

ASIA PACIFIC FINANCIAL INFORMATION CONFERENCE

HOSTED BY FISD,
INSIDE MARKET DATA &
INSIDE REFERENCE DATA

November 3-4, 2009
JW Marriott Hong Kong

APFIC2009.net

FREE attendance
for qualified delegates
from financial institutions

This two-day conference is the leading forum for market and reference data professionals from financial institutions, data vendors, exchanges, and financial content providers across the Asia Pacific region to engage in discussions on the most important market and reference data issues and to examine solutions to the most pressing challenges facing their businesses.

Hear from leading practitioners including:

Keynote speakers:



Terry Roche
Global Head of Information
Management Solutions,
THOMSON REUTERS



Roger Sargeant
Managing Director, International,
INTERACTIVE DATA

Confirmed speakers include:



Robin Leung
Managing Director, Head of
Global Information Technology
Division, BANK OF CHINA



Michael Mollemans
Senior Vice President, Head of
Electronic Execution Sales,
DAIWA SECURITIES



Dennis Mwansa
Head of Trading Infrastructure
Services, Asia Pacific,
ROYAL BANK OF SCOTLAND



Kerr Hatrick
Director, Head, Asia, Quantitative
Products One, Global Markets Equity
DEUTSCHE BANK



Rose Marie E. Sotelo
Head of Treasury Risk
Management, LAND BANK
OF THE PHILIPPINES



Christopher Butler
Project Director, Data Management,
Risk Department,
NATIONAL AUSTRALIA BANK



Makoto Shibata
Principal Analyst, E-Business
and IT Initiatives Division,
THE BANK OF TOKYO-
MITSUBISHI UFJ



Madhu Gayer
Head of Investment Risk and
Analytical Services for Asset Servicing
Clients, NORTHERN TRUST

Conference highlights include:

- ◆ Global Exchange Perspectives: the latest trends and developments in products, organisational structures and regulatory changes
- ◆ End-users' strategies in managing increased data needs within tight budgets
- ◆ Exploring the data demands of advanced trading strategies
- ◆ Effective enterprise data management to improve data quality and reduce risk
- ◆ Standardisation and automation for corporate actions announcements
- ◆ Strategies in obtaining reliable data for OTC derivatives, complex products and new asset classes
- ◆ Alternative Markets: Fragmentation and the emergence of dark pools and new trading venues

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Inside Market Data

Inside Reference Data

ASIA PACIFIC FINANCIAL INFORMATION CONFERENCE

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Letter from the organisers

Dear data industry executive,

On behalf of *Inside Market Data*, *Inside Reference Data* and *FISD*, we invite you to attend this year's **Asia Pacific Financial Information Conference 2009** at the JW Marriott Hotel in Hong Kong on November 3-4.

This is the 5th year that we've held a conference specifically serving the needs of the data community at banks, investment firms, exchanges and vendors in the Asia-Pacific region by bringing them together to discuss the latest trends and opportunities.

In the year since our last conference, the financial markets worldwide have continued to struggle. However, at the same time that the fragile economic climate has forced firms to shed staff and reduce their data spend accordingly, they are seeing an increased need for quality content and analytics, for technologies that can deliver raw data faster and interpret it in ways that give traders an edge and an undertaking of data management programs to reduce risk.

Both days of the conference will start with a keynote address. On day 1 this will be Terry Roche, Global Head of Information Management Solutions, Thomson Reuters and on day 2 this will be Roger Sargeant, Managing Director, International, Interactive Data.

On each day of the conference panel discussions will dominate the proceedings with senior market data and reference data professionals discussing data management and business trends affecting firms in Asia Pacific. Day 1 panels will include global exchange perspectives, risk management and data management, fragmentation and the rise of alternative markets in Asia, plus FISD constituency group meetings. Day 2 panels will include advanced trading technology strategies, sourcing data to support new, illiquid, or hard-to-price asset classes, integrating reference data to manage risk, the next generation of analytical and architectural technologies and corporate actions. Accompanying the conference will be an exhibition of data and technology providers showcasing their latest wares.

All delegates will also experience excellent networking opportunities including dinner at The Verandah restaurant in Repulse Bay on November 3. The event kicks off with a welcome cocktail reception on the evening of Monday, November 2. We hope to see you there.

With warmest regards,



Tom Davin,
Vice President &
Managing Director,
FISD



Max Bowie,
Editor,
INSIDE MARKET DATA



Tine Thoresen,
Editor,
INSIDE REFERENCE DATA

Visit APFIC2009.net to register

Who should attend?

This event will be of value to all those working in market data, reference data, trading technology and risk management in financial institutions; it is of particular relevance to those executives with the following job titles:

- ◆ Chief Data Officer, Chief Information Officer, Chief Operating Officer, Chief Technology Officer
- ◆ Global, Regional, Country Heads; Directors and Senior Management with responsibility for:
 - *Market Data Services*
 - *Data Administration*
 - *Reference Data Strategy*
 - *Reference Data Quality & Operations*
 - *Client Data Services*
 - *Data Architecture*
 - *Enterprise Data Management*
 - *Asset Servicing*
 - *Algorithmic Trading*
 - *Information Systems*
 - *IT Strategy & Trading Technology*
 - *Electronic Trading & Execution*
 - *Market Data Operations*
 - *Data Desktops and Infrastructure*
 - *Corporate Actions*
 - *Operational Risk*
 - *Risk Management*

Superior networking opportunities:

- ◆ Over 300 industry practitioners from Asia-Pacific in attendance
- ◆ Breakfast, lunch and coffee breaks
- ◆ Exhibition hall with the leading data and technology providers in the industry
- ◆ Welcome reception on Monday, November 2 in the Fish Bar at the JW Marriott Hotel
- ◆ Reception and dinner at The Verandah on Repulse Bay on Tuesday, 3 November

Keynote speakers:



Terry Roche
Global Head of Information
Management Solutions,
THOMSON REUTERS



Roger Sargeant
Managing Director, International,
INTERACTIVE DATA



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DAY ONE ♦ Monday, November 2, 2009

12.30 - 14.30 **FISD Women's Group Luncheon** (Separate booking required - please visit APFIC2009.net for further details)

18.00 WELCOME RECEPTION: Fish Bar, JW MARRIOTT HOTEL

DAY TWO ♦ Tuesday, November 3, 2009

08.00 Registration and breakfast

08.50 Opening Remarks: **Tom Davin**, Managing Director, FISD

09.00 KEYNOTE ADDRESS:
Terry Roche, Global Head of Information Management Solutions, THOMSON REUTERS

09.30 Panel discussion: CHANGING PRODUCTS, BUSINESS MODELS AND POLICIES

Rapidly evolving markets, regulatory pressures, and an increased focus on cost containment are driving the development of new products, business models and distribution policies. The speakers will discuss the latest product developments in response to this environment and the business model innovations - implemented and contemplated - that could provide "win-win" opportunities for all the players in the value chain.

Moderator: **Keiren Harris**, Principal, Information Concepts

Bryan Chan, Senior Vice President, Hong Kong Exchange

Rory Manchee, Managing Director, Fixed Income & Securities Services, Asia Pacific, Standard & Poor's Corporation

10.30 Morning Break with networking opportunities

11.00 Panel discussion: GLOBAL EXCHANGE PERSPECTIVES

A diverse group of exchange executives discusses the latest developments within their organizations - new products, new organizational structures, changes to the regulatory environment. A particular focus will be on their market data businesses and their customers' needs and concerns related to market data and other financial information produced by the exchange.

Kiang Dalaroy, Chief Information Officer, SSE INFONET LTD.

Daniel Poon, Vice President - Sales & Marketing, HONG KONG EXCHANGE

Rafah Hanna, Executive Director - Head, MTS Data, EUROMTS

11.45 Panel discussion: RISK MANAGEMENT AND DATA MANAGEMENT

Calls for more regulation and transparency are raising the profile and importance of data management in the risk management process. Risk management disciplines are being challenged to adapt to real-time demands and create metrics in an area notoriously difficult to measure. This session will examine the rapidly changing environment and the tools and techniques that are being used to address it.

Wenlin Juang, Business Development Manager, THOMSON REUTERS

Hugh Stewart, Vice President, EMEA, GOLDENSOURCE

12.30 Lunch with networking opportunities

13.45 Break-out sessions: FISD CONSTITUENCY GROUP MEETINGS

FISD constituency group sessions provide a unique opportunity to meet your colleagues from firms in your same industry segment and candidly address market data business issues and practices. Separate Constituency Group meetings will be held for Vendors, Exchanges and Consumers (i.e. financial institutions).

15.15 Afternoon Break with networking opportunities

15.45 Featured speaker: **ANDREW BROWNE**, EDITOR - CHINA, WALL STREET JOURNAL AND DOW JONES NEWSWIRES

16.15 Panel discussion: ALTERNATIVE MARKETS: CHOICE, DIVERSITY, AND FRAGMENTATION

This session will examine the latest trends and developments in the rise of alternative markets in Asia. The topics for discussion include the competitive landscape, the emergence of dark pools, and the role that smart order routing plays in the proliferation of new trading venues. We'll also review the challenges involved in collecting and consolidating market data from an expanding range of sources.

Rafah Hanna, Executive Director - Head, MTS Data, EuroMTS

Nick Merritt, Program Director, FISD/SIIA

David Wilkinson, Senior Director, Business Development, Asia Pacific, EQUINIX

17.00 Closing remarks: Day One

17.30 Coaches depart for the reception and dinner at The Verandah in Repulse Bay

DAY THREE ♦ Wednesday, November 4, 2009

08.00 Coffee and registration

08.50 Opening Remarks: **Lee Hartt**, Publisher, INSIDE MARKET DATA & INSIDE REFERENCE DATA

09.00 KEYNOTE ADDRESS:
Roger Sargeant, Managing Director, International, INTERACTIVE DATA

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DAY THREE ♦ Wednesday, November 4, 2009 (continued)

09.40 End-user panel: GETTING THE BEST VALUE FOR MONEY IN A TOUGH ECONOMY

- ♦ Managing the need for increased data within the constraints of tight budgets
- ♦ Global vs local - managing Asia's market and reference data requirements as part of or separate from a global data organisation
- ♦ Strategies for sourcing the right data to the right person at the right price by monitoring use and removing under-utilised services
- ♦ Reviewing data agreements to find alternatives for internal use and re-distribution

Christopher Butler, Project Director, Data Management, Risk Department, NATIONAL AUSTRALIA BANK
Dennis Mwansa, Head of Trading Infrastructure Services, Asia Pacific, ROYAL BANK OF SCOTLAND
Robin Leung, Managing Director, Head of Global Information Technology Division, BANK OF CHINA

10.30 Morning break with networking opportunities

11.00 Panel discussion: THE DATA DEMANDS OF ADVANCED TRADING STRATEGIES

- ♦ Balancing the requirements for accurate data with the need for low-latency, raw direct exchange feed
- ♦ Technology developments - from co-location to optimizing internal systems - to support low-latency data delivery, processing and distribution
- ♦ The challenges around obtaining historical tick data for building and back-testing trading strategies
- ♦ Capacity planning - forecasting capacity needs and developing flexible and scalable long-term strategies to reduce data traffic

Kerr Hatrick, Director of Quantitative Products One, Global Markets Structuring, DEUTSCHE BANK
Dennis Mwansa, Head of Trading Infrastructure Services, Asia Pacific, ROYAL BANK OF SCOTLAND
David Wilkinson, Senior Director, Business Development, Asia Pacific, EQUINIX
Katherine Shen, Director, WW Industry Solution Development, IBM

11.45 Panel discussion: EDM: INTEGRATING REFERENCE DATA SOURCES TO MANAGE RISK

- ♦ How can enterprise data management help reduce risk and meet growing requirements for high quality reference data in a challenging market?
- ♦ Strategies for improving data quality and ensuring completeness and consistency of instrument and counterparty data
- ♦ Assessing the need for taking multiple sources of reference data and creating a golden copy
- ♦ Succeeding with data integration initiatives to improve data availability and accessibility

Moderator: **Tine Thoresen**, Editor, INSIDE REFERENCE DATA
Christopher Butler, Project Director, Data Management, Risk Department, NATIONAL AUSTRALIA BANK
Barnaby Nelson, Head of Business Development, BNP PARIBAS
Makoto Shibata, Principal Analyst, E-Business and IT Initiatives Division, THE BANK OF TOKYO-MITSUBISHI UFJ
Nassar Ahmad, Client Operations Manager, Asia-Pacific, GOLDENSOURCE

12.30 Lunch with networking opportunities

13.30 NEXT-GENERATION TECHNOLOGIES: THE SHAPE OF THINGS TO COME

- ♦ The shrinking of the algorithm development lifecycle and what it means for performance against benchmarks
- ♦ Communication and customisation: The heart of the electronic trading innovation process
- ♦ Redefining "Best Execution" in light of the evolution of algorithms and access to dark liquidity
- ♦ The effect of the innovation, fragmentation, and consolidation cycle on trading
- ♦ The changing roles and responsibilities of algorithms, crossing engines, and smart order routers
- ♦ Dark liquidity is everywhere: Where to find it and how to use it?

Michael Mollemans, Senior Vice President, Head of Electronic Execution Sales, DAIWA SECURITIES AMERICA

14.00 Panel discussion: OBTAINING RELIABLE DATA FOR OTC DERIVATIVES, COMPLEX PRODUCTS AND NEW ASSET CLASSES

- ♦ Identifying the hot asset classes in Asian markets, and the datasets required to trade them effectively
- ♦ The challenges of pricing complex and illiquid instruments and sourcing evaluated prices across fragmented markets
- ♦ What role can effective analytical tools and index products play in increasing transparency in OTC asset classes?
- ♦ Ensuring accurate data for valuation and risk management

Moderator: **Mike So**, Program Director, BSc of Risk Management and Business Intelligence, HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY
Madhu Gayer, Head of Investment Risk and Analytical Services for Asset Servicing Clients, NORTHERN TRUST
Rose Marie E. Sotelo, Head of Treasury Risk, LAND BANK OF THE PHILIPPINES
Rory Manchee, Managing Director, Asia Pacific, STANDARD & POOR'S

14.45 Afternoon Break with networking opportunities

15.15 Panel discussion: CORPORATE ACTIONS: STANDARDISATION AND AUTOMATION

- ♦ Impact of the turbulent economic environment on expectations for corporate actions processing
- ♦ Overcoming challenges of manual intervention and subjective interpretation of corporate actions announcements
- ♦ Adopting a tactical approach to improve automation and increase straight-through processing
- ♦ Assessing opportunities for standardising data at the source-level by introducing XBRL for corporate actions

Moderator: **Rose Marie E. Sotelo**, Head of Treasury Risk, LAND BANK OF THE PHILIPPINES
Robin Leung, Managing Director, Head of Global Information Technology Division, BANK OF CHINA
Barnaby Nelson, Head of Business Development, BNP PARIBAS
Makoto Shibata, Principal Analyst, E-Business and IT Initiatives Division, THE BANK OF TOKYO-MITSUBISHI UFJ
Kees Middendorp, Senior Consultant, Corporate Actions, SMARTSTREAM TECHNOLOGIES

16.00 Vendor panel: DATA PROVIDERS RESPOND TO END-USERS' QUESTIONS

- ♦ The impact of the changing end-user landscape and current market conditions on market data strategy and vendor businesses
- ♦ Balancing co-operation and competition to survive the consolidation trend in this downturn
- ♦ Strategies for local and global providers to expand across Asia and beyond
- ♦ Driving business forward while creating value to clients: the next generation of products and services

Moderator: **Kerr Hatrick**, Director of Quantitative Products One, Global Markets Structuring, DEUTSCHE BANK
William Mateu, Business Development and Sales, ICAP
Rory Manchee, Managing Director, Asia Pacific, STANDARD & POOR'S

16.45 Closing remarks and end of conference

*Please check APFIC2009.net regularly for program updates



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Visit APFIC2009.net to register

REGISTRATION & VENUE DETAILS

Registration - Online only at APFIC2009.net

- ◆ **Financial Institutions - FREE**
Financial Institutions eligible for free admission are limited to market data consumers like banks, asset managers, hedge funds. (no fee to attend, but to register you must contact **Pablo Cot** on +852 3411 4829 or at pablocg@incisivemedia.com or **Amanda Sawney** at asawney@SIIA.net who will provide you with online registration instructions)
- ◆ **FISD Members**
\$999 USD*
- ◆ **Non-FISD Members**
\$1,999 USD

****Group rate discount is available for FISD Members****

6 or more registrants from the same company receive a \$250 USD discount so each pays only \$749.

If you have any questions, please contact

Becki Lake, SIIA Registrar, +1.202.789.4485 | **Pablo Cot Gonzalez**, Incisive Media, +852 3411 4829

Venue

JW Marriot Hotel Hong Kong

Pacific Place, 88 Queensway, Hong Kong SAR, China | Phone: 852 2810 8366 | Fax: 852 2845 0737

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Conference Hosts



The Financial Information Services Division (FISD) of the Software & Information Industry Association was established to provide a neutral and balanced business forum for exchanges, third-party providers, market data vendors, brokerage firms, asset managers, and banks to address and resolve issues related to the dissemination, management, administration and use of financial information. Members use FISD to exchange ideas, establish new levels of mutual understanding, and improve the business climate associated with the worldwide flow of financial information. www.fisd.net

Inside Market Data

For 25 years, Inside Market Data has been the publication of choice for senior level management. With objective, accurate and timely reporting it provides a concise overview of developments in the fast-moving market data business. Inside Market Data was the first, and remains the only weekly newsletter dedicated to these markets. Its unrivalled news and analysis gives our readers an insider's edge. www.insidemarketdata.com

Inside Reference Data

Inside Reference Data is the publication of choice for senior level management working in the global reference data markets - helping key decision-makers with the governance, technological and process issues they face. If you are involved in or affected by data management issues, Inside Reference Data provides you with a new level of insight for understanding, identifying and management your reference data - covering strategies, data quality and regulation. www.irdonline.com



Inside Market Data Inside Reference Data

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Market data & technology training

Hong Kong

2, 5 & 6 November 2009

Tutor

**John Best, Director & Senior Consultant,
KENDALE SYSTEMS AND SERVICES LTD.**

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