

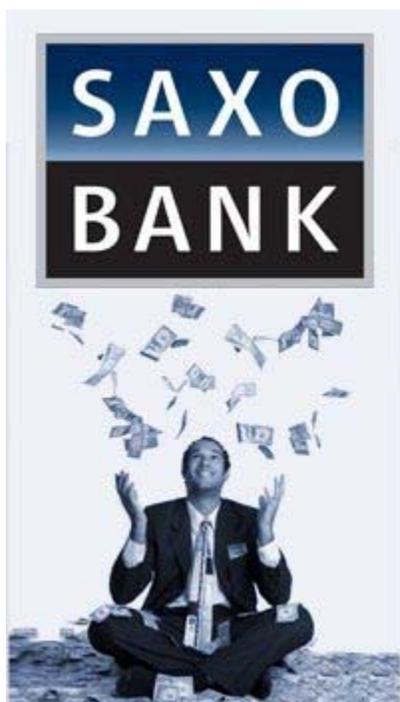
Saxo Bank Launches Forex Education Programme On Facebook

Released on: June 04, 2010, 11:15 am

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Industry: [Financial](#)

Saxo Bank has announced the addition of a Forex Trading Education tab to its Saxo Forex fan page on Facebook, allowing traders of all experience levels to enhance their Forex trading knowledge and gain new insights into the psychology of trading.



Facebook has over 400 million users worldwide, and a growing number of companies are moving to the platform to educate and communicate with customers. The [Saxo Forex Facebook page](#) has seen a rapid growth in number of 'fans', Facebook's term for users who show interest in the company and automatically receive all updates of the page. Since its launch in February the page has attracted over 5,500 fans, a large percentage of whom read new posts and follow discussions on a daily basis. The page enables users to participate in Forex trading discussions and stay informed of upcoming events, such as seminars.

Many Facebook users with little trading background discovered the page as well, and asked for ways to improve their Forex Trading knowledge. Saxo Bank formulated an education application that is useful for traders of all experience levels. The programme consists of beginner, intermediate, advanced and expert sections. The application will soon be receiving an update, giving visitors the opportunity to test their knowledge beforehand in order to help them decide at which level to start learning. The update will also give users the option to post their progress in the education section on their wall, which will be visible to this person's contacts.

Educating clients has always been one of Saxo Bank's strengths. TradeMentor, its existing education programme, offers online and offline course materials on both [Forex Trading](#) and [CFD Trading](#) and the company aims to reach a broader audience with the Facebook application, giving users the opportunity to discuss the topics with other traders.

The company will continue to add more features to its Facebook page in the near future with live data due to be available shortly and a Forex TV section also under development. The page can be found at facebook.com/forex.

About Saxo Bank

Saxo Bank is an online trading and investment specialist, enabling clients to trade Forex, [CFDs](#), Stocks, Options and other derivatives such as [Futures trading](#), via SaxoWebTrader and SaxoTrader, the leading online trading platforms. SaxoTrader is available directly through Saxo Bank or through one of the Bank's global partners. White label is a significant business area for Saxo Bank, and involves customised and branding the Bank's online trading platform for other financial institutions and brokers. Saxo Bank has more than 120 white label partners and boasts thousands of clients in over 180 countries. Saxo Bank is headquartered in Copenhagen with offices in Australia, China, the Czech Republic, France, Greece, Italy, Japan, the Netherlands, Singapore, Spain, Switzerland, UK, and the United Arab Emirates.

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