

SINGAPORE-- [Media OutReach](#) --28 February 2014-- [Konica Minolta Business Solutions Asia](#) is the proud sponsor for the 10th

Asian Financial Services (AFS) Congress, which opened yesterday at Singapore's Sands Expo and Convention Centre. The company is one of the Thought Leadership Partners for the two-day event, which will end today, and Ms Celine Chelsea Long, Konica Minolta's Regional Marketing Manager delivered a presentation on innovation excellence during the first day of the event.

Now in its tenth year, the AFS Congress was inaugurated in Bangkok, Thailand in 2005. The annual event is established to provide a solid venue to identify the latest trends and address the prevailing challenges faced by the financial services industry (FSI) practitioners in the Asia/Pacific region.

Having garnered a loyal following of financial institutions worldwide and some of the most acclaimed regulators, industry practitioners and services providers, this year's event is themed Defining the Next Decade and it saw the crème de la crème of the financial industry gathered to discuss the strategic initiatives and share successful implementations amid the competitive sector.

Representing Konica Minolta Business Solutions Asia, Ms Long presented on the first day of the event on the topic of **Business Innovation and Optimization: Why it Matters for Financial Institutions**

The brand has long recognized that Managed Print Services (MPS) should be a concern of the Banking, Financial Services and Insurance (BFSI) sector, where papers to e-based processes slowly present itself as a core opportunity for transformation. In her presentation, Ms Long emphasised that financial institutions should look beyond just device consolidation and optimization, and explore how advanced MPS can help provide greater workflow visibility and enhance each company's business decisions.

In line with the theme of operational excellence and innovation, Ms Long presented case studies specific to financial services and shared with the participants industry best practices on optimizing operations with managed print services. Audience were engaged by the presentation and benefited from the insights provided by one of the leading business solutions companies in the world.

With various range of innovative multi-function printers (MFPs) and smart business solutions created specifically for the financial sectors, Konica Minolta is honoured to be part of the prestigious AFS Congress this year, where representatives actively engage key industry players to understand their office needs. The brand looks forward to contributing even more actively to next year's AFS Congress.

Company Logo <http://release.media-outreach.com/release.php/Images/1525>

Konica Minolta Business

Solutions Asia

Konica Minolta Business Solutions, a leading company in advanced document management technologies and Managed IT Services for the desktop to the print shop, brings together unparalleled advances in security, print quality and network integration via its award-winning line of bizhub® multi-function products (MFPs); bizhub PRESS® and bizhub PRO® production print systems; magicolor® color printers; and pagepro® monochrome printers. Konica Minolta also offers software solutions and optimised print services to reduce document output cost, improve productivity and optimise office environment, backed by impeccable service and support team. Konica Minolta adopts a proactive effort in reducing global environmental impact

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Written by Australian Business

through its green product lifecycle. In line with its core message “Giving Shape to Ideas,” Konica Minolta endeavours to respond to its customers’ needs across the world with relentless creativity, innovation and advance technology.

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