

# Sibos forum for corporates

Advancing critical dialogue between corporates and banks

**Register now!**

**15-16 September 2009**

## 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, 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 senior 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 regional treasury centres, adopt the latest ISO 20022 standards;
- Join panel discussions by industry experts about the value of SWIFT for corporates and for banks, and how the offering is evolving for existing customer;
- 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.

The Forum is organised by SWIFT with the support of Bank of America, Barclays, BNP Paribas, Citi, HSBC, ICBC, J.P.Morgan, Société Générale and Standard Chartered, and in co-operation with the IACCT - International Association of CFOs and Corporate Treasurers (China) as the forum takes place in Hong Kong. We are also pleased to work in collaboration with gtnews, TMI and Treasury Today as media partners and EuroFinance.

We look forward to seeing you in Hong Kong, The SWIFT for corporates team

*For additional information, please visit [www.sibos2009.com](http://www.sibos2009.com) or email [corporate.forum@swift.com](mailto:corporate.forum@swift.com)*

# The Sibos forum for corporates programme at a glance

## Tuesday 15 September

---

8:15	Registration
9:00	<b>Forum for corporates: Present &amp; Future</b> Update on SWIFT for corporates and future developments. <ul style="list-style-type: none"><li>– Marilyn H. Spearing, Chairperson SWIFT Corporate Access Group and Global Head of Trade Finance &amp; Cash Management Corporates, Deutsche Bank</li><li>– Luc Meurant, Head of Banking Markets, SWIFT</li></ul>
10:00	Exhibition + networking
11:00	<b>Demystifying SWIFT: why, how, when</b> This session is for corporates: can SWIFT address my objectives, is there a compelling case, did connecting to SWIFT become “affordable and simple”, can I fit this into my project plan? Come and find out why over 430 corporates said “Yes”! <ul style="list-style-type: none"><li>– Martine Boutineau, Head of International Cash Management Products, Société Générale</li><li>– Wolfgang Ratheiser, Corporate Treasury, Johnson Controls</li><li>– Wim Raymaekers, Senior Market Manager, SWIFT</li><li>– Moderator: Mike Hewitt, Chief Executive, gtnews</li></ul>
12:00	Lunch
14:00	<b>The financial crisis: challenges and opportunities for the corporate treasurer</b> Get first hand insights from corporate treasurers and banks on the impact of the financial crisis on their company, treasury organisation and bank relationships - and how SWIFT can help. <ul style="list-style-type: none"><li>– Bob Cullinan, Director, Treasury and Finance Systems, Ford</li><li>– Richard Martin, Head of Payment and Cash Management, Barclays</li><li>– Lloyd O’Connor, Managing Director, Regional Product Executive, J.P.Morgan</li><li>– Peter Wong, Chairman of the International Association of CFOs and Corporate Treasurers (China)</li><li>– Moderator: Tjun Tang, Partner and Managing Director, The Boston Consulting Group</li></ul>
15:00	Exhibition + networking
16:00	<b>Corporate case studies – Asian corporates</b> These case studies will explore why Asian corporates joined SWIFT and what benefits they got out of their connection. <ul style="list-style-type: none"><li>– Wildrik de Blank, Group Treasurer, Noble</li><li>– WC Na, Director of Finance, Samsung Electronics Finance Group</li><li>– Moderator: Richard Linebaugh, Asia Treasury Product Delivery Executive, Global Product Solutions, Bank of America</li></ul>
17:00	Forum for corporates - welcome cocktail

---

---

# The Sibos forum for corporates programme at a glance

## Wednesday 16 September

---

<b>9:00</b>	<b>Providing value to your corporate clients</b> This session is for banks, to find out how to prepare and use SWIFT as a channel with corporates: defining the product offering, getting operationally ready, preparing marketing and sales. <ul style="list-style-type: none"><li>– Ignacio Escudero, Vice President, Global Cash Management Sales, BBVA</li><li>– Pierre Fersztand, Global Head of Cash Management, BNP Paribas</li><li>– Elie Lasker, Head of Corporate Market, SWIFT</li><li>– Moderator: Chen Wu, Senior Editor (Greater China) EuroFinance</li></ul>
10:00	Exhibition + networking
<b>11:00</b>	<b>Your questions - answered</b> Meet the SWIFT business team to get your questions answered. This interactive session will be structured around 4 themes: <ul style="list-style-type: none"><li>– Business case: how to build a SWIFT case and how to plan your project</li><li>– Offering: what's in it for me? How SWIFT helps in cash and treasury management plus latest developments such as reporting in ISO XML, Electronic Bank Account Management (EBAM) and trade messaging</li><li>– Implementation: all about connectivity, application integration....</li><li>– Bank readiness: specifically for banks – how to be ready to communicate with corporates</li></ul>
12:00	Lunch
<b>14:00</b>	<b>Corporate requirements for collaborative bank solutions</b> This “Corporate Treasury 3.0” session explores the upcoming challenges in corporate treasury and cash management, corporates’ requirements for collaborative banking solutions, the banks’ response to that, and how they see SWIFT’s role. <ul style="list-style-type: none"><li>– David Blair, VP Treasury, Huawei</li><li>– Karen Fawcett, Senior Managing Director and Group Head of Transaction Banking, Standard Chartered Bank</li><li>– Farhad Irani, Head of Asia Pacific, PayPal</li><li>– John Laurens, Head of Global Payments and Cash Management, HSBC</li><li>– Moderator: Richard Parkinson, Managing Director, Treasury Today</li></ul>
15:00	Exhibition + networking
<b>16:00</b>	<b>Corporate case studies – Global implementations</b> These case studies will explore how corporates with global operations deployed SWIFT across their organisation. <ul style="list-style-type: none"><li>– Ed Barrie, Group Treasurer, Microsoft</li><li>– Corporate: speaker to be announced</li><li>– Moderator: Manish Jain, Director, Global Transaction Services, Citi</li></ul>
17:00	Forum for corporates - end

---

# Sibos 2009 Exhibitors

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

Accuity

ACE Software Solutions

ACI Worldwide

ANZ

Banco Bradesco S.A.

Bank of America Merrill Lynch

Bank of Communications Co Ltd.

Bank of New York Mellon

Barclays Commercial Bank

BBP AG

BBVA

BNP Paribas

Bottomline Technologies

Broadridge Financial

Citi

CMA

Decillion Group

Fiserv

Gresham Computing plc

HSBC

Industrial and Commercial Bank of China Ltd.

J.P.Morgan

Logica

NTT DATA Getronics Corporation

Oracle

Power Payments Technologies

RBS

S1 Enterprise

Santander

Serisys Solutions Ltd.

SIA-SSB Group

Société Générale

Standard Bank of South Africa

Standard Chartered

Sterling Commerce

Sterci SA

SunTec Business Solutions

SunGard

Surecomp

Sword FircoSoft

Synergy Financial Systems

Systar

Tieto Corporation

Van den Berg AG

VocaLink

WestLB