

## **UbiQ Innovations Addresses Crucial Role of Supply Chain Finance at the 2015 World Automotive Conference & Exhibition**

### *PrimeRevenue Partner Speaks at Leading Event in the Automotive Industry*

Atlanta, GA ([PRWEB](#)) December 02, 2015 -- [UbiQ Innovations](#) Turkey (UbiQ Turkey), the exclusive partner of [PrimeRevenue, Inc.](#) in the MENAT region, highlighted the strategic role of supply chain finance at the 2015 World Automotive Conference & Exhibition which took place in Istanbul on November 25-26. UbiQ Turkey was one of the leading sponsors for the event that provided an ideal platform for high-level discussion and networking between manufacturers, suppliers and solution providers for the automotive sector.

One of the main talking points at the conference was the focus on innovation as a culture that needs to be embraced as a way of moving forward and growing the industry. Innovation is particularly important for the manufacturing industry. As technology becomes more and more sophisticated and consumer preferences are more determined, suppliers require additional cash to invest in research and development. Bringing fintech companies into the mix allows them to successfully manage the intersection of product innovation and supply chain risk.

“Today’s fast-paced environment, where companies need to deliver innovative products and services, has a profound impact on alignment with supply chain strategies,” said Michel Kilzi, Managing Partner, UbiQ Innovations. “Supply chain finance solutions offer the automotive industry the opportunity to optimize working capital and ensure adequate cash flow availability to fund growth. Supplier financing programs managed by our partner PrimeRevenue have been used for several years by leading automotive manufactures and large suppliers including tire, motorcycle, truck and other OEMs.”

UbiQ also released its latest white paper during the conference, titled “Supply Chain Finance an Engine of Growth for the Turkish Automotive Industry”. The white paper shows how Turkish automotive companies stand to gain from adopting a supply chain finance model by freeing up trapped working capital on their balance sheet whereby utilizing these moneys to invest in research and development, expansion and new technologies. By implementing a supply chain finance solution, these companies can also ensure a healthier and more efficient supply chain as their suppliers also benefit from early payments at reduced rates.

PrimeRevenue Inc., the leading solution for global supply chain finance, partnered with UbiQ Innovations since 2014. The strategic partnership delivers best-in-class working capital finance solutions in Turkey, the Middle East and North Africa.

#### About UbiQ Innovations

UbiQ Innovations is a technology-led service provider of Supply Chain Finance & Payment Solutions for businesses in the MENAT region. The company is backed by a number of highly experienced partners in the financial services (including Supply Chain Finance), technology and consulting fields.

UbiQ Innovations mission is to help MENAT businesses make substantial improvement in their Working Capital & Financial performance by delivering distinctive and Innovative solutions including technology enabled Payment & Supply Chain Finance services.

UbiQ Innovations expertise in facilitating Short-Term Trade Finance, Reverse Factoring & Working Capital Solutions enables its clients to optimize their Working Capital via Supply Chain Finance Solutions that are Cloud based Processing.



About PrimeRevenue, Inc.

PrimeRevenue processes more than \$120 billion in transactions for more than more than 20,000 clients in over 70 countries. The company operates the largest supplier financing programs around the globe. Headquartered in Atlanta, with offices around the world, PrimeRevenue offers financing through its OpenSCi product suite, providing control and flexibility for organizations to optimize working capital, improve margin, reduce costs, and lower risks throughout the financial supply chain. Visit <http://www.primerevenue.com>

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