

OCBC Securities offers mobile trading app

■ BY JESSICA CHEAM

OCBC Securities has launched a mobile trading application for its customers so they can monitor stock prices and execute trades directly from their iPhones.

It is the first brokerage in Singapore to offer this service.

The free iPhone application, called iOCBC TradeMobile, allows investors to trade on the go. It also offers faster connectivity for users and an "overall improved" experience compared to the traditional browser-based mobile trading services, the firm said in a statement on Friday.

Investors will have access to the Singapore Exchange and 13 foreign securities exchanges including Bursa Malaysia, the Hong Kong Stock Exchange, Nasdaq and the New York Stock Exchange, among others.

OCBC Securities managing director Hui Yew Ping noted that "as global markets continue to evolve, investors are presented with different investment opportunities across countries and markets".

Since extending its direct market access network to 11 key exchanges in September last year, OCBC Securities has seen the monthly trade value in these key securities exchanges rise by more than 50 per cent, he said.

"As a result, we feel it is timely to introduce iOCBC TradeMobile as it gives investors greater control over their investments since they can now effectively capture market opportunities on the go, as long as they have their iPhones," he said.

The firm's foreign equities trade value has grown by more than 40 per cent since it first introduced its electronic trading platform offering investors direct market access to the three foreign stock exchanges in Australia, Hong Kong and Malaysia in 2007.

US equities trade value has grown by about 18 times, it said.

The firm said customers can use their existing iOCBC ID and password to access their trading accounts using iOCBC TradeMobile, which can be downloaded at the iPhone App Store.