

Internet Operation of Trendsetter Financial Markets Ltd.

AceTrader



An Interview with W. Leung , Chief Market Analyst - Trendsetter Financial Markets Ltd.

1. What is your name and position in the company?

My name is Wilson Leung, I am the Chief Market Analyst and Managing Director of Trendsetter Financial Services Ltd.

2. What is your professional background?

After completing my university degree in Edinburgh, Scotland in 1980, I worked for several multi-national corporations before starting my career in the financial market in 1983 with Donaldson, Lufkin and Jenrette Futures Inc. (DLJ Futures) in London where I worked in the bullion desk. Later, I moved into forex trading with Midland Bank Group Treasury before returning to Hong Kong (my birth place) in 1985 as dealer. In 1987, I joined a newly formed French Merchant Bank called B.A.I.I. (Asia) Ltd. until 1988, my last position there was Treasurer of the bank. I then moved to my present job at Trendsetter and became co-owner of the company in 1994 and the sole owner of Trendsetter since 2002. Trendsetter has been providing real-time market analyses and trading recommendations to banking users on Reuters platforms since January 1989 and is now in its 20th year on Thomson Reuters, our professional service is also available on Bloomberg platforms and banking clients can access our internet site on www.trendsetterfx.com, www.AceTraderfx.com is our internet product for the mass market. In addition to my capacity as chief market analyst at Trendsetter, I have conducted over 120 'technical analysis' seminars organised by Reuters to bank dealers in Asia-Pacific, Middle East and Continental Europe.

3. Could you please describe the service your company offers for the Forex market?

Trendsetter covers 19 currency pairs, 2 U.S. financial futures instruments and spot gold & silver to banking clients in over 60 countries whilst AceTrader is the internet operation for the mass market, we provide real-time 24 hours forex market analyses (from clear and concise commentaries to detailed daily technical outlook on usd/jpy, eur/usd, usd/chf and gbp/usd plus running forex market news) and trading signals covering 4 different time frames : intra-day (aim to make 30-50 points profit), daily (100-150 points profit), weekly (200-300 points profit) and medium-term (broader outlook of over 300 points move). Internet users have choice of 11 currency pairs (including cross currencies) and 2 spot precious metals to choose from.

4. What kind of training is needed in order to use your service?

It is not a straight forward question to answer as unlike banking users who have all undergone proper training on dealing from their own banks, the experience of private users vary enormously. However, those users who have had training on the basic trading drills from their own internet forex brokers (for instance, they know how to place limit orders, market orders and stoplosses) should be able to utilise our service.

5. Who is your targeted audience?

Anyone who wishes to trade actively several times a day, once a day or once a week or take strategic positions will be our target due to our unique multi-time frame coverage.

6. Who are your main competitors in the Forex market?

Similar to our competitors in the banking field, those companies which offer trading signals/strategies are our competitors.

7. What are the main advantages you have over your competitors?

Our unique 4 multi-time frame coverage on many currency pairs (dollar majors, dollar vs minors as well as cross currency pairs and precious metals) give us a definite edge over others and not to mention our team of 7 trained and experienced analysts/strategists plus our long history (Trendsetter is now in its 20th year on Reuters platform).

8. What operating systems support your applications?

We don't employ any system as we have not found any systems which can provide consistent profitable results under trending and ranging markets. Therefore, similar to the majority of professional bank dealing operations, we train our analysts to study the market dynamics (previous day's price range, the main factors which dominated previous day's price movement, today's technical outlook, forthcoming major economic releases, events/speech and intra-day gathering of forex market intelligence - market moving news). Therefore, you can appreciate how much work a professional analyst/trader has to go through before taking a position or giving buy/sell or stand aside trading recommendation.

9. What kind of support do you offer to your clients?

Our knowledgeable customer service and sales executives will actively contact trialists of AceTrader and during the 1st week of test driving our service, we have information pack sent to them initially, then later followed by at least 3 emails/live chats/phone calls to ensure they understand fully on how to use our service and how best to utilise our signals to profit from them.

10. Would your software solutions work for beginners as well?

Anyone who wish to engage in currency trading must obtain proper training from their forex brokers as most if not all of them offer good training package for beginners. Once they know the basics, they can try our trading signals and we always urge them to do 'paper trading' as much and as long as necessary so that they are fully familiar with our service. Once they managed to make 'paper profit', they can begin trading with one lot of their normal trading size before adding to their positions once they have achieved more profits.