

The Future of Trade & Finance

Challenges of Innovation and the Regulatory Environment

22 – 23 September 2010, Hilton, Lake Buena Vista

A close-up photograph of a hand with the index finger touching a glowing blue surface. The point of contact creates concentric white ripples that spread outwards. The background is dark and out of focus.

Orlando 2010



International Chamber of Commerce
The world business organization

ICC Banking Commission Meeting

Orlando 2010

The Future of Trade & Finance



Message from the Chairman, International Chamber of Commerce (ICC)

Dear Members of the ICC Banking Commission, dear Delegates,

As the newly elected Chairman of the ICC, I am delighted to present this exciting agenda of the ICC Banking Commission on the future of trade & finance.

More than ever, our increasingly interconnected and interdependent world is fraught with far-reaching uncertainties. The financial crisis during recent years has shown us that events that used to be localized or isolated now have systemic global, often unintended, consequences for all of us.

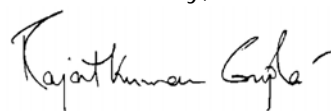
At a time when the ICC Banking Commission will soon celebrate its 80th Anniversary (1931-2011), we could not envision a better agenda than one taking a long view of trade & finance. At Orlando on 22-23 September 2010, we are bringing together some of the most forward thinking industry executives and policymakers to scan the world for signs of change in business and help our members make sense of emerging patterns and their implications.

Because everything is accelerating from mutually catalytic technologies and disruptive ways of conducting business to fast-moving global emerging markets and collapsing products and firms, the ICC Banking Commission is rightly asking how to stay ahead of the curve. In the past, we have been very successful in taking the lead in drafting and adopting the most comprehensive sets of rules for trade finance. We have also been a provider of cutting-edge policy analysis and research. Today, it is important to take a broader approach to reinforce our position as a leading forum for the banking industry and to determine the ways banking will be conducted in the future.

In Orlando, you will hear new ways of thinking about trade & finance with a long-term perspective. You will learn about breakthroughs in supply chain finance and how new regulations are likely to shape the business environment of tomorrow. You will be engaged, both at Orlando and its aftermath, to think about the ways business can be conducted by thinking more broadly, creatively and long-term.

I wish you a very productive meeting.

Yours sincerely,



Rajat Kumar Gupta
Chairman, ICC
Senior Partner Emeritus of McKinsey
& Company

ICC Banking Commission Meeting

Orlando 2010

The Future of Trade & Finance

Pre-conference meetings

Please note that these meetings are restricted to members of specific groups or participants having officially registered for programmed events.

21 September 2010

- | | |
|---------------|---|
| 09.00 – 12.00 | ICC-ADB Register on Trade & Finance Working Group
Dan Taylor and Steven Beck, Co-Chairs |
| 14.00 – 17.00 | Guarantees Task Force
Georges Affaki, Chair |
| 14.00 – 17.00 | Task Force on Anti Money Laundering (AML)
Neil Chantry, Chair |
| 15.00 – 17.00 | Forfeiting Consultative Group
Hendrikus van Diemen, Chair |
| 15.00 – 17.00 | Trade Finance Market Intelligence Working Group
Vincent O'Brien, Chair |

22 September 2010

- | | |
|---------------|--|
| 18.00 – 20.00 | Future of Trade & Finance Working Group
Thierry Senechal, ICC Banking Commission Secretariat |
|---------------|--|

24 September 2010

- | | |
|---------------|---|
| 08.00 – 16.00 | ISBP Drafting Group
Gary Collyer, Chair |
|---------------|---|

ICC Banking Commission Meeting

Orlando 2010

The Future of Trade & Finance

A leading event providing opinions, ideas, and insights about the forces driving change in trade & finance and their implications for business in general and banks in particular.

22 September 2010

08.00 – 09.00 **Registration**

09.00 – 09.15 **Welcome address and keynote speech**

[Regina Prehofer](#), Chair, ICC Banking Commission

TBD for keynote speech

09.15 – 09.30 **The promises and perils for trade & finance**

[Mike Quinn](#), JPMorgan Global Trade, Managing Director

9.30 – 10.30 **ROUND TABLE**

A conversation on the future of trade & finance

In this discussion with senior bank executives we will explore the important dynamics impacting trade & finance. Over the last few years, in the midst of the economic crisis, world trade declined substantially. Where are we now and where do we go from here? Discussion leaders will help identify the most important uncertainties and provide multiple scenarios of how the situation might unfold.

DISCUSSION LEADERS

[Dan Taylor](#), President and Chief Operating Officer, BAFT-IFSA

[Lawrence Webb](#), Global Head of Trade and Supply Chain, The Hong Kong and Shanghai Banking Corporation Limited

[Kah Chye Tan](#), Global Head of Corporate Cash and Trade, Standard Chartered Bank

[Daniel Cotti](#), Head of Global Trade, JPMorgan Chase

[John Ahearn](#), Global Head of Trade, Global Transaction Services, Treasury and Trade Solutions Group, Citibank

Coffee break

11.00 – 12.00

PANEL 1

Dealing with uncertainty and complexity: The role of multilateral development banks as engines of growth

The world is becoming increasingly complex and uncertain. In the midst of the financial crisis, bold measures were undertaken, including the creation of liquidity pools allowing rapid co-financing between banks, export credit agencies and international financial institutions. This panel will discuss the need for these institutions to continue supporting markets and the desired outcomes and impacts of that support.

CHAIR

[Vincent O'Brien](#), ICC Representative to WTO Expert Group

PANELISTS

[Jean-Pierre Chauffour](#), Lead Economist, World Bank

[Steven Beck](#), Head, Trade Finance, Asian Development Bank

[Bonnie Galat](#), Global Head, IFC Global Trade Finance Program

[Rudolf Putz](#), Deputy Director, Financial Institutions, EBRD

[Anne Marie Thurder](#), Managing Director, Zurich Credit and Political Risk

12.00 – 12.30

HIGHLIGHT

SWIFT's Strategy to 2015

[Luc Meurant](#), Head of Banking Markets, SWIFT, will present the new strategic plan that will guide SWIFT's activities through 2015.

Lunch

ICC Banking Commission Meeting

22 September 2010 (continued)

14.00 – 14.30

HIGHLIGHT

Is innovation in trade & finance a luxury that no one can afford?

[Rick Striano](#), Regional Product Head, Trade & Supply Chain, Americas, Deutsche Bank, will discuss key issues arising from the hype related to innovation in trade & finance. Everyone claims to be doing it, but what is the reality?

14.30 – 15.30

PANEL 2

How does supply chain finance figure in the future of trade?

It has often been said that supply chain finance integration will be the next wave of cost improvements to be undertaken by financial organizations. Is this the case? In this panel, some of the key features of supply chain finance will be mapped out to improve our understanding of the real benefits for the industry. The discussion on innovations in the international supply chain will revisit opportunities and constraints, including new strategies for supply chain optimization and risk mitigation.

CHAIR

[Phillip Kerle](#), Chief Executive Officer, Demica London

PANELISTS

[Michael McDonough](#), Managing Director/Head, Trade Product Management, Bank of New York Mellon

[Joseph Barbieri](#), Bank of America Merrill Lynch

[Peter Sargent](#), Head of Transaction Banking, ANZ

[Patrik Zekkar](#), Head of Trade Finance & Supply Chain Financing, Sweden, SEB

Coffee break

16.00 – 16.10

HIGHLIGHT

The role of trade finance into the working of global trade

[C. Fritz Foley](#), Harvard Business School, will discuss the role of trade finance in the interconnected global economy and discuss the strategic nature of trade finance in times of turbulence.

16.10 – 17.30

PANEL 3

How should bankers effectively strategize the post-crisis regulatory environment?

There is little question about the fact that a better regulated financial system is a good thing in general. The question under the current environment is how to ensure that the forthcoming banking supervision regulations will be fair to all. This panel will review the ongoing regulatory changes in banking supervision. In particular, panellists will discuss the Basel III capital requirements for trade finance and how to strengthen the resilience of banking supervision in the future.

CHAIR

[Marc Auboin](#), Economic Counsellor, World Trade Organisation

PANELISTS

[Steven Beck](#), Head, Trade Finance, Capital Markets and Financial Sectors Division, Asian Development Bank

[Neil Chantry](#), Global Head of Policy, Compliance and Finance, HSBC

[Dan Taylor](#), President and Chief Operating Officer, BAFT-IFSA

[To be announced](#), Institute of International Finance

17.30

Concluding Remarks

[Regina Prehofer](#), Chair, ICC Banking Commission

19.30 – 22.00

Welcome dinner hosted by
J.P.Morgan Chase

J.P.Morgan

ICC Banking Commission Meeting

Orlando 2010

The Future of Trade & Finance

23 September 2010

08.00 – 09.00 **Registration**

09.00 – 09.20 **Welcome and keynote speech**

[Regina Prehofer](#), Chair, ICC Banking Commission

[Kah Chye Tan](#), New Chair, ICC Banking Commission

09.20 – 9.40 **Overview of Banking Commission projects and the role of market intelligence**

[Thierry Senechal](#), Policy Manager, ICC Banking Commission, will provide an update on current and forthcoming projects and issues. At a time when financial institutions and policymakers need to make sense of the changing context, he will discuss current ICC initiatives, including the ICC Global Surveys and the ICC G20 Business Summit

09.40 – 10.30 **Draft Official Opinions of the Banking Commission and latest DOCDEX decisions**

[Gary Collyer](#), ICC Banking Commission Technical Advisor, will first discuss the implementation of the two-tier responses to queries: educational and official Opinions. He will then present the queries for Banking Commission discussion in two lots: first, those that were due to be discussed in Beijing and second, those submitted for the Orlando meeting. He will also discuss the latest DOCDEX case(s). (Document no. 470/1144)

Coffee break

11.00 – 12.30 **Draft Official Opinions of the Banking Commission and latest DOCDEX decisions**

[Gary Collyer](#), ICC Banking Commission Technical Advisor, will continue the discussion of Opinions and DOCDEX cases. (Document no. 470/1144)

Lunch

14.00 – 15.30 **UPDATE ON ICC RULES**

[Georges Affaki](#) will provide an update on the promotional campaign and implementation of the revised URDG

[Gary Collyer](#) will provide an update on the revision of International Standard Banking Practice (ISBP)

[Donald Smith](#), Chair of the Forfaiting Drafting Group, will provide an update on the drafting of forfaiting rules for both the primary and secondary markets

[Thierry Senechal](#), ICC Banking Commission Secretariat, will provide information on the revised Incoterms 2010.

Coffee break

ICC Banking Commission Meeting

23 September 2010 (continued)

16.00 – 16.30

HIGHLIGHT

SWIFT BPO and messaging

[James Wills](#) (SWIFT) will give an update on the Guarantees/Standby L/Cs redevelopment project for end-to-end messages flows incorporating URDG 758 and the newly released ISP98 form templates.

[David Hennah](#) (SWIFT), [Neil Chantry](#) (HSBC), [Xiong Yuanmeng](#) (Bank of China) will provide an insight into the thinking behind the Bank Payment Obligation (BPO) and how it works as an alternative financing instrument for domestic trade.

16.30 – 16.45

The ICC-ADB Register on Trade & Finance

The safe, self-liquidating and roll-over character of trade finance has now been evidenced by ICC. The findings of the Register are broadly supportive of the view that trade finance is, relatively speaking, a low-risk asset class. [Steven Beck](#) and [Dan Taylor](#), Co-Chairs of the ICC-ADB Trade Finance Default Register Working Group, will provide an update on its ongoing work and discuss the opportunities for establishing the Register on a permanent basis.

16.45 – 17.15

ICC Market Intelligence on Trade & Finance

[Vincent O'Brien](#), newly appointed Chair of the Market Intelligence Working Group, will discuss the current plan of action for producing market intelligence studies.

17.15 – 17.45

ICC Anti Money Laundering Task Force Report

[Neil Chantry](#), Chair of the AML Task Force, will provide an update on the existing work and mandate(s) of the AML Task Force.

17.45 – 18.00

Announcement of dates for 2011 and 2012 meetings; Q&A

[Thierry Senechal](#), ICC Banking Commission Secretariat, will discuss the events planned for the 80th Anniversary of the ICC Banking Commission

18.00

Banking Commission closing

ICC Banking Commission Meeting

Orlando 2010

The Future of Trade & Finance

Main partners

BAFT-IFSA

BAFT-IFSA is the premier global financial services association formed by the merger of the Bankers' Association for Finance and Trade (BAFT) and the International Financial Services Association (IFSA). It provides advocacy, education and community-building opportunities for financial services institutions and suppliers around the globe. BAFT-IFSA is the leading forum for analysis, discussion and action among international financial professionals and industry suppliers on a wide range of topics affecting transaction banking, including trade finance, payments, compliance, and asset servicing.



The United States Council for International Business promotes open markets, competitiveness and innovation, sustainable development and corporate responsibility, supported by international engagement and prudent regulation. USCIB's vision and strength are provided by an active membership of leading corporations and organizations, while its unique global network helps turn the vision into reality. USCIB also provides a range of business services, including the ATA Carnet for temporary exports, to facilitate overseas trade and investment.

The sponsors



ADB is an international development finance institution whose mission is to help its developing member countries reduce poverty and improve the quality of life of their people. Headquartered in Manila, and established in 1966, ADB is owned and financed by its 67 members, of which 48 are from the region and 19 are from other parts of the globe. ADB's main partners are governments, the private sector, nongovernmental organizations, development agencies, community-based organizations and foundations. Under Strategy 2020, a long-term strategic framework adopted in 2008, ADB will follow three complementary strategic agendas: inclusive growth, environmentally sustainable growth, and regional integration.



Caja de Ahorros y Pensiones de Barcelona, "la Caixa", was established in 1990 as a result of the merger of Caja de Pensiones para la Vejez y de Ahorros de Cataluña y Baleares, founded in 1904, with Caja de Ahorros y Monte de Piedad de Barcelona, founded in 1844. It was established as a non-profit financial institution providing beneficent welfare services with a private board of trustees, independent from any other company or entity. "la Caixa" is currently the leading savings bank in Europe and the third largest financial entity in Spain. The activity of the "la Caixa" Group is focused on a model of universal banking based on the strategy of multi channel operations that enables it to efficiently combine the use of cutting edge technologies and qualifications of the employees to provide the best and most complete service to the greatest number of clients.

ICC Banking Commission Meeting



Coastline Solutions are partners with the ICC in the delivery of online training and information services. The suite of online training services currently covers documentary credits and UCP 600, collections and URC 522, standby letters of credit and ISP98. Additionally offered is DC-PRO, an online community where letter of credit experts can access key trade finance information and interact on the latest issues in the industry.



Global Trade Review (GTR) is the world's leading journal, website and news provider on emerging markets trade, commodity and export finance. GTR offers unrivalled news, views, interviews, data and leads in regular web and email news format and in a print magazine format. The journal's editorial board reads like a 'who's who' of the global industry. GTR and its parent Exporta Publishing and Events Ltd also offers focused trade conferences all over the world. The GTR Annual Directory, the most comprehensive listing of global service providers (banks, insurers, brokers, lawyers etc) in our market, is also part of the suite of products, as is the Berne Union, the annual publication of the International Union of Credit and Investment Insurers. Exporta has offices in London and Singapore.



At JPMorgan Chase, we do our best to manage and operate our company with a consistent set of business principles and core values. First and foremost, this means always trying to do the right thing. It means continuing to focus on maintaining a "Fortress Balance Sheet", strong capital ratios, and strong credit ratings. It means being willing to sacrifice short-term growth for long-term opportunity. During these turbulent times, this approach is vital. As we move forward, we believe that shareholders will benefit as we do the right thing by our customers and the communities we serve. We are a leading global financial services firm with assets of \$2 trillion. We operate in more than 60 countries. We have more than 200,000 employees.



Surecomp is a leading provider of global trade solutions for the financial services community. Established in 1987, Surecomp is a market pioneer with a proven track record delivering innovative solutions to major banks and financial services providers worldwide. With a global network of regional offices and state-of-the-art development centers, Surecomp successfully supports hundreds of installations in over 70 countries. Surecomp's integrated portfolio of trade finance, receivables management and treasury confirmation matching solutions streamlines the transaction lifecycle to minimize costs and maximize profits.



SWIFT is the Society for Worldwide Interbank Financial Telecommunication, a member-owned cooperative through which the financial world conducts its business operations with speed, certainty and confidence. More than 9,000 banking organisations, securities institutions and corporate customers in 209 countries trust us every day to exchange millions of standardised financial messages. Our role is two-fold. We provide the proprietary communications platform, products and services that allow our customers to connect and exchange financial information securely and reliably. We also act as the catalyst that brings the financial community together to work collaboratively to shape market practice, define standards and consider solutions to issues of mutual interest.

ICC Banking Commission Meeting

The International Chamber of Commerce (ICC)

ICC is the world business organization, a representative body that speaks with authority on behalf of enterprises from all sectors in every part of the world. The fundamental mission of ICC is to promote trade and investment across frontiers and help business corporations meet the challenges and opportunities of globalization. Its conviction that trade is a powerful force for peace and prosperity dates from the organization's origins early in the last century. The small group of far-sighted business leaders who founded ICC in 1919 called themselves "the merchants of peace". Today ICC groups hundreds of thousands of member companies and associations from over 120 countries. National committees work with their members to address the concerns of business in their countries and convey to their governments the business views formulated by ICC.

ICC has three main activities: rules-setting, dispute resolution and policy. Because its member companies and associations are themselves engaged in international business, ICC has unrivalled authority in making rules that govern the conduct of business across borders. Although these rules are voluntary, they are observed in countless thousands of transactions every day and have become part of the fabric of international trade. ICC also provides essential services, foremost among them the ICC International Court of Arbitration, the world's leading arbitral institution. Another service is the World Chambers Federation, ICC's worldwide network of chambers of commerce, fostering interaction and exchange of chamber best practice. ICC enjoys a close working relationship with the United Nations and other intergovernmental organizations, including the World Trade Organization and the G8.

ICC Banking Commission

The ICC Banking Commission is a leading global rule-making body for the banking industry, producing universally accepted rules and guidelines for international banking practice, notably letters of credit, demand guarantees and bank-to-bank reimbursement. ICC rules on documentary credits, the UCP, are the most successful privately drafted rules for trade ever developed and are estimated to be the basis of trade transactions involving more than one trillion dollars a year. The Banking Commission is equally a worldwide forum of trade finance experts whose common aim is to facilitate international trade finance.

With over 500 members in 85 countries, many of them emerging, the Banking Commission is one of the largest ICC Commissions. ICC voluntary market-based approaches developed by the Banking Commission have often been praised for levelling the playing field in trade finance practices. Decisions and official Opinions taken at Banking Commission meetings are published in official ICC publications.

As part of an effort to focus on specific issues, the ICC Banking Commission has established the following groups:

- Market Intelligence Working Group
- ICC-ADB Register Working Group
- Forfaiting Drafting Group And Forfaiting Consultative Group
- URDG Drafting Group And Guarantees Task Force
- Anti Money Laundering (AML) Task Force.



International Chamber of Commerce

The world business organization

