



MARKET LIQUIDITY CONFERENCE 2015

Tuesday, 16 June 2015

Singapore

asifma 
Growing Asia's Markets

Market Liquidity Conference 2015 Event Factsheet

Dates: Tuesday, 16 June 2015

Location: Marina Mandarin Hotel, Singapore (Marina Mandarin Ballroom, Level 1)

Objective: Modeled on the successful series of AFME's annual European Market Liquidity Conference in London, ASIFMA aims to bring this well-received event to Asia as an industry-wide conference, providing a unique opportunity for global and regional industry representatives from both sell-side and buy-side, fixed income and foreign exchange communities to ensure in-depth and genuine debates with policy makers and lead by senior speakers.

Program format: One-day conference with keynote speeches, presentations, panel discussions, workshops and roundtables including Q&A with the audience and networking sessions.

Speaker: Global and Asian policy makers, regulators and industry experts. Speaker selection will be discussed/confirmed by ASIFMA and the Program Committee. (See the last two AFME events for a flavor of the programs: [2014 event](#) and [2013 event](#))

Sponsorship: Sponsorship opportunities are open to ASIFMA members and non-members. Sell-Side participants, and FX and fixed income trading platforms are particularly encouraged. Various partnership packages are available and may be tailored to suit your company's needs.

Delegate profile: This event is expected to attract around 250 delegates from sell-side and buy-side, fixed income and foreign exchange communities, initially by invitation-only and then marketed to a wider audience.

Delegate fees: Admission is free of charge for invited regulators, buy-side firms, confirmed speakers and invited journalists. Discounted rate at HKD5,000 applies to members of ASIFMA and the conference endorers. For non-member, the original price is applied at HKD6,000. Sponsorship packages include a limited number of delegate passes.

Marketing: The conference will be promoted through engagement of ASIFMA members in Asia and internationally by leveraging the contacts and connections of global alliance partners, AFME, GFMA and SIFMA. ASIFMA also uses its website (www.asifma.org/events/), the *Asia Regulatory Review*, and the *GFMA SmartBrief* for event promotion and collaborates with Asian trade publications and regional associations as conference endorers.

Press: This event is open to the press which is by invitation only. For all media inquiry, please email cruggles@asifma.org.

ASIFMA Contact: Michelle Cheung, mcheung@asifma.org, +852-2531-6531

9th Annual
afme/ **European Market Liquidity Conference**
 Finance for Europe
 25 February 2014
 etc venues, St. Paul's, London



Agenda

DATE: Tuesday 25 February 2014

VENUE: etc. venues St Paul's, London

08:30	Conference registration and coffee
09:15	Opening remarks Speaker: James Kemp , Managing Director, GFMA
09:20	Plenary session 1: Liquidity in the new regulated market – the changing market structure <ul style="list-style-type: none"> • Implications of MiFID / MiFIR / EMIR: what remains to be done as we enter level 2 – clearing the smoke • Basel III trading book considerations • Implications of Dodd-Frank for Europe Moderator: Rick Watson , Managing Director and Head of Capital Markets, AFME Panellists: Enrico Bruni , Head of Europe and Asia business, Tradeweb Bill Stenning , Managing Director – Clearing, Regulatory & Strategic Affairs, Societe Generale Corporate & Investment Banking Robert Stheeman , Chief Executive, UK Debt Management Office Robert Urtheil , Head of Europe and Asia, MarketAxess and CEO, Xtrakter James Wallin , Senior Vice President, AllianceBernstein
10:10	Keynote address Speaker: Verena Ross , Executive Director, European Securities and Markets Authority (ESMA) Introduced by: Simon Lewis OBE , Chief Executive, AFME
10:50	Networking and refreshments
11:20	Stream sessions: FX: The renminbi and other Asian currencies <ul style="list-style-type: none"> • How to get more exposure to the Chinese Bank market • What can we expect in 2014? • Other exotic currencies – end to NDF status?

Session introduced by:

Andrew Harvey, Managing Director, Europe, Global FX, **GFMA**

Moderator:

Katie Martin, News editor, Markets (Europe), **WSJ**

Panellists:

William Brandon, Deputy Director, Financial Services Strategy, **HM Treasury**

Birgitte Jespersen, Portfolio Manager, **Coeli Asset Management**

Mark Johnson, Global Head of Foreign Exchange Cash Trading, **HSBC**

Markus Schmidt, Head of EM FX and Rates for Europe, **Standard Chartered**

Yan Wang, Assistant General Manager, **Bank of China**

FI: Development of exchange capabilities

- The difference between the EU and US
- Development of exchanges
- Implications for end users

Session introduced by:

Kristina Godau, Manager, Credit, Covered Bonds & Rates, **AFME**

Moderator:

David Bullen, Fixed Income eTrading, **Independent Consultant**

Panellists:

Thijs Aaten, Managing Director, Treasury & Trading, **APG Asset Management**

Stuart Heath, Executive Director, **Deutsche Boerse / Eurex – Head of Representative Office**

Jonathan Jachym, Executive Director, Government Relations, **CME Group**

Ciaran O'Flynn, Managing Director, Global Co-Head of Fixed Income Electronic Trading, **Morgan Stanley**

Mark Refermat, OTC Investment Operations, **Man Group**

12:05

Stream sessions:

FX: Impact of regulation on development of the FX market place

- Change of market structure and composition
- Development of new execution platforms:
 - Sefs
 - OTF/MTFs in Europe
- Future role of derivatives



Session introduced by:

Andrew Harvey, Managing Director, Europe, Global FX, **GFMA**

Moderator:

Eva Szalay, Editor, **FX Week**

Panellists:

Chris Eagle, Managing Director, Head of European Foreign Exchange Sales, **Jefferies**
Keith Tippell, Managing Director, Head of \FX Product Management, **MarketSERV FX**
Paul Tivnann, Global Head of FX and Commodities Electronic Trading, **Bloomberg**
Derek Sammann, Senior Managing Director of FX, Metals and Options Solutions, **CME Group**

FI: Liquidity issue, what liquidity issue?

- Bank liquidity - portfolio eligibility
- Solvency II
- Asset allocation strategies
- Risk weighting in sovereigns
- Implication of Volcker and Liikanen
- Prop trading vs market making – short-selling regulation

Session introduced by:

Kristina Godau, Manager, Credit, Covered Bonds & Rates, **AFME**

Moderator:

Tim Cave, Trading and Technology Editor, **Financial News**

Panellists:

Niall Cameron, Managing Director, Global Head of Credit Trading, **HSBC**
Gabriele Frediani, Head of Markets, **MTS**
Louis Gargour, Chief Investment Officer, **LNG Capital**
George Harrington, Global Head of Fixed Income, Currency and Commodity Execution, **Bloomberg**



12:50	Networking lunch
13:50	<p>Plenary session 2: Funding European economic growth: the obstacles and opportunities</p> <ul style="list-style-type: none"> • Post-crisis monetary policy for 2014 – what does it mean for the markets? QE tapering / interest rates • Sovereign and EM debt – spreads and outlook for the future • Key currencies to watch for 2014 • Measures of liquidity • Shadow banking issues (repos, securities lending, prime services) • Obstacles to growth <p>Moderator: Rick Watson, Managing Director and Head of Capital Markets, AFME</p> <p>Panellists: Nick Burge, Managing Director, Head of OTC Clearing, Lloyds Bank Janin Campos, Senior Managing Director, Head of Corporate Syndicated Lending for Europe and Asia, BBVA Massimiliano Castelli, Managing Director, Head of Strategy, Global Sovereign Markets, UBS Global Asset Management Kit Juckes, Global Head of Foreign Exchange Strategy, Societe Generale Corporate & Investment Banking</p>
14:50	<p>Closing keynote address</p> <p>Speaker: Bronwen Maddox, Editor and CEO, Prospect Magazine</p> <p>Introduced by: James Kemp, Managing Director, GFMA</p>
15:20	<p>Chair's closing remarks</p> <p>Speaker: James Kemp, Managing Director, GFMA</p>
15:30	Networking drinks reception
16:30	Event closes



AGENDA

DATE: Wednesday 13 February 2013

VENUE: Grange St. Paul's Hotel, London

08.00-08.45	<i>Registration and Coffee</i>
08.45-08.50	Welcome and Introduction Andrew Gowers , Director External Relations, AFME
08.50-09.15	Keynote Address Introduced by Simon Lewis , Chief Executive, AFME Speaker David Wright , Secretary General, IOSCO
09.15-09.30	Investor Survey of Fixed Income Liquidity Speaker: Mark Twigg , Executive Director, Cicero Group
09.30-10.30	Panel 1: Making Markets Work: Liquidity and Regulation <ul style="list-style-type: none"> • Liquidity in the new regulated market – the changing market structure • Shortage of collateral • Reaction to Dodd-Frank and the impact on liquidity • Updates and insights into current regulation including MiFID, the Volcker rule, the Liikanen report, Credit <p>Rating Agency regulation and EMIR</p> Moderator: Ralph Atkins , Capital Markets Editor, Financial Times Panellists: Petra De Deyne , Senior Manager, CIB Regulatory Affairs, BNP Paribas Sachin Gupta , Executive VP, Portfolio Manager, PIMCO Europe Ltd Patricia C. Mosser , Senior Vice President, Federal Reserve Bank of New York Robert Stheeman , Chief Executive Officer, UK Debt Management Office
10.30-11.00	<i>Networking Coffee Break</i>
11.00-11.45	Stream A: Fixed Income A1: What Trading Models will Predominate in the New Landscape? <ul style="list-style-type: none"> • RFQ/click-to-trade • Agency-based • What will be the role and impact of e-trading in the changing landscape? e.g., impact on customer search for liquidity and efficiency

8TH ANNUAL

EUROPEAN MARKET LIQUIDITY CONFERENCE

FX AND FIXED INCOME TRADING: NAVIGATING THE FUTURE

WEDNESDAY 13TH FEBRUARY 2013
GRANGE ST. PAUL'S HOTEL, LONDON



Moderator:

Roger Barton, Founder, **Financial Reform Consultancy**

Panellists:

Niall Cameron, Managing Director, Global Head of Credit Trading, **HSBC**

Robert Hammond, Head of European Client and Dealer Sales, **MarketAxess**

George Harrington, Global Head of Bloomberg Fixed Income Trading, **Bloomberg**

Dom Holland, Director of Credit eCommerce Sales, **Deutsche Bank AG**

Stream B: FX

B1: Business Models Post G20 - Impact on Cleared/Uncleared Business

- How are FX businesses re-gearing for the changing landscape?
 - E.g. to accommodate cleared and uncleared business
 - Agency/exchange trading versus principal/OTC trading - what are the limits with respect to FX? Is it good for clients?

Moderator:

Joel Clark, Editor, **FX Week**

Panellists:

Will Patrick, Senior Director, FX Products – EMEA, **CME Group**

Puneet Singhvi, Head of Product, CitiFX Prime, **Citibank**

Jason D. Vitale, Global Head Foreign Exchange Prime Brokerage & EMEA Head of Fixed Income Prime Brokerage, **Deutsche Bank, AG**

11.45-12.30

Stream A: Fixed Income

A2: How is the Market Responding in Practice to Proposed OTC Derivatives Reform?

- Pre-trade credit checking
- Potential futurisation of swaps

Moderator:

Peter Sime, Head of Risk Capital, **ISDA**

Panellists:

Andrew Challis, Head of Rates E-Distribution and FICC Strategic Investments, **Barclays**

William Knottenbelt, Managing Director EMEA, **CME Group**

Eric Kolodner, Managing Director, **Tradeweb**

Eugene Stanfield, Managing Director, Head of OTC Clearing, **Commerzbank**

James Wallin, Senior Vice-President, **AllianceBernstein**

Stream B: FX

B2: Key Volume Drivers for FX Trading

- Macro-economic drivers
- Regional influences
- Market changes / innovation / regulation (e.g. FTT - will this create large holes in the playing field)

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Moderator:

David Poole, Director of Liquidity Optimisation Services, **ClientKnowledge**, now apart of EBS

Panellists:

Dr. Massimiliano Castelli, Head of Strategy, Global Sovereign Markets, **UBS Global Asset Management**

Professor Keith Pilbeam, Professor of International Economics and Finance, **City University London**

Jonathan Webb, Head of FX Strategy, **Jefferies Bache**

12.30-13.30

Networking Lunch

13.30-14.20

Stream A: Fixed Income

A3: Credit Risk: Analysing, Measuring and Hedging Risk

- Are futures used to hedge or to speculate?
- How do Rating Agencies assess risk? How do investors use ratings and what is the effect of ratings in the markets?
- What role has CDS played in the markets over recent years? Are they a useful tool for managing and assessing credit risk?
- How have CDS volumes developed in recent years and how will they develop in the future, given the European Short Selling Regulation?
- What other tools do market participants use to assess credit risk? Risk indices?

Moderator:

Bill Thornhill, Editor, **The Cover**, **Euroweek**

Panellists:

Moritz Kraemer, Managing Director, Sovereign Ratings EMEA, **Standard & Poor's Rating Services**

Nick Robinson, Head of Trading Fixed Income, **Schroder Investment Management**

Stream B: FX

B3: The FX Market of Tomorrow

- Emergence of a non-deliverable cash market in parallel to the physical market
 - Exchange/CCP models push in this direction
 - What would this mean? How would we all manage basis risk, physical versus non-physical?
 - Would the non-physical tail end up wagging the physical dog?
- Deglobalisation
 - Will the plethora of new rules increase cost or prevent global counterparties dealing with one another as they do today?
 - Could FX fragment into multiple local/regional markets with different pricing and liquidity?

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- How are platforms responding to the changing landscape
 - ECNs and dealer perspective

Moderator:

Huw Evans, Chief Operating Officer, Foreign Exchange, **UBS**

Panellists:

Neill Penney, Managing Director and European Head of Fixed Income E-Trading Strategy, **Morgan Stanley**

Jeremy Smart, Global Head of Electronic Distribution Markets, **RBS**

14.20-14.50

Networking Coffee Break

14.50-15.50

Panel 2: All Change in the World of FICC

The wholesale financial services industry is undergoing major structural change as a result of changing economic circumstances and new regulations - and nowhere is that change more apparent than in Fixed Income, Currencies and Commodities divisions of the big capital market banks. What strategies are the major players adopting to improve returns and manage risks in this new era? What is the likely shape of the business in a few years' time? And what do the changes mean to corporate users of the markets and to the buy-side?

Moderator:

William Wright, Contributing Editor, **Financial News**

Keynote Speech:

Kostas Pantazopoulos, Global Head of Interest Rate Products, **Goldman Sachs**

Panellists:

Clare Francis, Managing Director of Global Corporates Banking, **Lloyds Bank**

Richard Raeburn, Chairman, **European Association of Corporate Treasurers**

Nick Robinson, Head of Trading Fixed Income, **Schroder Investment Management**

15.50-16.05

Keynote Speech

Introduced by:

Andrew Gowers, Director of External Relations, **AFME**

Speaker:

Peter Praet, Member of the Executive Board, **European Central Bank**

16.05-17.00

Panel 3: Funding Economic Growth

In recent months, the most acute worries about the euro crisis appear to have abated - only to be replaced by longer-term concerns about Europe's ability to generate economic growth. In this the issue of how investment will be financed is central. With banks likely to remain constrained in their lending capacity for years to come, the European economy faces a significant corporate funding gap. How can capital markets help and what can policy-makers do to encourage them?

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- The role of policy in fostering long-term investment
- Impact of regulation on markets and the economy
- Bank lending and funding
- The prospects for corporate bond issuance
- The role of high-yield
- Restarting securitisation

Moderator:

Rick Watson, Managing Director and Head of Capital Markets, **AFME**

Panellists:

Jacques Cailloux, Chief European Economist, **Nomura International Plc**

James Nixon, Chief European Economist, **Société Générale - Corporate & Investment Banking**

Peter Praet, Member of the Executive Board, **European Central Bank**

Gerassimos Thomas, Director - Finance, Cooperation with EIB Group, EBRD and IFIs, **European Commission**

Azad Zangana, European Economist, Schroder Investment Management

17.00-17.25

Closing Keynote Address

Introduced by:

Andrew Gowers, Director of External Relations, **AFME**

Speaker:

James Harding, Former Editor, **The Times**

17.25-17.30

Chairman's Closing Remarks

Andrew Gowers, Director of External Relations, **AFME**

17.30-18.30

Networking Drinks Reception



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Growing Asia's Markets

ASIFMA Market Liquidity Conference 2015

Tuesday, 16 June 2015

Marina Mandarin Hotel, Singapore

Sponsorship Proposal

Welcome Your Support Now!

Early-bird Discount:

10% off for confirmation of more than one sponsorship package
on or before 31 January 2015

DEVELOPING ASIAN CAPITAL MARKETS

ASIA SECURITIES INDUSTRY &
FINANCIAL MARKETS ASSOCIATION

Unit 3603, Tower 2
Lippo Centre

89 Queensway
Admiralty, Hong Kong

Tel: +852 2531 6500
www.asifma.org

Conference Sponsorship Opportunity

Multiple allocations available

Gold – HK\$60,000 for Members and HK\$80,000 for Non-Members

- 1 preferential speaking slot (panelist or moderator role to be determined at ASIFMA's discretion)
- 5 full conference delegate passes for staff
- 10 full conference delegate passes for buy-side clients
- Highest level of logo placement and acknowledgement in all conference publicity materials
- Company profile and advertisement in conference program

Silver – HK\$30,000 for Members and HK\$40,000 for Non-Members

- 2 full conference delegate passes for staff
- 5 full conference delegate passes for buy-side clients
- Middle level logo placement and acknowledgement in all conference publicity materials
- Company profile and advertisement in conference program

NETWORKING Sponsorship Opportunity

Single allocation available

Cocktail Reception - HK\$100,000 for Members and HK\$130,000 for Non-Members

- Exclusive cocktail event for conference participants following the conference (inclusive of drinks)
- 1 keynote speaking slot at the cocktail
- 20 cocktail passes for staff and/or qualified guests
- 1 speaking slot at the conference (panelist or moderator role to be determined at ASIFMA's discretion)
- 5 full conference delegate passes for staff
- 10 full conference delegate passes for buy-side clients
- Logo placement and acknowledgment in all conference and cocktail publicity materials
- Company profile and advertisement in conference program

MARKETING Sponsorship Opportunities

Exhibition Stand (max 8 allocations) – HK\$40,000 for Members and HK\$50,000 for Non-Members

- 1 booth in a designated area on-site (set up and managed by sponsor, location determined at ASIFMA's discretion)
- 2 full conference delegate passes for staff to manage the booth
- 5 full conference delegate passes for buy-side clients
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program

Interactive Mobile Phone App Service (1 allocation) – HK\$100,000 for Members and HK\$130,000 for Non-Members

- Advanced, multi-use conference communications tool using conference participants' own mobile phones for real-time posting of questions, polling, emailing and conference information updates
- Sole e-advertisement and logo exposure in the mobile app on the conference day
- Exclusively branded at 1 preferred polling session during the conference
- 5 full conference delegate passes for staff
- 10 full conference delegate passes for buy-side clients
- Logo placement and acknowledgment in all conference publicity materials
- Company profile and advertisement in conference program

Cappuccino/Latte Corner, Fruit Juice Corner, Soft Drink Corner (1 allocation per Corner) – HK\$80,000 per Corner for Members and HK\$100,000 per Corner for Non-Members

- Provide all conference participants with more drink option at the event, using tailor-made cups produced by ASIFMA with the corresponding Sponsor's logo
- Each Corner is set up and managed by the venue & catering provider, under ASIFMA's supervision (location determined at ASIFMA's discretion)
- Display of 1 Sponsor's banner at the corresponding Corner
- (Banner to be provided by Sponsor, exact banner size to be confirmed)
- 5 full conference delegate passes for staff
- 10 full conference delegate passes for buy-side clients
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program

Delegate Bags (1 allocation) – HK\$30,000 for Members and HK\$40,000 for Non-Members

- Delegate bags with logo placement for all conference attendees (co-branded only with ASIFMA)
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program
- Opportunity to distribute 1 item of your own marketing material or giveaway via the conference delegate bag

Name Badge Lanyards (1 allocation) – HK\$20,000 for Members and HK\$25,000 for Non-Members

- Lanyards with logo placement for all conference attendees (co-branded only with ASIFMA)
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program
- Opportunity to distribute 1 item of your own marketing material or giveaway via the conference delegate bag

Conference Pens (1 allocation) – HK\$20,000 for Members and HK\$25,000 for Non-Members

- Pens with logo placement for all conference attendees (co-branded with ASIFMA)
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program
- Opportunity to distribute 1 item of your own marketing material or giveaway via the conference delegate bag

Delegate Bag Inserts - Sponsor's Own Material (max 6 allocations) – HK\$15,000 for Members and HK\$18,000 for Non-Members

- Opportunity to distribute 1 unique branded giveaway or 1 item of your own marketing material via the conference delegate bags for all conference attendees
- Logo placement and acknowledgement in all conference publicity materials
- Company profile in conference program

ENDORSER Opportunities

Branding as the Conference's Endorser for Non-Member Trade Associations

- 1 full conference delegate pass for staff or qualified guest
- Purchase delegate passes at Member price HKD5,000 each (original price HKD6,000)
- Logo placement and acknowledgement in all conference publicity materials
- Endorser will promote the conference by mass email distribution of the conference invitation and issue reminders to the Endorser's members and/or clients, posting the conference information on the Endorser's website and newsletters from three months prior to the conference.

Important Notes:

** All sponsorship opportunities will be allocated on the basis of **first come and confirmed, first served**. If you require time for your internal approval process, ASIFMA can reserve the package(s) for you for a maximum of 1 week.

** The sponsorship prices may be subject to change and mutual agreement will be required.

Interested parties should contact Michelle Cheung at mcheung@asifma.org or +852-2531-6531.

We appreciate your continued support of ASIFMA and look forward to seeing you at the conference.