

# > Sibos Forum for Corporates

Vienna, Austria 15-16 September 2008

## > PROGRAMME



**15-16 September 2008**

### **The Sibos Forum for Corporates**

**Advancing critical dialogue between corporates and banks**

**Register now!**

For additional information, please visit  
[www.swift.com/corporateforum2008](http://www.swift.com/corporateforum2008)  
or e-mail [corporate.forum@swift.com](mailto:corporate.forum@swift.com).

#### **What is Sibos?**

Much more than a conference and exhibition, Sibos is the world's premier financial services event, attracting the industry's leading figures and firms for the last 30 years. With the power to draw over 7,000 participants including financial institutions, corporates, application and middleware vendors, Sibos is the opportunity to reach the entire financial services industry.

#### **The Sibos Forum for Corporates**

The Sibos Forum for Corporates is a dedicated two-day programme during the annual Sibos conference and exhibition encompassing practical case studies and information exchange on the latest developments and challenges facing the Corporate-to-Bank space. Designed for treasury and finance professionals from corporations and financial institutions, the Forum is a unique opportunity to network, learn about new opportunities to optimise cash and liquidity management and derive the most from your treasury operations.

#### **Who should attend?**

- Corporate treasurers, regional treasurers, treasury managers, finance directors
- Global bank cash management and transaction services managers
- Accounts payable and receivable managers
- Existing SWIFT corporate users or corporates seeking to optimise their communications platforms with their financial institutions

#### **Why attend?**

- Learn from corporate case studies how to streamline treasury operations, obtain visibility on cash positions, implement payment factories and adopt the latest ISO 20022 standards;
- Join panel discussions by industry experts about the value of SWIFT for midsize corporates and how the offering is evolving for existing customers, in the context of SEPA;
- Hear about SWIFT's value proposition for corporates, how to make a compelling business case and understand the roadmap for practical implementation. For financial institutions, learn how others are using SWIFT to grow market share;
- Meet all your senior bank relationship managers in one place to put priorities and business requirements high on the agenda of the financial institutions that serve you;
- Visit the exhibition to discover the latest solutions from application and connectivity vendors;
- Network with peers and professionals from the financial industry in a dedicated Lounge for Corporates.

The Forum for Corporates is organised by SWIFT with the support of Barclays, BNP Paribas, Citi, Crédit Mutuel-CIC, HSBC, Société Générale, SunGard and UniCredit.

We look forward to seeing you in Vienna,  
The SWIFT for Corporates team

# Monday 15 September

08:30	Registration + Coffee in Corporate Lounge	
09:30	<p><b>Sibos Forum for Corporates: Present &amp; Future</b></p> <p>Welcome to Sibos! This session will sketch out what you can expect from the two days. You will also get a general update on the SWIFT for Corporates proposition, recent achievements and highlights of future developments.</p> <ul style="list-style-type: none"> <li>• Finn Otto Hansen, Head, Clearing and Settlement Strategies, DnB NOR Bank ASA, Norway and member of the SWIFT Board, Chairman, Banking and Payments Committee, SWIFT</li> <li>• Luc Meurant, Head, Corporate Access Programme, SWIFT</li> </ul>	Room: Strauss 3
10:15	Coffee break in Corporate Lounge	
11:00	<p><b>Extending the value for corporates</b></p> <p>This panel will explore how corporates and banks can work in harmony to bring new value beyond traditional treasury and cash management services. Will corporate-to-bank trade services be the next 'killer application'? Is SEPA driving corporates to adopt standardised bank channel and formats, or is the next big thing a universal, multi-bank digital identity? Or are there even more compelling services that banks could offer?</p> <ul style="list-style-type: none"> <li>• Gary Greenwald, Head of Information Services &amp; Capabilities Architecture, Citi</li> <li>• Fernando Lardies, Global Head Cash Management, Santander</li> <li>• Marilyn H. Spearing, Global Head of Trade Finance &amp; Cash Management Corporates, Deutsche Bank</li> <li>• Dennis Sweeney, Deputy Treasurer, Treasury Services, GE Corporate Treasury</li> <li>• Moderator: Richard Parkinson, Managing Director, Treasury Today</li> </ul>	Room: Strauss 3
12:00	Lunch	
14:00	<p><b>Sibos Opening Plenary</b></p> <p>Participants to the Forum for Corporates are invited to attend the Sibos Opening Plenary.</p>	Room: Plenary
15:30	Coffee break in Corporate Lounge	
16:00	<p><b>Making a compelling case to join SWIFT</b></p> <p>Find out how other corporates made the leap. This session is for prospective and new customers; you wonder how SWIFT helps achieve your strategic treasury objectives; what services banks typically offer; how to make a compelling business case; and a roadmap to practical implementation.</p> <ul style="list-style-type: none"> <li>• Herve Postic, Director at Utsit and Founder of Universwiftnet</li> <li>• Wim Raymaekers, Senior Market Manager, SWIFT</li> <li>• Dave Robertson, Partner, Treasury Strategies</li> <li>• Brian Wedge, VP Treasury Services, JP Morgan Chase</li> </ul>	Room: Strauss 3
17:00	Networking in Corporate Lounge	

To see the full Sibos programme, visit [www.sibos2008.com](http://www.sibos2008.com)

Tuesday 16 September

08:15	Coffee in Corporate Lounge	
09:00	<p>Treasury Management case studies</p> <p>Dow and Daimler will present case studies on their usage of SWIFT as centralised treasury, to obtain worldwide visibility of cash for multiple corporate entities and bank accounts, use SWIFT standards for FX confirmations and Accord for matching and risk management.</p> <ul style="list-style-type: none"> <li>• Volkmar Lorenz, Senior Manager, Financial Risk Controlling &amp; Administration, Daimler</li> <li>• Andreas Unterste, Financial Operations Manager, Dow</li> <li>• Moderator: Helen Sanders, Editor, Treasury Management International</li> </ul>	Room: Strauss 2
09:40	Session break	
10:00	<p>Growing your market share using SWIFT</p> <p>Join this thought leadership panel to find out what services innovative banks offer to their corporate clients, how they use SWIFT as channel to distinguish that offering, and how they got their bank operationally and commercially 'ready' to grow their market share.</p> <ul style="list-style-type: none"> <li>• Steve Devine, VP Cash Management, RBS Citizens Bank</li> <li>• Thierry Roehm, Head of Corporate Cash Management, Société Générale</li> <li>• Richard Martin, Head of Payment and Cash Management, Barclays</li> <li>• Moderator: Wim Raymaekers, Senior Market Manager, SWIFT</li> </ul>	Room: Strauss 3
10:40	Coffee break in Corporate Lounge	
11:00	<p>SWIFT for mid-sized corporates</p> <p>SWIFT's value proposition for large corporates is clear, but what about mid-tier companies with 500Million to 1Billion EUR turnover? This panel explores why companies with only a few bank relationships still need SWIFT, and how banks can position SWIFT as a 'cheap and simple' option to their clients. Alliance Lite, SWIFT's latest connectivity option, will be evaluated in this context. The panel will discuss the opportunities Alliance Lite offers and how it complements the existing solution set. The panel will also reflect on the conditions for broader adoption of SWIFT for corporates across several countries and communities.</p> <ul style="list-style-type: none"> <li>• Olivier Brissaud, Chairman, EACT</li> <li>• Lionel Garnier-Denis, Group Treasurer, Alten</li> <li>• Jean-Louis Glorian, Head of Bank Services, Large Corporates, Crédit Industriel et Commercial</li> <li>• Marcus Treacher, Head of e-Commerce, Global Transaction Banking, HSBC</li> <li>• Moderator: Luc Meurant, Head, Corporate Access Programme, SWIFT</li> </ul>	Room: Strauss 3
12:00	Lunch	
14:00	<p>ISO 20022: it's time for adoption</p> <p>We've seen many developments on ISO 20022 standards for payment initiation and electronic bank account management. Touching on standards and rulebooks, this session will focus on the business case for adoption, implementation experience and future developments. An introduction will be followed by views from Nokia, Villeroy &amp; Boch and financial industry experts.</p> <ul style="list-style-type: none"> <li>• Jiten Arora, Managing Director, Transaction Banking, Standard Chartered</li> <li>• Martine Goubert, Senior Advisor Cash Management, BNP Paribas</li> <li>• Jaya Machet, Managing Director, Nokia Treasury Asia</li> <li>• Dr. Markus Warncke, Head of Corporate Finance, Villeroy &amp; Boch</li> <li>• Moderator: Elie Lasker, Senior Market Manager, SWIFT</li> </ul>	Room: Strauss 3
15:00	Coffee break in Corporate Lounge	
16:00	<p>Payment Factory case studies</p> <p>T-Mobile and Yara will provide case studies on implementation of a payment factory with SWIFT as a communication channel. The panel will then expand on perspectives from the financial services and application provider point of view.</p> <ul style="list-style-type: none"> <li>• Hans Cobben, Group Vice President, Payment &amp; Messaging Solutions, SunGard</li> <li>• Siri-Anne dos Santos, Cash Management Operations, Yara Finance</li> <li>• Michael Schroth, VP Finance &amp; Treasury, T-Mobile International</li> <li>• Markus Straussfeld, Managing Director, Cash Management and e-Banking, UniCredit</li> <li>• Moderator: Steven Culp, Senior Executive, Finance Performance Management, Accenture</li> </ul>	Room: Strauss 3
17:00	Sibos Forum for Corporates Closing Reception	Room: Lehar 3

# Sibos 2008 SWIFTReady application vendors and exhibitors

## SWIFTReady applications

These partners have a SWIFT for Corporates compliant application. Compliant solutions are awarded a SWIFTReady label. There is a clear and specific set of criteria for each of the SWIFT Solutions. Criteria is SWIFT-specific and re-evaluated on a yearly basis. They are designed to reflect the capability of the product to provide automation in a SWIFT environment.

### SWIFTReady for Corporates – Cash Management

AvantGardTrax Payment Factory	4.1	SunGard
WallStreet Suite	7.2	Wall Street Systems
XRT Business Exchange	XBE 2008	XRT

### SWIFTReady for Corporates – Treasury

Kondor Trade Processing (KTP)	5.0	Reuters Financial Software
AvantGard Quantum	4.5	SunGard
AvantGardTrax Payment Factory	4.1	SunGard
WallStreet Systems	7.2	Wall Street Systems

### Global Partners with a SWIFT for Corporates offering

These partners have a well established global presence and a strategic joint value proposition development and delivery for the SWIFT for Corporates offering.

- Accenture
- SAP A.G.

## Sibos 2008 Exhibitors

The following exhibitors indicate they have a treasury and/or cash management offering for corporates at Sibos in Vienna

Acotel, S.A.	Crédit Mutel-CIC	Incentage AG	SMA Financial
Accuity	Commercial Banking Applications AS (CBA)	Intesa Sanpaolo	SmartStream
Ace Software Solutions	Commerzbank	JPMorgan Chase	Société Générale
Axway	Datamation	Logica	Standard Chartered Bank
Bank of America	Demica	Microsoft	Sterling Commerce
Banco Bradesco S.A.	Diamis / Atos Worldline	Misys	SunGard
Bank of New York Mellon	Dresdner Kleinwort	MSIT - Management Solutions IT	Surecomp
BankServ	Earthport plc	NetSolving	Synergy
Barclays	Experian Payments	NTT DATA Getronics Corporation	TAS Group
BBP AG	Expertus	Nucleus Software	Thomson Reuters
BNP Paribas	Front Consulting	Oesterreichische Kontrollbank AG	TietoEnator
Bottomline	Fundtech	Open Solutions	Unicredit
Broadridge Financial Solutions	Getronics	Oracle	VocaLink
BT Global Financial Services	Gresham Computing	Power Payments Technologies	WestLB
CheckFree - now part of Fiserv	GXS	PROFILE	
Citi	HSBC	Royal Bank of Canada	
City Networks	IBM Corporation	SAP	
Clearstream	IdenTrust	SIA SSB Group	