

Title : Habib Bank AG Zurich launches HBZtrade
Source : www.strategy.com
Dated : April 7, 2005



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Habib Bank AG Zurich launches their newest service for investors who demand professional financial advice and benefit from 24/7 on-line trading, HBZtrade. HBZtrade is the region's first online trading service for US capital markets offer by any bank in the region.

Mr Reza Habib, Joint President, Habib Bank AG Zurich said, "The UAE's dynamic residents have been asking us to provide online trading for their international investments. As DIFC and other regional developments draw an increasingly financially secure and savvy workforce, so HBZ develops financial services to meet their needs."

HBZtrade is a combination of two things, investment management (private banking advice for individuals/groups) and a 24/7 automated portfolio management online trading system that is accessible to all clients via the Internet or mobile (3G and GPRS) phone.

Habib Bank AG Zurich has been looking after clients' funds since 1841. Today HBZ investment management manages assets from clients all over the world.

While HBZ has offered investment management for many years, the bank is pleased to announce HBZtrade which incorporates a highly sophisticated e-Brokerage system.

HBZtrade enables investors to enter their order once online and manage all phases of the Order Life Cycle. HBZtrade is a fully integrated solution providing Straight Through Processing for orders for the US capital markets. It is a perfect tool for investors who need to react quickly to market fluctuations. It enables investors to cope with market changes and react to them to their advantage.

Customers benefit from order, portfolio and investment account management in a simplified form without any complex procedures. HBZtrade provides information at a keystroke using unique HBZcram technology for a secure Internet access to provide immediate data on the status of the investor's portfolio, open and executed orders, and detailed performance statements. It provides portfolio performance reports over any period of time and investment performance can be measured at every step.

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