

OPENING ADDRESS: BLUE SKY & BEYOND

DAVID BODANIS



How will we live 10 years from now?

- Families
- New technology opportunities in education, work, entertainment
- Environmental impacts: transport, fuels, tax
- Geo-politics: China, India, Russia, increasing Euro-integration – or break-up
- Summary of impacts and what behavioural changes they will provoke

Down the road: blue sky thinking, likely, improbable, best and worst outcomes 20 years hence and beyond.

- Distant technologies
- Health and life spans
- Planetary concerns: developed and third world survival chances

David Bodanis, Futurist

David Bodanis is one of the world's top futurists. After a distinguished early career at Oxford, where he lectured on geopolitical trends, David worked for Shell's renowned scenario unit on the impact of technology on economic and social developments. Whether exploring past or future, historical breakthroughs or future possibilities; David has a rare gift for turning complex subjects into compelling stories.

In the business arena, David adapts traditional forecasting techniques to fast-changing industries. He advises companies and government agencies from BMW to Microsoft and the People's Republic of China. He has also worked with the Director of the World Economic Forum on designing the programme for Davos.

KEYNOTE ADDRESS

THE GLOBAL ECONOMIC PICTURE



Current green shoots on stock markets and some positive growth figures – especially in Asia – bring new hope to investors that the global recession has ended. However, the picture remains opaque for industrial economies. Whereas stock markets and production indicate a bottoming out, increasing unemployment rates and rising insolvencies are still drawing a dark picture.

To ensure sustainable future growth rates, world politics – especially in the G-20 – will have to reform the financial architecture and prevent relapses into protectionism. Cooperation in multilateral organisations now is a must.

The world after the crisis will be of different design: first, emerging markets, mostly in Asia, will grow faster than the rest and gain economic weight considerably. Second, the US president and administration must take a bold lead in multilateral negotiations in financial markets and environmental reform. The US will make a big effort to take a lead in the energy market by investing into new technologies. Europe will only remain competitive if governments and voters agree on fundamental social reforms that allow much higher participation rates in order to compensate for ageing and shrinking populations.

Prof. Norbert Walter, Chief Economist of Deutsche Bank Group and Head of Deutsche Bank Research

Norbert Walter (born in 1944) has been Chief Economist of Deutsche Bank Group since 1992. In 1968 he graduated in economics from Johann Wolfgang Goethe University in Frankfurt am Main and he also completed his doctorate there in 1971. He was employed at Frankfurt's Institut für Kapitalmarktforschung from 1968 onwards but left in 1971 to join the Institute for World Economics in Kiel, where he subsequently became a professor and director in 1978. In 1987 he joined Deutsche Bank Group as Director of the Economics Department, Deutsche Bank Research. From 2000 to 2002 he was also a member of the Committee of Wise Men on the Regulation of European Securities Markets at the European Commission in Brussels. Since 2007 Norbert Walter has also been a member of the Business and Industry Advisory Committee of the OECD (BIAC).

As a chief economist Norbert Walter loves debate, and for the many people who see him in the evening news bulletins he is - as he says himself - like a cup of espresso: small, dark and strong.

INDUSTRY FOCUSED SESSIONS:

Applied Client Economics: measurable return with the right service proposition

The current economic downturn drives Financial Institutions into financial situations they have never faced before, next to an enormous loss of reputation and trust of their clients. In this session Tilmann Spohr will address the questions of,

- Which is the most adequate response to this malaise?
- Which strategic steps will guarantee business success? - And, give a competitive advantage.

Tilmann will explain how a systematic Client Management approach best and most effectively drives revenue and asset growth, is cost effective and has very low risk whilst delivering great return and rebuilds the reputation.

Tilmann will also look at the economic rationale behind satisfied clients, the driving initiatives, the concrete actions that will be highly effective and will increase client satisfaction and how these can make a "measurable" impact for service and advice in (Private) Banking (the "Service Proposition").

Tilmann will share his "Golden Rules" of Advice and highlight his experiences with a number of Client Management approaches and measures, including the systematic Client Advisory approach and delivering a solution to the client as opposed to just selling a financial product. Tilmann will finish with some concrete measures to be taken back home and start working on tomorrow.

Tilmann F. Spohr, Chief Client Officer & Managing Director, Bank Sarasin & Cie (Zurich)

Advising clients on social investing

A new generation of entrepreneurs is launching sustainable and profitable ventures across a variety of regions and sectors. From an investor's perspective, this opens up exciting new possibilities. But despite the momentum, real barriers remain. What are the challenges that practitioners face in realizing impact investing objectives? And where are the emerging opportunities?

Dr Maximilian Martin, Senior Partner and Chief Strategist, IJ Partners, Geneva

China in the global financial crisis: great opportunity for investors?

As a result of 30 years of reform and opening-up, China's economy has been increasingly integrated into the global economy, which made it more exposed and vulnerable to the potential risks of world economic and financial turbulences. The ongoing financial crisis, although originating in the United States, has had a clear impact on China.

The Chinese government has promptly taken an array of effective measures, aiming at providing relief, stimulating domestic demand, stabilizing trade and investment, facilitating industrial restructuring and technical innovation. The total stimulus package of the central government amounted to-date to approx. USD580 billion.

But, what does all this mean in real terms when it comes to investing in China? The session will look at China's economic pedigree compared to that of other emerging markets, and at the plan behind China's impressive development. After a critical SWOT-assessment of China, recommendations for a suitable approach will also be presented.

Dr. Daniel V. Christen, Member of the Board of Directors of the Swiss-Chinese Chamber of Commerce & Past-Chairman Swiss-Chinese Chamber of Commerce

The importance of due diligence: case study on Madoff

Frank Casey, President of Fortune Group, USA was named in the congressional hearings by Harry Markopoulos as one of his Team of investment professionals that alerted the SEC to a suspected massive fraud at Madoff over many years.

Frank will discuss the difficulties he and his team faced trying to get their suspicions heard, he will highlight the red flags that alerted him and his team to the fraud 10-years ago as well as examining standard due diligence criteria that should have warned industry analysts to avoid potential dangers.

Frank Casey, President, Fortune Asset Management (USA)

The next chapter in banking regulation in Europe: past, present and what the future holds

Turner Review, Larosière report, IMF studies, Financial Stability Forum documents, CEBS working papers – there is a wealth of analyses and reports of how to mend the regulatory framework after the financial meltdown. The past seem to be fairly well understood, at least the failures of the existing regulatory framework have been carefully studied. At present extensions and revision of the regulatory framework are proposed - despite the quite voluminous existing prescriptions. But there are some aspects missing, which may determine what the future holds. The failure of the institutional set up is largely ignored.

Moreover, the future may require a different set-up that just more-of-the-same.

Dr Martin Maurer, Secretary General, Association of Foreign Banks in Switzerland

Banking secrecy in Europe: good, bad or ugly?

Banking secrecy is widely attacked, although most OECD countries do have a banking secrecy law. Some countries value the privacy concept which lies at the heart of “banking secrecy” higher than transparency. This is neither bad nor ugly. The separation of privacy from the tax aspect may give rise to a “good” banking secrecy. Switzerland is at the tipping point – with the adherence of Switzerland to the full application of Art 26 of the OECD Tax Convention, the tax issue is further de-linked from protection of privacy. Contrary to the popular notion that privacy is eroded, this is a further step in assuring to protect personal information. Looking at trends we may soon be confronted with countries pursuing the road to tax compliance with privacy and transparent jurisdiction with secrecy features due to lacking or missing KYC rules.

Dr Martin Maurer, Secretary General, Association of Foreign Banks in Switzerland

INDUSTRY FOCUSED PANEL SESSION:

The ongoing impact of the credit crunch in Europe: next steps & moving forward

A session looking at issues such as,

- how to increase confidence in the banking/investment sector
 - ways to keep clients investing, improve investment flows
 - keeping clients money safe
- panel members industry forecast for what lies ahead, and the next steps on moving forward

Chairman: Jörgen Hoolme, Director of Private Banking, Dresdner Bank Luxembourg S.A.

Panellists: Michel Arni, Chairman, Valartis Wealth Management

Hans-Georg Basilio, Certified Asset Manager, HypoVereinsbank AG

Michael Pechner, Head of Transaction Banking Sales BeLux, BNP Paribas-Fortis

PROFESSIONAL DEVELOPMENT SESSIONS:

These sessions provide delegates with the opportunity to improve their business and managerial skills while also developing their individual and professional growth.

The new world of work: the connection economy

This session explains WHY the world is changing, and HOW you can respond. In an increasingly commoditised world, it is becoming more difficult to differentiate yourself from your competitors. What you sell becomes less important than who you are. Who you are depends on the strength of your people connections. This session will show you how to strengthen them.

This session looks at eight fundamental shifts taking place right now and how every company can use these shifts to both survive the downturn and prepare for the upturn when it begins. It offers insight on the next competitive advantage for organisations to be seriously considering. Having built our businesses on the past successes and competitive advantages of the agrarian, industrial and information ages – what will be next? We believe it is fast becoming (and in many instances, is already) about the emotional connection both within your organisation and with your customers. Your team will leave compelled, and empowered, to successfully incorporate this framework into your current and future strategies

Dr Graeme Codrington, Co-Founder, TomorrowToday

Mind the gap: understanding different generations to improve customer service

This presentation, repeatedly requested by CEOs around the world, is a multi-media, humour-filled exploration of the different generations: how value systems are developed and how these influence attitudes and behaviours. By understanding the impact of different generations, inside and outside your organisation, you can improve customer relationships, and the productivity and interactions of your teams. Understand why younger and older people – staff, customers, family and friends - have such different expectations and approaches to life, leadership, work and relationships. Apply the insights immediately and change your company forever.

The session will help you understand why people older and younger than yourself have different value systems, and how a generation gap influences attitudes and behaviour. It concludes with practical applications, including how to attract, retain and engage employees, how to connect with valued customers and service clients, across the generations.

Dr Graeme Codrington, Co-Founder, TomorrowToday

INVESTMENT FORUMS:

New emerging markets: economical geography and geopolitical aspects

In his speech Thomas Vester Nielsen, Senior Portfolio Manager for BankInvest BISA S.A. will outline that the new emerging markets progress will be the most important macro story in the next 30 years.

Economical geography plays an important role when selecting countries. Thus the four main challenges, conflicts, situation, abundance of resources and governmental aspects will be introduced. As well energy policy plays an important role as a requisite for growth.

Thomas Vester Nielsen, Senior Portfolio Manager, BankInvest BISA S.A.

The comeback of quality and growth stocks

After seven years of well performing value stocks, small and midcaps, emerging markets, private equity, commodities and so on, Quality has reached historically low valuation levels. In the current market environment we expect Investors to concentrate more on fundamentals and quality such as low leverage and excellent business models. With this investment strategy developed by Anko Beldsnijder he has proven his ability to generate a constant Alpha for almost 15 years.

The Quality Growth investment strategy is a blue chip-oriented approach, investing in Western European companies with a dominant market position, consequently generating above-average margins and earnings growth.

Anko Beldsnijder, Co Head MainFirst Asset Management

EXHIBITOR PRESENTATIONS:

Market efficiency after the credit crunch

The Efficient Market Hypothesis has been hotly debated for over 40 years. Recently, the EMH has come under fresh criticism, due to the market downturn. This presentation will cover the original assumptions and conclusions of the EMH, major tests of its validity as a model, and where the model succeeds and fails. Major questions raised by opponents of the market efficiency model will also be covered. Each will be examined in terms of what it means for practical investing for financial advisers and private banks. A short video interview of Professor Eugene Fama, founder of the EMH, will be featured.

Samuel Adams, Head of Financial Adviser Services, Dimensional Fund Advisors Ltd.

db x-trackers ETFs: active management with passive products

A session looking at,

- functionality of Short and Leverage ETFs
- alternative Investments with ETFs: Commodity, Hedge Fund and Volatility ETFs
- ETF market world wide - an overview
- how to build portfolios out of ETFs

Frank Schubert, Head of Cash Equity Sales, db x-trackers, Switzerland

*For information on the conference programme please contact,
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