

SGV clinches deal to market training tool to finance houses

■ *The Nation*

SGV ASSOCIATES LTD has forged a partnership with San Diego-based Kesdee Inc to market Kesdee's e-Learning software to finance professionals in Thailand and neighbouring countries.

Kesdee develops interactive e-learning programs for the financial services industry.

SGV Associates limited is a Thai promotional and training company.

The companies said the financial services industry tends to be training intensive because of financial volatility, new product innovations, globalisation, technology and regulatory initiatives.

They added that the industry also needed new teaching methods to upgrade the skills of existing staff, train new employees, cross training, certification, and accreditation.

They said e-Learning was an effective way of addressing these areas.

The companies will offer software-based training programs for managing balance sheets, market risk, credit risk, operational risk, regulations and compliance, derivatives, insurance and corporate treasuries, and global financial markets.

"The coming together of SGV Associates and Kesdee Inc ushers in an opportunity for all finance professionals in Thailand and neighbouring countries to enhance their knowledge and skills through the use of cutting-edge e-learning technology," said Nickane Sucharitaves, managing director of SGV Associates.

"Coming on the heels of a recently concluded agreement to bring unique solutions for delivering value-added services to mobile-phone carriers, this newly formed strategic alliance moves us another step towards accomplishing our mission of providing the market place with solutions that generate value."