

THE IMPORTANCE OF BANKING INSTRUMENTS IN GLOBAL AGRICULTURE

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SUMMARY

During the past decades the changes in the nature, complexity and dynamics of business in the context of globalization led to the increasing interest of bank clients for modern banking instruments. The globalization phenomenon, manifested mainly in the integration of markets at a planetary level and the rapid movement of capital from one side of the globe to the other makes it compulsory for banks and agricultural clients to select modern banking instruments. The most adapted banking instruments for the globalization phenomenon are the bank cards. They entered as a revolutionary innovation in payment instruments, due to the progress in the fields of informatics and electronics. These banking instruments allow the connecting to the electronic environment of some operations in and from various locations on the planet. They can be used by agricultural clients for payments to various business partners or on the Internet. The cards are modern banking instruments for payment which ensure speed, precision and safety in the dealings between banks, in the name and accounts of their clients.

The importance of banking instruments in the global agriculture is given by elements referring to:

- the unlimited contact possibilities among business partners;
- instituting new relationships regarding payment operations, unrestricted by distance or frontiers;
- speed and performance in realizing bank transfers very rapidly or on line;
- maximum operability in making transactions.

In the global agriculture of the 21st century, the selection and importance of banking instruments constitutes a priority for agricultural clients offering them the opportunity to successfully be active on new markets.

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