



IACCT, HSBC, SWIFT and SunGard cordially invite you to a seminar on:

## **2010 Priorities for Corporate Treasurers Technology Driving Innovations and Efficiencies**

**Wednesday 27 January 2010**

**6:00pm – 9:00pm**

**SWIFT office, 31st Floor, One IFC**

**1 Harbour View Street**

**CENTRAL, HONG KONG**

[There will be no direct lift access to the 31st Floor after 8:00pm]

**By invitation only • Complimentary attendance for the first 50 select guests**

IACCT in collaboration with SWIFT and its banking and vendor partners are pleased to bring you a series of seminars in Hong Kong and China for 2010. Please join us at our first event this year to share some insights on the 2010 priorities for corporate treasurers and the impact of technology driving innovations and efficiencies in our corporate treasury landscape today.

## PROGRAMME

**6.00 – 7.00pm:** Registration and Networking with cocktails and canapés

**7.10 – 8.50pm:** Seminar presentations

- Opening remarks by Stephen Leung, IACCT Board member
- SWIFT welcoming note by Charles Legrand, Acting Head, Markets and Solutions APAC
- **HSBC presentation by Nigel Raymont, Senior Vice President, Global Strategy, HSBC Global Payments and Cash Management**

### **Three Top Priorities in Cash Management in 2010**

Synopsis: After a turbulent 2009 which did not leave Asia entirely untouched, many signs indicate that Asian economies are moving into more positive territory this year. That means that cash management will be a priority for companies looking to expand and grow in the New Year. Join us for a conversation about how connectivity will play a key role in that growth by providing timely access to information and visibility required to support risk management, centralisation and efficient working capital management strategies for 2010 and beyond.

- **SWIFT presentation by Caroline Lacocque, Head of Corporate Connectivity, Asia Pacific**

### **The 'SWIFT' advantage**

Synopsis: SWIFT enables corporates to obtain financial services (payments, treasury and securities orders, reporting) with all their financial institutions through one single, highly secure, standardised communication platform, as opposed to multiple connections.

Businesses are focusing more than ever on liquidity management – with SWIFT as part of their solution. Deciding whether to use SWIFT's offerings will depend on a company's circumstances and business requirements. Arguably, the first factor to consider is visibility of funds – businesses want to keep track of their cash at all times and be aware of how much remains unused. Switching to SWIFT requires a business case and SWIFT offers solutions that fit any size of business with cost depending on transaction volume and type of connectivity.

- **SunGard presentation by Albert van Kuyk, Pre-sales Consultant**

### **Better Liquidity Management: See the Big Picture with Treasury Centralisation**

The intrinsic value of a corporation is based upon its ability to drive free cash flow in a predictable fashion. In striving to achieve this, many corporations today are challenged by disparate systems, a lack of workflow automation and manual processes. These challenges can make it difficult to manage liquidity and assess risk. Treasurers are increasingly turning to technology to help them centralise their treasury operations and see the bigger picture of their ecosystem of buyers, sellers, banks and other trading partners. Treasury centralisation can help provide transparency of information, facilitating better liquidity management and a holistic approach to risk management. As traditional sources of liquidity have become less reliable,

maximising the use of available cash and effectively managing risk have become critical to the survival of some organisations.

**8:50 – 9:00pm:** Closing remarks by Eymon Tsang, IACCT Board member

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## About IACCT

The International Association of CFOs and Corporate Treasurers (China) is a professional body established with the mission in building the global treasury profession in China. Individual members are corporate treasurers and CFOs of multi-nationals based in Hong Kong and China as well as Chinese enterprises and overseas enterprises with investments in China. IACCT also invites corporate members, including banks, vendors and other market participants, to partner with IACCT in promoting treasury best practices and in embracing innovative ideas to improve the operating environment for treasurers in Hong Kong and China.

For more information visit [www.iacctchina.com](http://www.iacctchina.com)

For your membership enquiries please contact [IACCT Corporate Communications](#)

## About HSBC

HSBC is committed to developing and sustaining long term relationships with clients and delivering the highest level of client service. Its Global Payments and Cash Management team provides integrated payments, receivables, and treasury solutions to Global Fortune 500 multinational companies, top-tier local corporates, middle-market companies, SMEs, financial institutions and government bodies across Asia Pacific through its network of more than 10,000 offices in 85 countries and territories. Dedicated cash management specialists offer a unique combination of global reach and local knowledge delivering innovative, needs-driven solutions that enable customers to maximise their working capital potential, mitigate counter party risks and realize strategies for growth.

## About SWIFT

SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect over 9,000 banking organisations, securities institutions and corporate customers in more than 200 countries. SWIFT enables its users to exchange automated, standardised financial information securely and reliably, thereby lowering costs, reducing operational risk and eliminating operational inefficiencies. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest. [www.swift.com](http://www.swift.com)

## About SunGard

SunGard is one of the world's leading software and IT services companies. Our four businesses serve more than 25,000 customers in over 70 countries, including the world's 25 largest financial services companies. SunGard is comprised of four businesses - Availability Services, Financial Systems, Higher Education and Public Sector - that provide IT services and infrastructure, and software and processing solutions. Headquartered in Wayne, Pennsylvania, SunGard has 20,000 employees in more than 200 cities and 30 countries.

With annual revenue exceeding \$5 billion, SunGard is ranked 435 on the Fortune 500 and is the largest privately held business software and services company on the Forbes list of private businesses. Based on information compiled by Datamonitor\*, SunGard is the third largest provider of business applications software after Oracle and SAP.

## About AvantGard

SunGard's AvantGard is a leading liquidity management solution for corporations, insurance companies and the public sector. AvantGard provides chief financial officers and treasurers with real-time visibility into cash flows and increased operational controls around receivables, treasury and payments. AvantGard helps companies drive free cash flow and reduce inefficiencies across the ecosystem of suppliers, buyers, banks and other trading partners. For more information, visit [www.sungard.com/avantgard](http://www.sungard.com/avantgard)  [<http://www.sungard.com/avantgard>](http://www.sungard.com/avantgard) .

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