

The Sibos Corporate Forum

Advancing critical dialogue between corporates and banks

Sibos 2012 Osaka, Japan 30-31 October 2012

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 5,000 participants including financial institutions, corporates, application and middleware vendors, Sibos brings the global financial services industry together in one place, for one week.

Once every three years, Sibos comes to Asia – and in 2012 it comes to Japan for the first time.

The Sibos Corporate Forum

The Sibos Corporate Forum is a dedicated two-day programme during Sibos encompassing practical case studies and information exchange on the latest developments and challenges facing the corporate-to-bank space. Designed for treasury, trade and senior finance professionals from corporations and financial institutions, the forum is a unique opportunity to network with peers and banks and learn about new opportunities to optimise cash and liquidity management.

This year's Corporate Forum will have a rich programme covering topics such as best practices for corporate banking, working capital optimisation and trade finance. Learn from industry experts and corporate case studies how to streamline treasury operations, obtain visibility on cash positions, implement payment factories and adopt the latest ISO 20022 standards.

Who should attend?

- Corporate treasurers, regional treasurers, treasury managers, finance directors, trade service practitioners, head of shared service centres
- Global bank cash management, trade services 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?

Sign up for the Sibos Corporate Forum in order to:

- Meet all your senior bank relationship managers in one place to put your priorities and business requirements high on the agenda of the financial institutions that serve you
- Hear case studies from your peers around the world in achieving end-to-end operational excellence
- Learn about SWIFT's value proposition for corporates, how to make a compelling business case and the roadmap for practical implementation
- Find out about the latest solutions to help you combat the threat of identity fraud to your business
- Visit the exhibition to discover the latest solutions from application and connectivity vendors



Overall, the two day Corporate Forum is an unrivalled environment in which to network with your peers and meet and influence your bank providers and key technology suppliers. Come to the Sibos Corporate Forum in Osaka to make sure you do not miss out on the best chance all year for advancing critical dialogue in the bank-to-corporate space.

For additional information, please visit www.sibos.com or email corporate.forum@swift.com
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Corporate Forum Programme

Tuesday 30 October 2012

09:00 – 09:30 Corporate Forum Opening address

Conference Room 1

- Elie Lasker, SWIFT
 - André Casterman, SWIFT
 - Marcus Treacher, HSBC
-

09:30 – 10:30 Adapting to new global trade flows and to the rise of Asia in global commerce

Conference Room 1

Global trade flows are undergoing a significant transformation, with important shifts to, from and within Asia, increased supply chain fragmentation and more active participation of small and mid-sized companies in global commerce. In this context, it becomes a matter of survival for commercial banks to fundamentally upgrade their offering and business models of trade related financial services. In this session we will investigate what future winners can do to differentiate themselves in key areas such as customer-focus, broad and flexible product offerings, collaborative structures, cost-competitive operations and access to local market presence & knowledge through well designed partnerships.

- James Emmet, HSBC
 - Christof Maetze, Commerzbank AG
 - Tjun Tang, BCG
 - David Vermeylen, BP Chemicals
 - Ramakrishnan Krishnamurthy, Indian Banks' Association
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11:15 – 12:15 Increasing efficiency of your trade transactions on Letters of Credit

Hyatt Room Saki

Corporates are increasingly looking at multi-bank trade finance solutions to optimise working capital and to enhance supply chain visibility. Using SWIFT's MT798 multi-bank trade finance standards, corporates can accelerate processing of L/Cs and Demand Guarantees and improve their financial performance. This session will demonstrate practical examples from Asian corporates on the use of MT 798 standards for L/Cs and Demand Guarantees as well as for electronic bill of lading (eBL).

- Paul Soumyajyoti, Reliance Industries Limited
 - Connie Leung, SWIFT
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11:15 – 12:15 RMB internationalisation – what does it mean for Corporate treasurers?

Hyatt Room Yume

More than 1000 financial institutions in over 90 countries are already doing business in RMB. Join our industry experts for a panel discussion on recent RMB developments and what opportunities this might pose to your business.

- Neil Daswani, Standard Chartered Bank
 - Ann Lin Khoo, JPMorgan Chase
 - Kuresh Sarjan, Bank of America Merrill Lynch
 - Takeshi Fukui, Mizuho
 - Moderated by Egidio Zarrella, KPMG
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12:30 – 14:00 Lunch and Networking

Hyatt Crystal Ballroom

14:00 – 15:00 Transaction and liquidity management in Asia

Conference Room 1

How do treasurers tackle the challenges of the diversified and fragmented Asian market, language barriers, character sets and formats? The tremendous growth witnessed in Asia over the recent years, compounded with the impact of globalisation and the global financial crisis and the emergence of RMB as an international currency, is causing Asian and non-Asian MNCs to further optimise their operations in the treasury and cash management area in the region. Yet, achieving this optimisation in such a diverse environment scattered with different languages, character sets, standards and also regulations is not a mean feat. During this session, participants will discuss and share experience on how these challenges can be best addressed.

- Toshihiro Manabe, Sumitomo Mitsui Banking Corporation
 - Lok Mishra, ICI Bank Limited
 - Moderated by Cesar Bacani, CFO Innovation Asia
 - Wolfgang Ratheiser, Johnson Controls
 - David Blair, Acarate Consulting, Singapore
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15:00 – 16:00 Supply Chain Finance for Corporates – The Bank Payment Obligation

SWIFT Auditorium

The cash conversion cycle is high on the agenda of every corporate treasurer. How can we minimise the time to convert a trade to cash? With world trade shifting to open account trade, learn how corporates are using a new risk instrument - the bank payment obligation (BPO) - to mitigate risks and to shorten the trade life cycle with special focus on adoption in Japan/China and Intra Asia trade.

- André Casterman, SWIFT
- Daisuke Kamai, The Bank of Tokyo-Mitsubishi UFJ

Corporate Forum Programme

16:00 – 17:00 How can you save more time, effort and money with 3SKey?

SWIFT Auditorium

In the world of electronic banking, proof of identity is often very complex involving numerous devices and passwords to secure transactions with multiple banks. 3SKey removes this complexity for corporates and financial institutions alike. In this session, learn how users will benefit from a single token which can be used with multiple banks. Also discover how financial institutions can lower their IT expenditures in proprietary infrastructures by using a shared service whilst keeping control on their customer's identity.

- Christophe Douteaux, Ipsen Group
- George Evers, Royal Bank of Scotland
- Tom Durkin, Bank of America Merrill Lynch
- Moderated by Anand Bindumadhavan, SWIFT

17:00 – 18:00 Alliance Lite2 – It's never been easier to connect to SWIFT

SWIFT Auditorium

In this session, you'll learn how Alliance Lite2 combines SWIFT's world-class levels of security and reliability with the simplicity of 'cloud'-based connectivity. Designed to meet the connectivity needs of most customers, Alliance Lite2 supports all SWIFT message formats and standards and full automation.

- Dirk Van Achter, SWIFT

18:00 Corporates and Supply Chain cocktail

Hyatt Crystal Ballroom

Wednesday 31 October 2012

09:30 – 10:30 Shared service centres. A global trend for all customers?

Conference Room 1

In the wake of the financial crisis and its impact on credit and liquidity management, the topic of Share Service Centre (SSC) is high again on the treasurer's agenda as a means to improve cash visibility and liquidity management. This session will look at the benefits of using such SSCs and also at the lessons learned when setting up and operating them.

- Lee Thong Tan, International SOS
- Shunsuke Araki, Mizuho
- Hubert JP Jolly, Citi
- Sharon Petrey, The Coca-Cola Company
- Moderated by Daniel Flatt, Corporate Treasurer

10:45 – 11:45 Getting paid on time using the new Bank Payment Obligation

Hyatt Room Saki

The ICC is introducing the Bank Payment Obligation as a new instrument for trade settlement. This session will demonstrate the best practices in supply chain finance and illustrate them with practical examples from large exporters having adopted the Bank Payment Obligation to increase efficiency of their supply chains and to get paid on time.

- Vinod Madhavan, Standard Chartered Bank
- Marie-Christine Diaz, SWIFT
- David Vermynen, BP Chemicals

10:40 – 11:30 Embarking on a treasury project – practicalities and challenges (in Japanese)

Hall 6, 2nd Floor, room F

Hear from corporates who have embarked on a treasury optimisation project about how the use of SWIFT as a single communications channel with their banking partners helps achieving treasury efficiency and about the practicalities of implementing SWIFT. This session will share some best practices and case studies from corporates globally and in Asia on their business case and lessons learnt on embarking on a treasury optimisation project.

- Hidefumi Doi, NTT Data
- Kaoru Ito, GE Japan
- Yasushi Anezaki, Fast Retailing (Uniqlo)
- Moderated by Keisuke Hioki, Deloitte Tohmatsu

11:45 – 12:15 Education session: ISO 20022, MX, MT and market practice – a refresher

12:20 – 12:50 Hyatt Room Mai

Standards are a key ingredient in enabling automation for all of your business transactions. Join this session to find out which business you can do using SWIFT's MTs, the advantages of ISO 20022/MX and how SWIFT and the industry are working together to define market practices to unlock the true benefits of standardization.

- Chantal Van Es, SWIFT

Corporate Forum Programme

11:45 – 12:15 Operations and risk management – How to effectively implement payment hubs and Shared Service centres
12:20 – 12:50 Hyatt Room Yume

As corporates continue to grow in a more diversified market, treasurers face challenges in streamlining cash and payment processing. There is growing demand on the implementations of Payment Hubs or Shared Service Centres (SSC), in particular Asia being an important market for setting up SSCs. What are the implications, operations and managed risks, associated with centralisation and SSCs in the region.

- Wolfgang Ratheiser, Johnson Controls
- Mie Aoki, The Bank of Tokyo-Mitsubishi UFJ
- Moderated by Herve Postic, UTSIT

11:45 – 12:15 Global treasury management - Strategies for corporates to achieve efficient global cash management
12:20 – 12:50 Hyatt Room Saki

As corporates focus on growth in a more diversified market landscape, treasurers face challenges in streamlining cash and payment processing. Asia is an important market for treasurers to manage their corporates' assets globally. This session will discuss the implications, operations and managed risks, associated with alternative solutions to centralised service centres.

- Kenji Yamashita, Panasonic
- Nobuyuki Ishikawa, Panasonic
- Tatsuya Nishimura, Sumitomo Mitsui Banking Corporation

13:00 – 14:00 Lunch and Networking
Hyatt Crystal Ballroom

14:00 – 15:00 Open Account and the convergence of cash and trade: have banks finally found the solution?
Conference Room 1

With the exception of a few corridors, traditional trade finance instruments are declining to the benefit of open account transactions. While corporates are clearly in need for efficient financing instruments, they seem to be deterred by the complexity of traditional trade finance instruments. This is also a major challenge for banks as their role and their opportunities to capture revenue are decreasing significantly. Coming up with new alternatives has proven very challenging. Yet, the new Bank Payment Obligation (BPO) instrument is starting to get significant traction, following expected endorsement by the International Chamber of Commerce. Is this a real opportunity for banks and corporates, or yet another failure in the making?

- Yumiko Hoshino, Ito-Yokado Co. Ltd
- Shigeki Kawabata, The Bank of Tokyo-Mitsubishi UFJ
- Ashutosh Kumar, The Standard Chartered Bank
- Alexander R. Malaket, OPUS Advisory Services International Inc.
- Chang-Soon Thomas Song, Korea Exchange Bank

15:00 – 15:45 SWIFTRef – the reference data solution for payments, treasury and compliance - It is no longer a time to maintain your reference data in isolation!
SWIFT Auditorium

In an environment of greater regulation and increased competition in a difficult economic climate, a strategic and collaborative approach to reference data management will reduce operating cost, improve risk management and compliance, and support growth. To assist and facilitate these evolving needs, SWIFT has now built SWIFTRef, a global reference data utility. SWIFTRef provides customers worldwide with solutions of a data quality level that is more and more needed to fully automate SEPA payments, to have access to current and historical BIC codes for compliance reporting, to access correspondent Standing Settlement Instructions (SSIs) from the authorised source for all commercial and retail payments, to have available correspondent banking data and National Bank Codes to ensure automated processing of international payments. Directories are available and maintained via web query tools, secure file downloads and XML feeds. SWIFTRef gets its data from the data source and owner, be it individual institutions or countries or market infrastructures, guaranteeing complete and accurate data. If you are a financial institution, a corporate or a provider of payments processing applications looking for a total and trusted solution, then this session is for you.

16:00 – 17:00 SWIFT for Corporates services
SWIFT Auditorium

Cash visibility is key to corporate treasurers, money is important, but the information about money is more important than money itself. Corporate treasurers need to have global cash visibility across their multiple bank relationships and SWIFT for Corporates offers an efficient, secure, standardised and cost effective solution to improve treasury efficiencies. With over 900 corporates worldwide using SWIFT for treasury management, we will discuss in this workshop how the SWIFT for Corporates proposition is helping corporates to obtain global cash visibility across all their accounts automatically in their Treasury Management or ERP system, and how treasurers optimise treasury operations across cash, payment and trade through the SWIFT single communications channel with their banks.

- Timothy Smallow, PayPal
- Filipe Simao, BNP Paribas
- Stephen Darnley, IATA
- Susan Boerie, GE
- Moderated by Matt Monaco, SWIFT

17:00 Corporate Forum closing

Corporate Forum Programme

30 - 31 October 2012 - Osaka

Standards Forum sessions for corporates

Tuesday 30 October 2012

16:00 - 17:00 **Let's get practical - A customer's take on MyStandards**

During this session, we will explore how MyStandards, a new collaborative web platform, can help banks to offer their corporate customers a better and transparent service related to standards.

- Susan Boeri, GE
- Brian Crabtree, Citi
- Harry Newman, SWIFT
- Siegfried Vonderau, Deutsche Bundesbank
- Robert Blair, JPMorgan Chase

Wednesday 31 October 2012

14:00 - 14:45 **Let's get practical - The CGI secret to seamless corporate cash management**

The Common Global Implementation (CGI) is a forum for banks, corporates, vendors and market infrastructure to help corporate users simplify and implement a common ISO 20022 standard. A corporate can then use the same message structure for all its payments with all of its transaction banks reaching any payment system across the globe. Hear from corporates/banks on what is available today on payment initiation and cash reporting. We will show case how global/Asian corporates have implemented global cash management and how their partner banks have supported them on this initiative and what are the benefits and lessons learnt.

- Tom Durkin, Bank of America Merrill Lynch
 - Liliana Fratini Passi, Consorzio CBI
 - Colin Kerr, Microsoft
 - Stacy Rosenthal, SWIFT
 - Nishimura Tatsuya, Sumitomo Mitsui Banking Corporation
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