



Trade at Sibos

At the heart
of the critical
dialogue

**Sibos 2009
Hong Kong**
14-18 September

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, and software and services providers, Sibos is the opportunity to engage with the entire financial services industry.

Trade at Sibos

This year more than ever, the Sibos agenda reflects the importance of trade to the world economy and to Sibos participants. In addition to trade sessions on the main conference programme and many other sessions that reference trade, SWIFT is presenting a new joint collaboration with Exporta. Called Exporta@Sibos, this is a half-day of dedicated trade-related panel debates.

Who should attend?

- Global trade finance and financial supply chain specialists
- Corporate treasurers and finance directors
- Service providers and industry consultants

Why attend?

- Share the views and experiences of subject matter experts engaged in thought-provoking debate
- Gain insights and inspiration from enlightened discussion on the key issues of the day
- Network with peers and professionals from the financial services industry
- Visit the Sibos exhibition to discover the latest solutions from application and connectivity vendors

For additional information, please visit www.Sibos2009.com or email andrew.carrier@swift.com

Trade at Sibos - programme at a glance

Monday 14 September

8:00 - 10:00 Trade Services Advisory Group (TSAG) meeting

By invitation only

8:30 - 12:30 Trade Services Utility (TSU) global user conference

By invitation only

Tuesday 15 September

11:00 – 12:15 The Asian century: Implications for the financial industry

Big issue debate featuring:

- Dominic Barton, Worldwide Managing Director, McKinsey & Company
- Yang Kaisheng, Vice Chairman and President, Industrial & Commercial Bank of China (ICBC)
- Tetsuya Kubo, Senior Managing Director, Sumitomo Mitsu Banking Corporation
- David Pilling, Editor, FT Asia
- Jing Ulrich, Managing Director and Chairman, China Equities, J.P. Morgan

13:00 – 13:45 Is information visibility the answer to the supply chain challenge?

SWIFT Auditorium session featuring:

- Ashutosh Kumar, Global Head of Trade Product Management, Standard Chartered
- Jonathan Richman, Global Product Head, Trade and Financial Supply Chain, Deutsche Bank

14:00 – 14:45 MT 798 implementation case studies: Misys and Surecomp present

Standards Forum

14:00 – 15:00 The financial crisis: Challenges and opportunities for corporate treasurers

Forum for Corporates session featuring:

- Bob Cullinan, Director, Treasury and Finance Systems, Ford
- Richard Martin, Head of Payment and Cash Management, Barclays
- Lloyd O'Connor, Managing Director, Regional Product Executive, J.P. Morgan
- Tjun Tang, Partner and Managing Director, The Boston Consulting Group
- Peter Wong, Founding Chairman and President, IACCT China

16:00 – 16:45 ISO 20022: Pockets of adoption

Standards Forum

As ISO 20022 gains momentum, it is becoming clear that take-up is driven not only by regulation but also by differences in market requirements. Come and find out what the latest plans are in the securities industry, how payments and trade service messages are gaining traction and how this will affect your organisation.

17:00 – 17:30 Simplifying trade finance with multiple banks: SWIFT for corporates – GTC presents

Exhibition Hall: Open Theatre session

Trade at Sibos - programme at a glance

Wednesday 16 September

9:00 – 10:00 Demand or supply: Will the shortage of trade credit reverse globalization?

Main conference session featuring:

- John Ahearn, Managing Director, Supply Chain Management, Structured Trade and Asset Optimisation, Citi
- Kah Chye Tan, Global Head of Trade Finance, Transaction Banking, Standard Chartered Bank
- Lawrence Webb, HSBC
- Martin Whybrow, Editor & Director, IBS Publishing

10:15 – 11:00 Standards in e-invoicing market development

Standards Forum session featuring:

- Robert Blair, Executive Director, Treasury Services, J.P. Morgan
- Ken Isaacson, Assistant Vice President, Wholesale Product Office, Federal Reserve Bank of New York
- Stig Korsgaard, Standards Manager, Danish Bankers Association

11:00 – 12:00 Will transaction banking be the engine for economic growth?

Big issue debate featuring:

- Catherine P. Bessant, President, Global Product Solutions, Bank of America
- Karen Cone, President and CEO, TowerGroup
- Andrew Long, Head of Global Transaction Banking and Group General Manager, HSBC
- Werner Steinmueller, Managing Director, Head of Global Transaction Banking, Deutsche Bank
- Francesco Vanni d'Archirafi, Chief Executive Officer, Global Transaction Services, Citi

14:00 – 14:45 New perspectives on the supply chain business in Asia

SWIFT Auditorium session featuring:

- Michael Kang, Senior Manager, Korea Exchange Bank
- Daisuke Kamai, Manager, Global Trade Service, Trade Business Division, Bank of Tokyo Mitsubishi
- Xiong Yuanmeng, Senior Manager, Corporate Banking Unit, Global Trade Services, Bank of China

16:00 – 17:00 Financing the supply chain in Asia: The weakest link?

Main conference session featuring:

- Yanti Agustin, Asia Pacific Head of Global Trade Services, J.P. Morgan
- Xu Jiang, Assistant General Manager, Corporate Banking Unit Global Trade Services, Bank of China
- Justin K. H. Yue, CEO, Tradelink Electronic Commerce
- Martin Wilcox, Finance Director, Hayco Manufacturing

17:30 - 19:30 The SWIFT – Bank of China Trade Cocktail

By invitation only

Trade at Sibos - programme at a glance

Thursday 17 September



Exporta @ Sibos is a joint collaboration between the Exporta Group, publishers of Global Trade Review and EMEA Finance magazines, and SWIFT. It is a unique event, bringing together the combined strengths of two of the financial world's most respected brands. The event will consist of a series of four panel debates, focusing on the biggest challenges faced by the trade services industry today and addressing head on the key issues arising from the economic downturn and ongoing liquidity meltdown.

8:30	Doors open
9:00	Welcome from the chair
09:10	How are the emerging forces in global trade reshaping the trade finance landscape? The panel will discuss how to sustain trade finance through these challenging times for the industry and for global trade as a whole. They will consider the impacts on risk profiling and liquidity management, the future outlook, both medium- and long-term, as well as the role of the emerging markets.
09:55	Does the evolving regulatory landscape help or hinder trade? The panel will consider the impact of Basle II and other regulatory initiatives, what the burden of increasing compliance means and how future developments may evolve.
10:40	Networking break
11:10	Corporate demand for supply chain services The panel will examine evolving supply chain finance models, the impact of the economic downturn on supply and demand, how operational efficiencies may be identified and implemented and the role of collaboration versus competition between service providers.
11:55	Paperless trade in Asia The panel will look at how Asia may be seen to be taking the lead in the harmonisation of paperless trade across borders, the role of trade associations and banking partners, what lessons may be learned and the outlook for the way forward.
12:40	Closing remarks



All day, every day

Visit the SWIFT stand to see *trade and supply chain on SWIFT* being presented in the SWIFT Showcase theatre or to speak to one of our market specialists.