu pointed out that the rapidly rising and spreading inflation in China urgently requires the establishment of scientifically sound credit management mechanism and better-functioning credit management units to make up for deficiencies in traditional administration system and ill-considered receivable management. Credit management involves every aspect of and link in business operations

of a company and therefore calls for a comprehensive and systematic approach where prevention is the key and continuous monitoring is needed during the whole transaction process. Credit management is not intended to rein in sales but, on the contrary, to promote sales on a secured basis.

The Customer Credit Assessment Model, which has been built by Sinotrust with a combination of sufficient customer data and powerful mathematical methods as well as professional experiences and considerations, can effectively diagnose credit risk of customers, advise on rating and classifying a customer by credit and furnish up credit policies more specifically and accurately. Based on its sophisticated credit management techniques and years' experiences in credit management consulting and modeling, Sinotrust also pioneered in launching ABI credit assessment model in China to address current credit market in China and unique characteristics of domestic companies.

As a leading supplier of credit services and solutions in China, Sinotrust has always dedicated itself to the construction and development of social credit system in China. Sinotrust will continue to hold Whole-process Credit Risk Management Seminar in future and share the latest ideas and technologies on credit risk management, in hopes that our efforts can help you avoid credit risks better and promote your stable and healthy development.

To sign up or know more information about products and services, please contact:

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### **About the Speaker**

Fu Junsheng, Consultant Director of Sinotrust Credit Risk Consulting Services, specializes in the design and implementation of risk management strategies and information system strategies. From his previous career in Fortune top 500 financial and IT firms, Fu has acquired experiences in internal and external risk management and actively participated in risk management and consulting related to finance, information technology, engineering machinery and household electrical appliance industries for more than 10 years. As an expert in diagnosing, optimizing and restructuring corporate development strategies, risk management strategies and business flows, Fu has been extolled for his sound judgment and advices on credit risk assessment and management of China Construction Bank, Agricultural Bank of China, Shenzhen Development Bank, China Minsheng Bank, Standard Chartered Bank and risk management strategies of PetroChina, ZoomLion, Weichai Power and Liugong Machinery and also helped to train risk managers of PICC, Midea Group, Sumitomo Corporation, etc.

### **About Sinotrust Business Information & Consulting Services**

Sinotrust is a leading supplier of business information & consulting services. We provide company

credit reports, database products, industry information and database technology services, and help you make informed decisions in credit management, marketing and sales development, industry analysis and competitor monitoring.

### **About Sinotrust**

Sinotrust is a leading supplier of marketing solutions and credit solutions in China. We collect, analyze and manage information about markets, consumers and businesses to provide marketing research, business information, consulting and database marketing services through integration of information, services and technology. Our products and services help you make better marketing and credit decisions and develop profitable customer relationships.

We employ about 600 people in our offices in Beijing, Shanghai and Guangzhou, supporting organization clients from automotive, financial services, insurance, retail, telecommunications, IT, manufacturing, consumer products and trade sectors. Over 80% of the Fortune 500 companies operating in China are using different products and services of ours.

At the beginning of 2007, Experian, the leading global information services company, made a strategic investment in Sinotrust with both capital and know-how. The investment keeps on improving our service capabilities.

Website: [www.sinotrust.cn](http://www.sinotrust.cn)