

May 26, 2010

The FISD Brazil meeting provided the opportunity for professionals in the local market data community to meet and discuss the impact of both local and global industry developments.

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**Agenda:**

**Welcome, Introduction, & Opening Remarks**

Daniel Parke, Director General, Agencia Estado

**Discussion with the Data Vendors: Policies, Practices, Communication & Serving Customers**

*Moderator:* Tom Davin, Managing Director, FISD/SIIA

*Panelists:*

Geraldo Coelho, Sales Manager – South America, Bloomberg

Earl Humphrey, Senior Director, Interactive Data Corporation

Daniel Parke, Director General, Agência Estado

Bill Ruvo, Global Business Manager, Real Time Data Feeds, Thomson Reuters

**Brazil Fixed Income Indexes and Beyond**

*Moderator:* José Brazuna, former asset management sector manager at ANBIMA

*Panelists:*

[Gregorio Gonzalez, CEO, LVA](#)

Manuel Gonzalez, Managing Director, PiP

Mauricio Marcellini Pereira, Gerência de Operações Financeiras - GEOFI Diretoria de Investimentos - DIRIN FUNCEF

[Silvio Luís Samuel, Itaú Unibanco](#)

Jeff Torchon, Vice President-ETF Global Markets, Interactive Data Corporation

**Member Briefing: Bloomberg**

Drey Dias, Head: Trading & Order Management Systems for Latin America, Bloomberg

**FISD Overview :** Managing Director, Tom Davin will provide details on the FISD's role within the global financial information industry and an update on current initiatives to support members.

Tom Davin, Managing Director, FISD/SIIA

**Briefings from Regional & Global Exchanges on Expanding Markets, Technological Advances, Consolidations and Distinctive Business Models**

*Moderator:* Sara Banerjee, Vice President, Data Operations & Procurement, SIX Telekurs

*Panelists:*

Oliver Albers, Senior Managing Director, Market Data Distribution, NASDAQ OMX

Achilles Couto, Manager, CME Group

Marcelo Fleury, Desenvolvimento de Negocios e Produtos, CETIP

Verdi Monteiro, Market Development Officer, BM&F BOVESPA

**Enabling Growth Through Data Insights:** In this session the presenter will introduce concepts focused on the data management process, with a view to improving operational processes and growth opportunities and examine the nuances to managing market and reference data to support multiple applications including market and credit risk.

Niraj Marfatia, Director, Partnerships and Alliances, Asset Control

**Bloomberg Open Source Symbology- BSYM:** Bloomberg is making its symbols and forthcoming security identifier (BBGID) available through Bloomberg's website at no charge, with no material impediments on redistribution. Users will be able to leverage the identifier for a variety of functions including mapping, facilitating settlement and aggregating risk.

Cristiane Coutinho, ID Symbology Project Manager, Bloomberg

**The opportunities that the FIX Protocol Offers To Improve Connectivity In Brazil:** This session will explore the issues, challenges and opportunities impacting firms wishing to trade electronically in Brazil and the benefits that standardization and use of the FIX Protocol messaging standard offers to local market participants.

Ricardo Alves, Head of Product & Development, Agencia Estado

Marcio Augusto de Castro, IT Officer – Systems Development, BM&FBOVESPA

Alfredo Milera, Latin America Sales and Operations Manager, Charles River Development

Edwin Montenegro, President and CEO, Extol

Rajiv Sainani, Head of Transactions Business, LatAm, Sales & Trading, Thomson Reuters