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Transaction Banking Surveys Methodology Updates

Applies to: 2025 Trade Finance Survey

Last Updated: August 2024

World's Most Comprehensive Transaction Banking Benchmark: Euromoney Trade Finance 2025 Survey

Market Leader and Best Service categories are combined now into
Best Trade Finance Provider

- More categories for **Global** and **Regional** rankings
- Expanded quality score scale from 1 – 5 to **1 – 10**
- **Number of votes still count**, but are now used as **qualifiers** rather than directly impacting rankings
- Subsidiary votes are allowed, with domestic votes counting **0.5x** for regional rankings, and regional votes counting **0.5x** for global rankings
- To qualify, a provider must receive votes from at least **2 countries** for a regional ranking and at least **2 regions** for a global ranking

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Trade Finance Survey in Numbers:

140+

Global, Regional and Country
Award Opportunities

13,000+

Respondents

95+

Countries

5.2M+

Website unique page views

2025 Trade Finance Detailed Methodology

Best Trade Finance Bank

Offered at Country, Regional, and Global level

Data source:

- Each respondent is asked to award their Top 5 providers a score from 1 to 10 across a series of drivers
- Respondents declare if their role cover domestic, regional, or global activities

Methodology:

- Across all the drivers an average is calculated per provider per respondent
- Weights are applied based on company turnover, with larger companies having a higher weight
- If a company has multiple respondents, an average per company per provider will be taken into consideration for the ranking calculations
- Domestic votes have a **0.5x weight** towards regional rankings
- Regional votes have a **0.5x weight** towards global rankings

Minimum Threshold:

- For a bank to qualify for the ranking it needs a **min. of 5% of total votes** in the relevant geographic segmentation
- For a bank to qualify for a regional award, it needs to have: (a) a significant number of regional votes (generally 5%) in the corresponding region coming from at least 2 countries in that geography OR (b) to be ranked in at least 2 countries for domestic activities
- For a bank to qualify for a global award, it needs to votes from at least 2 regions
- For countries / regions with sampling challenges, the minimum threshold might be adjusted, case by case

Additional Awards:

- Best Trade Finance Bank for Large Corporates and Middle Market. Offered at Global level
- Best Bank for Trade Finance Product Offering. Offered at Regional level
 - Note: product-level awards might be considered if significant sample size
- Best Bank for Trade Finance Technology. Offered at Regional and Global level
- Best Bank for Trade Finance Service. Offered at Regional and Global level
- Best Bank for Trade Finance Client Executives. Offered at Regional and Global level
 - Note: country-level awards might be considered for the above drivers if significant sample size

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Opportunities to Win an Award at Global Level

84

Opportunities to Win an Award at Regional Level

57

Opportunities to Win an Award at Country Level

2025 Trade Finance: List of Awards

Global Awards:

- World's Best Trade Finance Bank
- World's Best Trade Finance Bank for Large Corporates
- World's Best Trade Finance Bank for Middle Market Corporates
- World's Best Bank for Trade Finance Products
- World's Best Bank for Trade Finance Technology
- World's Best Trade Finance Bank for Client Service

Regional Awards:

- [Region]'s Best Trade Finance Bank
- [Region]'s Best Bank for Trade Finance Products
- [Region]'s Best Bank for Trade Finance Technology
- [Region]'s Best Bank for Trade Finance Client Service
- [Region]'s Best Bank for [Product]

Regions: Africa, Asia Pacific, Central and Eastern Europe, Latin America, Middle East, North America, Western Europe. Products: Letters of Credit / Guarantees, Documentary Collections, Working Capital Solutions, Trade Loans and Structured Trade, ESG Solutions, Foreign Exchange Services, Islamic Trade Finance Products, Advisory Services

Country / Territory Awards:

- Best Trade Finance Bank

Countries / Territories: Algeria; Argentina; Armenia; Australia; Austria; Bahrain; Bangladesh; Belgium; Bosnia and Herzegovina; Brazil; Bulgaria; China; Croatia; Czech Republic; Egypt; France; Georgia; Germany; Greece; Hong Kong SAR; Hungary; India; Indonesia; Italy; Japan; Kazakhstan; Kuwait; Malaysia; Malt; Mauritius; Mexico; Morocco; Netherlands; New Zealand; Pakistan; Paraguay; Philippines; Poland; Portugal; Qatar; Romania; Saudi Arabia; Serbia; Singapore; Slovakia; South Korea; Spain; Sri Lanka; Switzerland; Taiwan; Thailand; Turkey; United Arab Emirates; United Kingdom; United States of America; Uruguay; Vietnam

5 Misconceptions about the Study



Votes Influence Rankings

Final ranking are independent from votes

In the new methodology, votes qualify providers but do not directly influence the final rankings.



Big Banks Always Win

Level playing field

Both parent companies and subsidiaries can vote. Any provider can win a domestic award, but regional and global awards require votes from multiple countries / regions.



Votes Don't Count Anymore

Votes are now used as qualifiers

Votes are crucial as they determine eligibility for an award category. Providers need to secure at least 5% of the total votes in a category to be considered.



Big Budgets Required

Participation is Free

You don't need a large marketing budget to participate. Simply share the participation link with your chosen clients.



Euromoney Only Offers Awards

Data Beyond Awards

The data from the Trade Finance survey is used not only for awards but also for rankings, reports, and bank-specific benchmarking.

2024 Trade Finance Detailed Methodology

Market Leader

Offered at Country, Regional, and Global level

Data source:

- Each respondent is asked to rank its Top 5 providers in order of importance
- Respondents declare if their role cover domestic, regional, or global activities

Methodology:

- In order of importance providers are assigned a score from 5 to 1: 1st provider gets a score of 5, while 5th provider gets a score of 1
- Weights are applied based on company turnover, with larger companies having a higher weight
- All domestic votes count for the regional rankings and all regional votes count for global ranking

Minimum Threshold: For a bank to qualify for the ranking it needs a min. of 10 votes. Countries with low sample size were reviewed case by case

Best Service

Offered at Country, Regional, and Global level

Data source:

- Each respondent is asked to prioritise a series of drivers from 1 to 5 (very unimportant to very important) and to award their Top 5 providers a score from 1 to 5 (very poor to very good) across a series of drivers
- Respondents declare if their role cover domestic, regional, or global activities

Methodology:

- Across all drivers, rankings were calculated by subtracting the %of ratings of 1 and 2 from the %of ratings of 4 and 5
- Weights are applied based on company turnover, with larger companies having a higher weight
- All domestic votes count for the regional rankings and all regional votes count for global ranking

Minimum Threshold: For a bank to qualify for the ranking it needs a min. of 10 votes. Countries with low sample size were reviewed case by case

Note: one-off rankings at Regional and Country level only with Domestic players were published.

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Opportunities to Win an Award at Global Level

14

Opportunities to Win an Award at Regional Level

114

Opportunities to Win an Award at Country Level

2024 Trade Finance: List of Awards

Global Awards:

- Market Leader
- Best Service

Regional Awards:

- Market Leader
- Best Service

Regions: Africa, Asia Pacific, Central and Eastern Europe, Latin America, Middle East, North America, Western Europe

Country / Territory Awards:

- Market Leader
- Best Service

Countries / Territories: Algeria; Argentina; Armenia; Australia; Austria; Bahrain; Bangladesh; Belgium; Bosnia and Herzegovina; Brazil; Bulgaria; China; Croatia; Czech Republic; Egypt; France; Georgia; Germany; Greece; Hong Kong SAR; Hungary; India; Indonesia; Italy; Japan; Kazakhstan; Kuwait; Malaysia; Malt; Mauritius; Mexico; Morocco; Netherlands; New Zealand; Pakistan; Paraguay; Philippines; Poland; Portugal; Qatar; Romania; Saudi Arabia; Serbia; Singapore; Slovakia; South Korea; Spain; Sri Lanka; Switzerland; Taiwan; Thailand; Turkey; United Arab Emirates; United Kingdom; United States of America; Uruguay; Vietnam

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