

OPTIMISING BUSINESS PERFORMANCE: THE ENTERPRISE RISK MANAGEMENT APPROACH

A Thought Leadership Series

HONG KONG

MORNING OF TUESDAY 23RD OCTOBER 2007
Mandarin Oriental, Central Hong Kong

IN ASSOCIATION WITH SAS



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AGENDA

OVERVIEW

Global commerce is united in its ultimate goal - maximising performance and maximising profit. One of the essential ways to go about achieving this is to implement a strong and dominant risk management culture. Quite simply, lowering the risk can increase the profitability.

This essential morning briefing has been constructed to cater specifically to the business needs of senior risk management in the Far East. A private briefing, it will address crucial issues central to the risk arena, all with an eye to helping your business improve its operations and thus, its profits.

8.00 REGISTRATION AND BREAKFAST

8.50 WELCOME FROM SAS

8.55 OPENING REMARKS FROM THE CHAIRMAN

Sunny Tucker
Asia Financial Correspondent,
FINANCIAL TIMES

9.00 KEYNOTE ADDRESS: THE RISK ORIENT EXPRES\$

- Maximising enterprise-wide business performance quickly and successfully
- The ultimate vision of the Chief Risk Officer: Enterprise risk management as a value creator
- Embedding a culture of risk management and awareness across your organisation
- Innovative methods of defining and managing risk

Johnny Mao
Chief Risk Officer,
BANK OF EAST ASIA

9.35 KEYNOTE ADDRESS: CAPITAL AND RISK - MERGING AND EARNING

- The reality of integrating capital management with risk management
- The defining strategy - comprehensive analysis
- Learning the lessons from the past to build for the future
- The importance of monitoring and reporting: How and why?
- Obtaining senior management buy-in

Christopher Page
Chief Credit Officer,
HSBC ASIA PACIFIC

10.10 PANEL SESSION: HONEST CONCLUSIONS ABOUT THE VALUE OF RISK MANAGEMENT

- Do risk management strategies genuinely help increase value?
- Just how profitable and productive are risk-based strategies?
- Forecasting the gains and analysing the costs

Maarten Diddens
Head of Operational Risk Management Asia,
ABN AMRO

Nell Cady-Kruse
Managing Director, Head of Risk Asia,
CREDIT SUISSE

Barry Wong
Senior Business Leader & Regional Head,
Security and Risk Services, Asia Pacific,
MASTERCARD

John Foulley
Head, Risk Management Practice, Asia Pacific,
SAS

Dr Robert Mark
Chief Executive Officer,
BLACK DIAMOND RISK ENTERPRISES

10.55 CLOSING REMARKS

Alastair Sim
Director of Strategy & Marketing,
SAS

11.00 BREAKFAST BRIEFING CLOSES

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SPEAKERS

JOHNNY MAO, CHIEF RISK OFFICER, BANK OF EAST ASIA



As a certified public accountant with over 20 years of banking experience, Johnny Mao is the Chief Risk Officer of the Bank of East Asia Limited. Moreover, Johnny is a director of the Risk Management Association (Hong Kong Chapter) and a member of the Standard-setting Steering Board of the Hong Kong Institute of Certified Public Accountants and the Hong Kong Monetary Authority's Consultation Working Group for the New Basel Capital Accord.

CHRISTOPHER PAGE, CHIEF CREDIT OFFICER, HSBC ASIA PACIFIC



Christopher Page graduated from Leeds University in 1973 with a degree in Chinese Studies. Thereafter he joined HSBC and throughout his career he has served in Hong Kong, Shanghai, USA, UK and Brazil. He has undertaken a wide variety of roles and the latter half of his career has seen specialisation in corporate work-outs and credit and risk. Christopher is a member of the Bank's Executive Committee and is an Alternative Chief Executive. He also shares his experience by working with the RMA.

BARRY WONG, SENIOR BUSINESS LEADER & REGIONAL HEAD, SECURITY AND RISK SERVICES, ASIA PACIFIC, MASTERCARD



Barry Wong is the Head of Security and Risk Services, Asia/Pacific. Having spent 14 years with the Hong Kong Police Force prior to joining Mastercard in 2002, Barry has a strong history of fraud investigation and security risk management. He has previously worked at an international accountancy firm as a senior manager in charge of investigations and operations, and was appointed to his current role in 2006.

DR ROBERT MARK, CHIEF EXECUTIVE OFFICER, BLACK DIAMOND RISK ENTERPRISES



Dr Robert Mark is the CEO of Black Diamond Risk and he serves on several boards of directors. In 1998, he was awarded the Financial Risk Manager of the Year by the Global Association of Risk Professionals (GARP). He has held a number of senior management positions, and has written several publications. Dr Mark is also currently a lecturer on Risk Management at the University of California, Berkeley.

NELL CADY-KRUSE, MANAGING DIRECTOR, HEAD OF RISK ASIA, CREDIT SUISSE



Nell Cady-Kruse is a Managing Director of Credit Suisse, based in Hong Kong. She is the Head of Risk for the Asia Pacific region, with over 20 years of investment banking experience in both the U.S. and Europe. She has held a number of senior management roles across the financial services arena, and she received her M.B.A. from the Cornell University Johnson Graduate School of Management. She received her B.S. with Honours in Agricultural Economics from Cornell University.

MAARTEN DIDDENS, HEAD OF OPERATIONAL RISK MANAGEMENT, ABN AMRO ASIA



Maarten Diddens is Head of Operational Risk Management for ABN AMRO Asia and has been with the bank for 14 years. He is currently based in Hong Kong, having worked in Europe for many years previously. He has worked in various areas, including IT Audit and Operational Audit, Business Development, Strategy, Operations and most recently within Risk Management.

ALASTAIR SIM, DIRECTOR OF STRATEGY & MARKETING, SAS



Alastair Sim has been the Director of Strategy and Marketing for SAS UK since 1999. He is responsible for all aspects of strategy and marketing, including defining the marketing and product strategy, taking the messages to the market through corporate communications, events and telemarketing, and aligning these with the company's corporate goals.

SUNDEEP TUCKER, ASIA FINANCIAL CORRESPONDENT, FINANCIAL TIMES



Sundeep Tucker was appointed Asia financial correspondent, based in Hong Kong, in July 2006. Previously, he was the Australia/Pacific correspondent based in Australia and before that, he had been the editor of Observer - the FT's irreverent diary column.

JOHN FOULLEY, HEAD, RISK MANAGEMENT PRACTICE, ASIA PACIFIC, SAS



John Foulley joined SAS in 2004 to provide assistance to the Asia-Pacific region in the field of risk management. He has worked with a variety of banks, from RBS to EksportFinans, from Indonesia to Pakistan. John received a Masters in Finance from Nice ESC in France, and majored in Accounting and Business Management at Nice University and International Business School, Paris.

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With 30 years of experience in financial services, SAS works closely with top financial institutions to provide timely solutions that address critical Enterprise Risk Management needs. SAS solutions for risk management, data management, regulatory compliance, marketing automation and CRM, for example, are used by more than 2,900 financial institutions worldwide. SAS helps companies to improve performance through data insight resulting in faster, more accurate business decisions, more profitable relationships with customers and suppliers, and compliance with governmental regulations resulting in better products and processes. Only SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive, industry-leading enterprise intelligence platform. SAS Risk Intelligence draws from a comprehensive portfolio of advanced risk and compliance capabilities to provide an integrated, consistent, forward-looking view of risk across the enterprise. In addition, SAS conducts an annual Enterprise Risk Management benchmark survey. SAS' 2007 international ERM benchmark survey is aimed at not only further exploring the relationship between the business and regulatory drivers for ERM, but also how ERM can deliver value to enterprises on a global basis. Visit www.sas.com/uk for more information about SAS Risk Intelligence, or to receive a copy of this survey contact