

Lafferty Global Retail Financial Services Summit - China 2010

Managing Towards a Consumer Economy

24 - 25 March 2010 | China World Hotel, Beijing, China

Who should attend?

CEOs/MDs
 Heads of distribution
 Heads of retail banking
 Heads of retail strategy
 Heads of IT
 Heads of cards
 Heads of marketing

Regulators
 Heads of consumer banking
 Heads of product development
 Heads of channel management
 Heads of strategic planning
 Heads of consumer lending
 Heads of business development

Heads of mobile banking
 Heads of sales
 Consultancy firms
 Heads of debit
 Technology partners

Venue



The award-winning China World Hotel, Beijing, is an ideally located luxury hotel in Beijing situated right in the heart of the city's diplomatic and central business district. The hotel offers discerning travellers spacious luxury accommodations in the heart of China's capital Beijing. Just moments from the Forbidden City, the hotel sits on one of Beijing's most prestigious avenues, and is frequented by diplomats, businessmen and leisure travellers who wish to experience Beijing from an optimal location.

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24 March 2010 | Beijing, China

CONFERENCE AGENDA

- 08:15 – 09:00 Registration and refreshments
Opportunity to meet our patrons and exhibition partners
- 09:00 – 09:15 **Welcome address**
The retail banking revolution: A global briefing
Michael Lafferty, Chairman, **Lafferty Group**
- 09:15 – 10:00 **Benchmarking China in consumer finance and retail payments**
China benchmarking: The revenue opportunity
Peter Kinahan, Head of Analysis and Published Content, **Lafferty Group**

STIMULATING CONSUMER DEMAND

- 10:00 – 10:30 **Keynote address**
Creating a responsible, sustainable banking business
Armstrong Sheng Chen, Senior Counsel, **China Banking Regulatory Commission (CBRC)**
- 10:30 – 11:00 **Promoting dialogue for world finance**
A forum for public-private sector interactions
David Marsh CBE, Co-chairman, **Official Monetary and Financial Institutions Forum (OMFIF)**
- 11:00 – 11:30 Coffee Break
- 11:30 – 12:00 **The role of consumer lending in the modern economy**
Stimulating consumption at the bottom of the pyramid (Microfinance, Autofinance, Prepaid, Mobile)
Professor Songzuo Xiang, Executive Deputy Director, **Renmin University of China**
- 12:00 – 12:15 **Who is the consumer?**
Choosing the right customer for the long term
Albert M Chan, Partner, **Accenture**
- 12:15 – 12:45 **Panel discussion**
Strategies for surviving and thriving in turbulent times
Building a sustainable lending business to stimulate internal consumption, against the backdrop of global experience.
Chaired by **Michael Lafferty**, Chairman, **Lafferty Group**
- 12:45 – 14:00 Lunch

CONTROLLING RISK IN A BUOYANT ECONOMY

- 14:00 – 14:30 **Responsible practices in a controlled environment**
Building strong growth and sustainable profits
Jiao Jinpu, Acting Vice Chairman, **People's Bank of China (PBOC)**
- 14:30 – 15:00 **Dynamic Growth: Your windshield is always dirtier than your rear view mirror**
Maintaining the growth and quality of your customer portfolio through effective segment selection, risk management and scoring
Speaker TBC, **CITIC Bank**
- 15:00 – 15:30 Coffee Break
- 15:30 – 16:00 **Learning from global experience**
Examining tools and analytics for building a profit picture of your customers and business which will lead to improved portfolio performance and profitability.
Mark Thundercliffe, Head of Risk, **HSBC**
- 16:00 – 17:00 **Panel discussion**
Avoiding the boom and bust through experience and best practice
Chaired by **Michael Lafferty**, Chairman, **Lafferty Group**
- 17:15 – 18:00 **Council workshop**
Developing ongoing workshops to instill best practices
Marc Howells, President & CEO, **Lafferty Group China**
- 19:00 – 19:30 Drinks reception
- 19:30 – 22:00 Gala dinner, after-dinner speech

25 March 2010 | Beijing, China

CONFERENCE AGENDA

- 08:15 – 08:50 Refreshments
- 08:50 – 09:00 **Chairman's opening remarks**
Michael Lafferty, Chairman, **Lafferty Group**
- 09:00 – 09:30 **Keynote address**
Elements of lending
Microfinance
Albert M Chan, Partner, **Accenture**

WORKING WITH THE REGULATORS

- 09:30 – 10:00 **The future is the consumer**
Serving the customer, generating profit
Mrs Lin Cayyi, Chief Researcher, **China UnionPay**
- 10:00 – 10:30 **Case Study**
Developing consumer lending
Mr Zhang Shao Feng, General Manager Personal Banking Division, **Bank of East Asia**
- 10:30 – 11:00 **Case Study**
Developing consumer lending
Mr Ronald Rom, Vice President, **Bank of Beijing**
- 11:00 – 11:30 Coffee Break
- 11:30 – 12:00 **Case Study**
Developing consumer lending
Sandeep Deobhakta, Chief Operating Officer, Retail Banking Group, **Shinsei Bank**
- 12:00 – 12:45 **Panel discussion**
Cooperation is the name of the game
Chaired by **Michael Lafferty**, Chairman, **Lafferty Group**
- 12:45 – 14:00 Lunch

THE FUTURE IS THE CONSUMER – THE WAY AHEAD

- 14:00 – 14:30 **ICICI is a believer**
Microfinance: It can work
Kumar Ashish, Group Business Head, Rural Micro-Banking & Agriculture, **ICICI**
- 14:30 – 15:00 **Alleviating poverty through microlending**
The evolving landscape
Gabrielle Harris, Executive Director, **PlaNNet Finance China**
- 15:00 – 15:30 **Accelerating consumer growth**
A European player in the China market
Michael Mueller, CEO, **Paysafe Ltd**
- 15:30 – 16:00 Coffee break
- 16:00 – 16:30 **Technology can enable**
Bringing banking to the branchless
Chew Lik Chang, General Manager, Financial Services Industry, **NCS Pte Ltd**
- 16:30 – 17:00 **Panel discussion**
Relationship banking is the future
Chaired by **Michael Lafferty**, Chairman, **Lafferty Group**
- 17:00 – 17:15 **Closing remarks and end of conference**
Michael Lafferty, Chairman, **Lafferty Group** & **Marc Howells**, President & CEO, **Lafferty Group China**

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REGISTRATION FORM - 24-25 MARCH 2010, BEIJING, CHINA

DELEGATE INFORMATION

First Name:

Last Name:

Job Title:

Company:

Address:

Post Code:

Country:

Email:

Telephone:

Signature: Date:

By signing you agree to be bound to the terms and conditions of booking shown below.

REGISTRATION FEE (please tick as appropriate)

One delegate \$750

Council member \$563

Lafferty Retail Banking Insider \$748
(subscribe to our flagship publication and save 25%)

For bulk booking rates please contact:

China: Marc Howells Email: marc.howells@lafferty.com Mobile +86 138 1191 6443
London: Matthew George Email: matthew.george@lafferty.com Mobile +44 07843 069219

PAYMENT DETAILS (please tick as appropriate)

Credit / Debit Card (please circle as appropriate)
 American Express | MasterCard | Visa | Other

Card Number

CVC / Security Number Expiry Date /

Amount

Cardholder's Name

Signature Date / /

VAT Number*:

Please invoice (please supply name & billing address if different from above)

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I enclose a cheque (please make cheques payable to 'Lafferty Ltd')

*VAT: Please note that VAT will be added to your bill at the current UK rates for all UK customers and for those EU customers not supplying a VAT registration number.

5 WAYS TO REGISTER:

-  www.lafferty.com
-  events@lafferty.com
-  +44 (0) 20 3008 5282
-  +44 (0) 20 3008 8426
-  Lafferty Conferences
One Lyric Square
London W6 0NB
UK

Terms & Conditions

Registration Fee: Registration fees cover participation at the conference, lunches and refreshments and access to speakers' papers post event. The fee does not include hotel accommodation and travel to the event. Registration is only confirmed when full payment is received.

Payment: Payment must be received prior to the event. Payment methods are outlined on this registration form under 'payment details'.

Cancellation: Substitutions can be made in writing at any time and will incur no penalty fee.

Cancellations without a substitute delegate received on or before 20 working days prior to conference will be subject to a 25% administration charge. Delegates cancelling after this period without a substitute delegate will be required to pay the full fee and no refund will be given. Cancellations must be received in writing or by email and will not be accepted over the phone.

Disclaimer: The organisers reserve the right to alter the programme as necessary. Times are also subject to change. Speaker names are confirmed at time of going to press.

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