



**FRANKFURT
EURO FINANCE WEEK
16-20 NOVEMBER 2009**

European Transaction Banking Conference

16 November 2009

Congress Center Messe Frankfurt
Frankfurt am Main



Ladies and Gentlemen,

Transaction banking today presents itself both as a beacon of stability and as an area of deep-reaching transformation.

In the past year, this part of the banking industry has very successfully weathered the financial crisis and proven to be a source of resilience and steady income in the eye of the storm. At the same time, transaction banking continues to undergo substantial change. This transformation process is driven by evolving business models and technology but it is also fuelled by the ongoing integration process in Europe.

At the beginning of this month, the payments industry reached two major milestones on its way to establishing a Single Euro Payments Area (SEPA) and a more uniform legal framework for payments in Europe: both the SEPA Direct Debit (SDD) Schemes and the Payment Services Directive were rolled out at a pan-European level in early November.

The launch of the SDD Schemes has enabled European payment providers to offer to their customers the first truly pan-European direct debit products and services. The SDD B2B Scheme in particular has been awaited with much eagerness by multinational corporates across the continent and is expected to accelerate their embrace of the SEPA standards and formats.

In the securities area, the implementation of the TARGET2 Securities (T2S) programme will add a new cornerstone to the European clearing architecture and further boost infrastructure integration. Another area marked by substantial change is the equity trading sector.

As in the previous years, participants in the European Transaction Banking Conference 2009 will gain new insights into the key changes as well as into the central consistencies around these topics. This expert input will be provided by representatives from major European institutions, corporations and organisations in the different speeches, sessions and fora of the conference.

I hope that practitioners in the audience will be able to take home with them new conclusions and innovative perspectives on some of the most crucial industry topics, which will support them in helping to carve out the future of their organisations.



Hansjörg Nymphius
Chairman, Euro Banking Association

8:00 a.m. Registration

9:00 a.m. Welcome and Introduction

Hansjörg Nymphius | Chairman, Euro Banking Association (EBA), Paris

Speeches

- Stephan Müller | Divisional Board Member, Banking Operations, Commerzbank AG, Frankfurt a.M.
»SEPA – Status Quo and Future Prospects«
- Jean-Michel Godeffroy | Director General, Chairman of the T2S Programme Board, European Central Bank, Frankfurt a.M.
»Europe after the T2S Revolution...«
- Daniela Russo | Director General, DG Payments and Market Infrastructure, European Central Bank, Frankfurt a.M.
»Current and Future Challenges in Payments and Securities«
- Moderator**
Prof. Dr. Jürgen K. Bott | Professor for Financial Management, University of Applied Sciences, Kaiserslautern

10:30 a.m. Coffee Break

11:00 a.m. Parallel Sessions

Forum A1

1.41

- »The Benefits of SEPA: What Corporates and Public Authorities Have to Gain«
- Project experiences gained
 - How could banks help customers to ease implementation?
 - What does it take to make the standards defined by EPC work?

Panel Discussion

- Thomas Egner | Director, Transaction Banking & Business Development, Commerzbank AG, Frankfurt a.M.
- Stefan Flohr | Head of Payments and Accounting Department, Deputy SEPA-Commissioner, German Federal Pension Insurance, Berlin
- Jochen Metzger | Head of Department Payments and Settlement Systems, Deutsche Bundesbank, Frankfurt a.M.
- Ole Petersen | Partner, IBM Global Business Services, Frankfurt a.M.
- Herman Segers | Secretary General of the European Payments Council (EPC), Brussels
- Moderator**
Hansjörg Nymphius | Chairman, Euro Banking Association (EBA), Paris

Forum B1

1.42

»Clearing Architecture of Tomorrow«

Panel Discussion

- Jan Bart de Boer | Global Director Commerce, Fortis Bank Nederland, Amsterdam
- Dr. Andrew Lamb | Chief Executive Officer, CME Clearing Europe, London
- Helmut Wacket | Head of Section, European Central Bank, Frankfurt a.M.
- Moderator**
Markus Heer | Managing Director, WM Datenservice, Frankfurt a.M.

Forum C1

1.43

»ZV-Business-Forum von Praktikern für Praktiker« [in German]

- Was kommt nach SEPA?
- Welche Auswirkungen hat die PSD / ZAG auf neue Geschäftsmodelle?

Unter Mitwirkung von EBA, BaFin, Deutsche Bundesbank, DLA-Piper, ABK/EFIS

12:00 p.m. Lunch

1:30 p.m. Parallel Sessions

Forum A2

1.44

»Key Technology Drivers in Payments and Transaction Banking«

- How does technology affect payments and transaction banking and its business models?
- How has/will the business change? What new processes need to be in place?
- What new product/business opportunities exist?

Introductory Keynote

Thomas Sontheimer | Partner Financial Services, Accenture

Panel Discussion

»Optimising Business Models in Transaction Banking«

- What should/can bankers focused on transaction banking be doing right now?
 - ◆ To assess their own situation?
 - ◆ To identify new opportunities?
 - ◆ To avoid being left behind?

Claude Brun | Managing Director, Crédit Mutuel / CIC Group, Strasbourg
S. Rajgopal | Director, Head of Product Management, Standard Chartered Bank, Frankfurt a.M.
Thomas Sontheimer | Partner Financial Services, Accenture
Ruth Wandhöfer | EMEA Head Payments Strategy & Market Policy, Treasury and Trade Solutions, Citi, London

Moderator

Prof. Dr. Jürgen K. Bott | Professor for Financial Management, University of Applied Sciences, Kaiserslautern

Forum B2

1.45

»Multilateral Trading & Clearing Facilities & Special Bourses – Quo vadis?«

Panel Discussion

Jan Booij | Chief Executive Officer, European Multilateral Clearing Facility N.V., Amsterdam
Adrian Farnham | Chief Operating Officer, Turquoise, London
Chris Lee | Global Head of Market Access and Electronic Brokerage, Fortis Bank Global Clearing N.V., London
Maria Velentza | Head of Unit of Securities Markets Internal Market and Services DG, European Commission, Brussels

Moderator

Christopher Kalbhenn | Financial Editor, Börsen-Zeitung, Frankfurt a.M.

Forum C2

1.46

»Was sind Voraussetzungen für SEBA?«

[in German]

- Ist E-Invoicing die Lösung?
- Was außer SEPA braucht die SEBA?
- Gilt die Gleichung SEPA + PSD = SEBA?

Unter Mitwirkung von Postbank, BEV, Deutsche Post, Henkel, Adisson, Sparkasse Bremen, ABK/EFiS, VW

2:30 p.m. Coffee Break

3:00 p.m. Parallel Sessions**Forum A3****1.47****»Payments as a Steady Source of Income for Banks«**

- Understanding how the financial crisis has changed the medium-term outlook for revenue generation

Panel Discussion

Wiebe Ruttenberg	Head of Market Integration Division, European Central Bank, Frankfurt a.M.
Javier Santamaría	Subdirector General, Banco Santander, Madrid
Lars Schwabe	Market Manager Euro / SEPA, J.P. Morgan, Frankfurt a.M.
Dr. Hubertus von Poser	Head of Lending & Payments, Capgemini Consulting, Offenbach
Moderator	
Prof. Dr. Jürgen K. Bott	Professor for Financial Management, University of Applied Sciences, Kaiserslautern

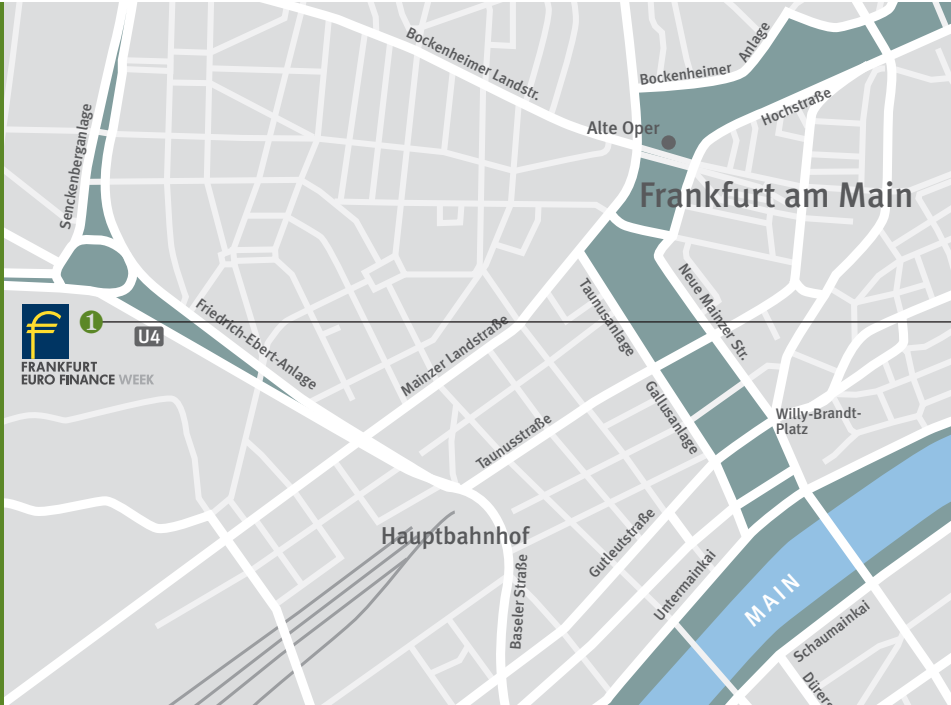
Forum B3**1.48****»The Future of the Equity Trading: Algorithmic Trading Organisations and their Influence on Global Financial Markets«****Presentation**

Michael Krogmann	Executive Director, Head of Sales, Xetra Market Development, Deutsche Börse AG, Frankfurt a.M.
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4:00 p.m. Coffee Break**4:30 p.m. Closing Panel Discussion****»Shaping the Future in European Transaction Banking«**

Mark S. Garvin	Chairman, Treasury & Securities Services - International, J.P. Morgan Europe Limited, London
Federico Papa	Head GTB Europe, Grupo Santander, Madrid
Werner Steinmüller	Head of Global Transaction Banking, Member of the Group Executive Committee, Deutsche Bank AG, Frankfurt a.M.
Brian Stevenson	Chief Executive, Global Transaction Services, Royal Bank of Scotland Group, London
Moderator	
Jeremy Wilson	Vice Chairman, Barclays Commercial Bank, London

6:00 p.m. End of Conference**Get-Together Congress Center**



Congress Center
Messe Frankfurt
Ludwig-Erhard-Anlage 1

European Transaction Banking Conference

16 November 2009

Conference Language

English [Exceptions indicated]

Conference Venue

Congress Center Messe Frankfurt

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

U4 Festhalle/Messe | 16, 17 Ludwig-Erhard-Anlage

Congress Center | Maritim Hotel (at your expense)

Admission Fee

Day ticket: 800 Euro [plus 19 % VAT]

Ticket Service online at www.eurofinanceweek.com/etbc
or send the completed fax reply to the organisation office.

Programme

The organisation office reserves the right to change the programme as may be necessary.

Programme updates are available on the congress website: www.eurofinanceweek.com/etbc

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Further information and special conditions at www.eurofinanceweek.com/etbc

Travel Information

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Please also note

EURO FINANCE MARKETPLACE

16 – 18 November 2009

Congress Center Messe Frankfurt

www.eurofinancemarketplace.com

EURO FINANCE WEEK 2010

13th EURO FINANCE WEEK will take place

from 15 to 19 November 2010

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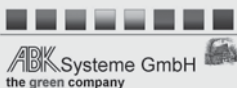
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