



ATC CORPORATES FORUM 2017

1 AUGUST | SYDNEY HILTON

HONG KONG GATEWAY TO TREASURY IN ASIA

SUPPORTING ORGANISATIONS

Invest**HK**



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AGENDA

08:30 for 09:15 start

Registration and continental breakfast

Forum chair | Paul TRAVERS, Director, Treasury Services, KPMG

09:15

Opening address

Dr Luca DE LEONARDIS, Head, Australia & New Zealand, InvestHK

09:20

Welcome address

Management Executive, Thomson Reuters

09:25

Keynote address

Bonnie SHEK, Director, Australia & New Zealand, Hong Kong Trade Development Council

09:35

The journey from Australia to Hong Kong and the lucrative markets beyond

A conversation with Dr Luca DE LEONARDIS and The Fred Hollows Foundation of their journey together and how InvestHK assists them in setting up their operations and access to the Hong Kong market as a gateway to the lucrative opportunities beyond. What are the steps involved, the insights gained and the rewards going forward.

Conversation

- Nick MARTIN, Director of Public Affairs, The Fred Hollows Foundation
- Dr Luca DE LEONARDIS, Head, Australia & New Zealand, InvestHK
- Bonnie SHEK, Director, Australia & New Zealand, Hong Kong Trade Development Council

10:00

Morning break

10:30

Belt and Road initiative enhances Corporate Treasury Centres

The One Belt One Road initiative, increasing intra-Asian trade and global corporates expanding into Asia to increase their footprint, all offer a growing need for corporates to centralise their treasury management. Against the backdrop of uncertain macroeconomic outlook, volatility in currency and commodity markets, evolving regulatory and tax challenges - CFOs, treasurers, technology and banking leaders are looking to achieve maximum visibility, control and efficiency. This session highlights a couple of presentations from a *Technology* and *Banking* perspective, to be followed by a panel discussion with treasurers sharing their experiences.

Presentations

- Raj MELVANI, Head of Market Development, Corporates APAC, Thomson Reuters
- Brent STEPHENS, Head of Treasury Services Corporate Sales & Liquidity Solutions, Australia and New Zealand, J.P. Morgan

Panel

- Alex KOH, Regional Treasurer, WPP Asia Pacific
- Mark EASDOWN, Finance Executive & Former Head of Group Treasury, Toyota Financial Services
- Raj MELVANI, Head of Market Development, Corporates APAC, Thomson Reuters
- Brent STEPHENS, Head of Treasury Services Corporate Sales & Liquidity Solutions, Australia and New Zealand, J.P. Morgan

11:30

Cyber Security – the New Normal

Centralisation, security and operational effectiveness are key elements of the treasury function, and smart technology is critical to achieving this. The recent cyber attack on a global scale, hitting at least 150 countries, including Australia, puts *Cyber Security*, front and centre. In this session, a cyber security specialist explains what are the growing cyber threats, cites recent case studies and what measures corporates can take to combat them. This is followed by a panel discussion on practical steps in making technology work for the new world of treasury and finance.

Presentation

- **Alex TAVERNER, Commercial Head of Cyber Services, Asia Pacific and Japan, BAE Systems Applied Intelligence**

Panel

- **Dane BIRDSEYE, Group Treasurer, Cochlear**
- **Alex TAVERNER, Commercial Head of Cyber Services, Asia Pacific and Japan, BAE Systems Applied Intelligence**
- **Daniel GUILLE, Director, FXall**

12:30

Forum closes

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FORUM PRODUCER

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REGISTRATION ENQUIRY

Melinda SHAW | Head of Events, ATC | atc@atc.asia | www.atc.asia

FORUM CHAIR



Paul TRAVERS, Director, Treasury Services, KPMG

Paul has over 29 years' experience in treasury, risk management and banking. Currently a Director at KPMG, as part of their Treasury Services team, where he helps clients manage their key treasury risks. Prior to joining KPMG Paul was an Executive Director for Oakvale Treasury providing a similar service and also worked with both Andersen's and Ernst & Young's Financial Risk Management Groups. His previous career saw him work as part of the derivatives group at BankAmerica in Hong Kong, Macquarie Bank and Security Pacific in Sydney. He is also active in the industry working with both Finsia, as a member on their financial markets committee and Finance and Treasury Association as the Chair of the FTA Secretariat and a past President.

SPEAKERS & PANELISTS



Alex KOH, Regional Treasurer, WPP Asia Pacific

Alex is the Asia Pacific Regional Treasurer of WPP plc, the world's largest marketing communications group. He is based in Australia and has worked in China, Hong Kong, Malaysia and the UK. He was previously based in Shanghai as CFO for Treasury Holdings China, an Irish property group, and in Hong Kong as Director of Finance for McKinsey Asia. In Kuala Lumpur he was Group Treasurer of Sime Darby, the largest locally diversified conglomerate in Malaysia. He has also worked in London with KPMG and UBS. Alex is a Fellow of the Institute of Chartered Accountants in England & Wales and graduated from the London School of Economics.

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Alex TAVERNER, Commercial Head of Cyber Services, Asia-Pacific and Japan, BAE Systems Applied Intelligence

Alex has over twenty years' experience, working across UK, Australia and South-east Asia as a security expert and CIO. He is a frequent speaker at events on topics such as applied cryptography, transaction security and security architecture and has lectured at universities in Australia and Thailand on cybersecurity. Alex sits on a number of governance panels and is an advisor for cybersecurity matters to several Chambers of Commerce across the region.

Commerce across the region.



Bonnie SHEK, Director, Australia & New Zealand, Hong Kong Trade Development Council

Bonnie has extensive marketing, business development and management experience in Asia/Pacific. Before joining the HKTDC, she spent over ten years in the telecommunications industry, being responsible for developing marketing strategy and leading the Asia/Pacific consumer team.

Having grown up in Hong Kong, then living in Australia and travelling back & forth to New Zealand for the last 25 years, Bonnie understands the business dynamics among the three economies. She leads the team to assist companies in doing business in Hong Kong/China and further enhance the good trading relationship between Hong Kong and the Australasian region, using Hong Kong as a gateway to China and the rest of Asia.

Bonnie holds a MBA (Executive) degree from the Australian Graduate School of Management and a Bachelor of Business degree from the University of Technology, Sydney. She is a Fellow of the Australian Institute of Company Directors and the National Treasurer/Secretary of the Hong Kong Australia Business Association.



Brent STEPHENS, Head of Treasury Services Corporate Sales & Liquidity Solutions, Australia and New Zealand, J.P. Morgan

Brent joined J.P. Morgan in 2005 in the U.S. and has been based in Sydney since 2013. He heads the Treasury Services Corporate Sales team for Australia & New Zealand, specialising in working capital management with specific expertise in global liquidity management.

Brent has held positions in New York, Singapore and Sydney with extensive experience in tailoring global, regional and local market cash management solutions.

He holds a B.A. in Finance and is certified by the Association for Certified Treasurers in International Cash Management (CertICM)



Dane BIRDSEYE, Group Treasurer, Cochlear

Dane has extensive experience in financial risk management and treasury matters, having worked across banking, consulting and now corporate treasury. He has over 20 years' experience working in financial markets in Perth, Sydney and London for various banks followed by 5 years as a consultant for KPMG in the area of financial risk management. He moved into a corporate role at Dexus Property Group as the Treasury Services Manager in 2015 and has recently commenced as the Group

Treasurer at Cochlear.



Dr Luca DE LEONARDIS, Head, Australia & New Zealand, InvestHK, The Government of the Hong Kong Special Administrative Region

Dr Luca De Leonardis is the Head for Australia and New Zealand at Invest Hong Kong (InvestHK), the Government Department responsible for attracting and facilitating foreign direct investment into Hong Kong. With senior management experience in both the private and public sectors, Luca's work experience combines international marketing, economic and business development and investment promotion.

Prior to joining InvestHK, Luca spent five years as Business Development Manager and subsequently as Deputy CEO of the Italian Chamber of Commerce in Australia. He also worked in New Zealand, Canada and South Africa for private companies and trade organizations and in Brisbane as Adjunct Senior Lecturer at Griffith University.

Luca holds a Ph.D. in Economics, a Master in Management & Strategy and a Master in International Trade from Bologna University.



Mark EASDOWN, Finance Executive & Former Head of Group Treasury, Toyota Financial Services

At Toyota Finance Australia, Mark was responsible for Short Term Funding & Interest Rate Risk. Mark was also a global Toyota Finance working group member across ALM, Valuations and Liquidity Management.

Mark has wide and diverse treasury management experience across CP, MTN, Bank Debt, ABS Funding Programs, Liquidity & Market Risk, ISDA & CSA documentation Funds Transfer

Pricing, Business Project Lead across Treasury, Data and Finance Transformation. He also has experience in Regulatory compliance project deliverables in the past four years including IFRS13 - Fair Value Measurement & CVA, ASIC OTC Derivative reporting, Global Collateral Variation Margins - multi jurisdictional including APRA CPS 226.

Prior to joining Toyota, Mark enjoyed 15 years with the Macquarie Group in various investment banking roles spanning capital, liquidity, funding, market risk, risk system selection and implementation. This sell side equity derivative global business model spanned 6 locations across Asia, Europe & US with 15-23 currencies. Mark has also produced Technical Examination Materials for Kaplan Professional Education CPD and held various commercial bank roles. Mark is a CPA and MAICD-NFP.



Nick MARTIN, Director of Public Affairs, The Fred Hollows Foundation

Nick Martin is the Director of Public Affairs for one of Australia's largest charitable development organisations, The Fred Hollows Foundation.

As the Director of Public Affairs, Nick is charged with leading The Foundation's global communications and community education efforts, promoting the work of The Foundation in more than 25 countries and highlighting efforts to end avoidable blindness worldwide.

He is one of the public spokespeople of The Foundation, and regularly comments in the media on The Foundation's work and issues affecting the aid and development sector. He is also responsible for public and private fundraising, both in Australia and new markets including the greater China region, North America and the Middle East. He also leads government relations in Australia and global campaigning efforts to build public support for action on avoidable blindness worldwide.

Prior to joining The Foundation, Nick spent 15 years in senior roles in Australian politics including working on numerous state, territory and national political campaigns, and progressive campaigns internationally.



Raj MELVANI, Head of Market Development, Corporates APAC, Thomson Reuters

Raj is the Head of Market Development for Thomson Reuter's non-bank corporates business in Asia. Currently based in Singapore, Raj previously held various business development roles at Thomson Reuters in Hong Kong & Australia covering financial markets solutions & services to a wide number of global & regional banks, global Inter-Dealer Brokers (IDBs) & large corporates. His most recent role was Asia

Business Development for FX workflow solutions. Prior to working at Thomson Reuters, Raj worked within the FICC business at a leading Australian investment bank. Raj holds an Engineering (Honours) & Science degree from a leading Australian university.

CORPORATE PROFILES



Established in 1966, the **Hong Kong Trade Development Council (HKTDC)** is a statutory body dedicated to promoting Hong Kong trade. Its mission is to explore opportunities for Hong Kong companies, and connect them with business partners around the world.

We are governed by a 19-member Council of Hong Kong business leaders and senior Government officials. It plans and supervises HKTDC's global operations, services and promotional activities. The Council also oversees the operation of the Hong Kong Convention and Exhibition Centre. www.hktdc.com



Established in July 2000, **Invest Hong Kong (InvestHK)** is the Hong Kong Special Administrative Region (HKSAR) Government Department responsible for Foreign Direct Investment. Its mission is to confirm and strengthen Hong Kong as Asia's leading international business and financial centre by attracting economically and strategically important overseas and Mainland companies to invest in Hong Kong.

As of December 2015, Invest Hong Kong has assisted over 3,820 companies creating more than 41,200 new jobs in the first year of operation or expansion and over HK\$101 billion of investment. InvestHK has industry specialists in Hong Kong's priority sectors: Business & Professional Services, Consumer Products, Creative Industries, Financial Services, Information & Communications, Technology, Innovation and Technology, Tourism & Hospitality and Transport & Industrial plus an overseas network of staff and representatives based in 29 key business cities worldwide covering its target markets. The Department's staff based in Hong Kong and overseas work seamlessly to support the successful set up and expansion of clients' businesses in Hong Kong. www.investhk.gov.hk



The **Fred Hollows**
Foundation

The Fred Hollows Foundation is an international development organisation working in 25 countries and has restored sight to more than two million people worldwide.

The Foundation believes in a world where no person is needlessly blind and Indigenous Australians exercise their right to good health. We are inspired by the life and work of Professor Fred Hollows, an internationally acclaimed eye surgeon and activist for social justice who championed the right of all people to high quality and affordable eye care and good health.

The Fred Hollows Foundation is as determined now as ever to end avoidable blindness. More than 32 million people in the world are blind but four out of five people who are blind don't need to be. The social and economic benefits of eliminating blindness are immense. For every \$1 invested in preventing someone from going blind, at least \$4 goes into the economy. Adults can return to work and children can get an education and fulfil their potential. For more information, visit <https://www.hollows.org>



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100 countries for more than 100 years. Thomson Reuters shares are listed on the Toronto and New York Stock Exchanges (symbol: TRI). For more information, visit www.thomsonreuters.com



SWIFT for Corporates offers a wide and growing range of products and services for multi-banked corporates to connect with banks and financial institutions through a single, secure and reliable channel. SWIFT provides corporate treasurers and finance managers global visibility on cash and trade, lower cost of financial transactions and improved security and reliability for their financial network. For more information,

visit <http://corporates.swift.com/>



ATC is a free membership community that engages with all market participants in the corporate treasury and finance space in the Asia Pacific region and with growing interest from Europe, the United Kingdom and the Middle East. ATC works in close collaboration with regulators, treasury and financial markets associations and global expert partners. ATC is guided by a

panel of Corporate Leaders with the aim to share a vision in pursuing innovation, best practice and compliance. ATC provides a communications platform in sharing knowledge, thought leadership and activities to enrich its community. www.atc.asia

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