



Malta Association of Credit Management

Press Release

Tuesday, 21 May 2013

MACM at the 4th World Credit Congress in Johannesburg



Josef Busuttil, director general of the Malta Association of Credit Management (MACM), participated in the 4th World Credit Congress, which was held between the 14th and 16th May 2013 at Indaba Hotel & Conference Centre in Johannesburg, South Africa.

During his one hour presentation, Josef Busuttil suggested that in view of the current World economic and financial strains, the credit management function should be involved to gain and sustain competitive advantage in the market.

Josef Busuttil said that following the recent credit crisis, the role of the credit practitioners should be enhanced. The credit practitioners should be more involved in the strategic decisions

taken by the top management team, as they are the ones who are responsible for sound cash flow - *the lifeblood of every business organisation.*

He explained how the credit function can provide more value to the organisation by being more customer focused. Josef Busuttil also described the credit function as a 'Sales' function and enlightened the delegates with skilful strategies and tactics that would help them improve their customer service. He emphasised that sustaining long-term customer relationship is the name of the game in today's turbulent times and the credit function should not be seen as a cost centre but a dynamic function that can contribute to the organisations' long-term profit.

On Friday, 17th May 2013, Josef Busuttil, together with Mr Abe *Walkingbear* Sanchez, a highly respectable and international proficient speaker in the field of credit management from USA, delivered a Masterclass Workshop to the CEOs, Directors, Business Owners and Senior Managers from South Africa. This Workshop was supported by Credit Guarantee - a South African Credit Insurance providers since 1958. Credit Guarantee is the largest, most experienced and most professional credit insurer in the African continent.

The nineteen credit experts who contributed to the success of this World Credit Congress were from USA, Canada, UK, Mexico, Ireland, South Africa, Australia and Malta.

The 4th World Credit Congress was well attended by delegates coming from different countries around the World and it was endorsed by the world most renowned credit management organisations and associations, including MACM – Malta Association of Credit Management. The 5th World Credit Congress is being held in China in 2015.

The Malta Association of Credit Management (MACM) is a not-for-profit organisation, providing a central national organisation for the promotion and protection of all credit interest pertaining to Maltese businesses.

MACM represents the credit profession across all economic sectors. It is a centre of expertise for all matters relating to credit management in Malta. MACM offers a range of services to the local creditors, including, credit management information systems, credit management education, training, conferences, seminars, and lobbying activities. It is the ICM (UK) accredited Training Centre for Malta. MACM is a member of the Federation of European Credit Management Associations – FECMA.

MACM is the distributor of Graydon International Credit Reports in Malta.

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