

# Winning Corporate Cash, Treasury & Risk Management Strategies Practical Steps for Cutting-Edge Corporate Bankers

September 10th, 11th 2009  
Prague, Czech Republic



## KEY SPEAKERS:

**PETER HORRELL**  
Managing Director Barclays Wealth  
Barclays Wealth, UK

**GUNTHER HELBOK**  
Head of Operational Risk & Risk Integration  
Bank Austria – Member of  
Unicredit Group

**MARTINE GOUBERT**  
Senior Advisor Cash Management  
BNP Paribas, France

**DEJAN KRUSEC**  
Financial Stability Expert  
European Central Bank, Germany

**THOMAS HAEDICKE**  
Global Credit Markets, Head of Primary Loan  
Distribution  
Raiffeisen Zentralbank, Austria

**VANESSA MANNING**  
Head of CEE International Cash Management  
ABN Amro, The Netherlands

**ADAM BETTERIDGE**  
Head of FX Structuring (Zurich)  
Credit Suisse, Switzerland

**DENNIS FLAD**  
Chief Executive Officer  
Fides Treasury Services Ltd., Switzerland

**PHILIPPE PUDDU**  
Deputy Executive Director, Top Corporations  
Komerční Banka – Member of Societe General, Czech Republic

**KARI OKSANEN**  
Senior Risk & Compliance Officer  
Nordea, Banking Products, Finland

**ERHAN ZEYNELOGLU**  
Executive Director – Structured Finance  
Garanti Bank, Turkey

**CHRISTOPH DIETRICH**  
Head of Loan Syndication  
Investkredit Bank AG, Austria

**EMILIOS KYRIACOU**  
Head of Corporate Banking  
Citibank, Greece

**RUDOLF STEGER**  
Head of Regional Treasury CEE & CFO of CZ  
Henkel, Austria & Czech Republic

**ARZU ORHON**  
Assistant General Manager – Global Banking, Foreign Trader  
Finance & Corporate Cash Management  
Deutsche Bank, Turkey



To say that the 2008 financial crisis took us by storm was an over-statement. The fact is most will recognize that we were heading for a global financial melt-down. The question now remains; what can be done to improve performance, and prevent future impacts of the downturn on corporate departments?

Corporate cash, treasury & risk management is now at the forefront of every institution's and corporation's management, and with cash flow and liquidity stagnating it is crucial to establish effective strategies in cash management, risk management and treasury in order to perform.

Through leading expert experience this event will provide strategies to solve the challenges that lie ahead for corporate banks and will highlight solutions your Treasury Management needs. Join us to learn winning strategies for a brighter tomorrow.

## BENEFITS OF ATTENDING

- Lead the competition by ensuring liquidity in a non-liquid market
- Increase productivity with cash-management solutions
- Gain valuable skills for a cutting-edge treasury department
- Get a grasp on the possibilities of currency hedging
- Focus on effective utilization of risk managers
- Learn about the corporate banking possibilities of today

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08:30 Registration & Morning Coffee

09:00 Welcome & Opening Remarks from the Chair

## 1. THE REALITIES OF CHANGING CORPORATE BANKING

09:10 **The Corporate Banking Landscape Today**

- Brief overview of the past six months and its implications
- What have we learned to do differently and what do we still have to learn
- Regional differences, if any, in terms of impact
- Looking ahead in uncertain times

**Peter Horrell, Managing Director Barclays International Corporate, Barclays Wealth, UK**

09:50 **Switching Gears: Challenges & Opportunities**

- Moving from high volume growth to managing loan quality
- Re-pricing imperative vs. managing the relationship
- Be a doctor: Decide where to give a lifeline
- Being a breakaway player

**Emilios Kyriacou, Head of Corporate Banking, Citibank, Greece**

10:30 Refreshments & Networking Break

## 2. STRATEGIC TREASURY MANAGEMENT

11:10 **A Cash Flow Securing Treasury**

- Currency risk assessment / hedging
- Treasury and working capital optimization
- Strategies for improving the cash flow

**Rudolf Steger, Head of Regional Treasury CEE & CFO of CZ Henkel, Austria & Czech Republic**

11:50 **Improving Corporate Governance**

- Matching your institutions potential with that of your top-management
- When and how do you know when back-office functions need to move to the front
- Strategies to utilize efficient governance practices

**Philippe Puddu, Deputy Executive Director, Top Corporations Komerčni Banka – Member of Societe General, Czech Republic**

12:30 **A Cutting-Edge Treasury Department**

- The blue print of a successful treasury management or Effective Treasury Management organization
- Understanding your market position
- Estimating the opportunities
- Strategies for improving the cash flow

**Mirjana Trajanovska, Treasury Division Manager, Stopanska Banka, Macedonia**

13:10 Strategic Interactive Networking Lunch

## 3. CASH MANAGEMENT SOLUTIONS

14:40 **Leveraging Service Bureaus to Enhance your Cash-Management Effectiveness**

- Benefits and challenges behind “SWIFT for Corporates”
- Latest solutions to deliver true global electronic banking
- Solutions to lower the transaction costs in global cash management
- Streamlining your operational costs by Payment Factories or Payment Hubs
- Case studies

**Dennis Flad, Chief Executive Officer, Fides Treasury Services Ltd., Switzerland**

15:05 **International Standards & Working Capital**

### Standardization: Why? How?

- Why does global crisis increase standards role?
- Standardization & cash-management: Increased cross border traffic and international competition makes the adoption of international standards essential

### Benefits of working capital

- Market key requirements for working capital
- How a standard can help?
  - ISO 20022 XML ISO 20022 provides a better integration in the flow loop
  - Requires a full adoption from various stakeholders: A good sample SEPA

**Martine Goubert, Senior Advisor Cash Management BNP Paribas, France**

15:45 **Topic to be Announced**

**Arzu Orhon, Assistant General Manager – Global Banking, Foreign Trader Finance & Corporate Cash Management Deutsche Bank, Turkey**

16:25 Chairman’s Summary & Closing Remarks

16:30 End of Day Refreshments

08:30 Re-registration & Morning Coffee

08:50 Welcome & Opening Remarks from the Chair

#### 4. APPROPRIATE RISK MANAGEMENT

09:00 **Effective Risk Management**

- Risk and compliance challenges today
- Roles and responsibilities
- Effective processes in identifying and managing risks
- Creating and maintaining a risk culture

**Kari Oksanen, Senior Risk & Compliance Officer Nordea, Banking Products, Finland**

09:40 **Basel II & Beyond: From Compliance to Bank-Wide Quantitative Risk Management**

- Basel II in a nutshell
- Modern risk management architecture
- Credit risk analytics: Overview of modeling risk parameters (PD, LGD, EAD)
- Elements of Internal Capital Adequacy Assessment Process (ICAAP)

**Cristian Chetran, Senior Risk Manager, UniCredit Group Romania**

#### 5. CREDIT, LOANS & FOREIGN CURRENCY

10:20 **New Credit & Liquidity Risk Regulatory Frameworks & Practices**

- Changes in the credit and liquidity risk practices among regulators
- Credit risk and liquidity risk assessment in the turmoil aftermath
- Policy initiatives to harmonize credit and liquidity risk assessment

**Dejan Krusec, Financial Stability Expert European Central Bank, Germany**

11:00 Refreshments & Coffee Networking Break

11:40 **Credit Risk & Capital Management**

- Growth potential by effective credit management
- Importance of asset class segmentation
- Track the effects of the risks identified and manage them to a successful conclusion

**Erhan Zeyneloglu, Executive Director – Structured Finance Garanti Bank, Turkey**

12:20 **Case Study: Currency Hedging – A Hot Topic**

- What are available currency hedging alternatives?
- How currency volatility & risk are interrelated
- Effective currency hedging techniques: What to avoid?

**Adam Betteridge, Head of FX Structuring (Zurich) Credit Suisse, Switzerland**

13:00 **The Issues of Foreign Currency Loans**

- FX loan regulation
- Operational and reputational risk – Managing both
- FX loans and mitigating their risk

**Gunther Helbok, Head of Operational Risk & Risk Integration Bank Austria- Member of Unicredit Group**

13:40 **Panel Discussion: The Value of Syndicated Loans**

- What can syndicated loans give you, the corporation, and the region?
- Overcoming the problem of corporate lending; Are syndicated loans the answer?
- Cooperating on a local level - Banks

**Panelist 1: Thomas Haedicke, Global Credit Markets, Head of Primary Loan Distribution, Raiffeisen Zentralbank, Austria**

**Panelist 2: Christoph Dietrich, Head of Loan Syndication, Investkredit Bank AG, Austria**

**Panelist 3: Erhan Zeyneloglu, Executive Director – Structured Finance, Garanti Bank, Turkey**

14:20 Closing Remarks & End of the Conference

14:30 Networking Lunch

#### Who should attend?

Chief Executives, Presidents, Vice Presidents, General Managers, Managing Directors, Directors and Heads of: Treasury, Corporate Banking, Cash Management, Credit Risk, Liquidity, Wholesale Banking, Commercial Finance, Commercial Banking, Treasury Services, Corporate Treasury, Money Markets, Foreign Exchange

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Option to buy conference material: 300 Euros

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Fees includes forum pass, forum materials, luncheons and refreshments during the 2-day event and all service charges

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**Jeff Maric**, Sponsorship Manager  
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### WITH THANKS

I would like to thank everyone who assisted with the research and organisation of this conference, particularly the speakers for their support and commitment.  
**Mira Mazgut**, Senior Conference Producer  
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### Accommodation

Hotel accommodation and travel expenses are not included in the registration fee.

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