



STUART SIDDALL, CHIEF EXECUTIVE OF THE ACT, OUTLINES THE THEMES AND CONTENT OF THE 2010 ANNUAL CONFERENCE.

# Shaping the future

**T**he ACT Annual Conference 2010 offers an unrivalled forum for treasurers and fellow finance professionals to focus on opportunities in the current business climate. This is clearly reflected in the conference theme: Shaping the Future.

The structure of the conference has benefitted greatly from very positive feedback on last year's event. In response to the ever growing demands on delegates' time, the event has been shortened to two concentrated days of learning, discussion and interaction. Our aim is to allow treasurers to gain from the experiences of their peers and those in related disciplines.

The conference's plenary sessions include high-level strategic presentations, with keynote addresses from economist Tim Congdon CBE and Richard Lambert, director-general of the CBI. These sessions and others will no doubt be widely debated during the networking breaks, at which delegates also have the chance to engage with the largest treasury systems and products exhibition in the UK in 2010.

The practical heart of the conference will be the tracked sessions, nine in total, running on both days. The intention is to stimulate debate and discussion across a wide range of topical issues. What distinguishes these sessions from typical conference presentations is the concentration on corporate case studies – from the likes of Barratt

Developments, EDF Energy, Invensys and Shell – and the participation of other corporate treasurers in the structured discussions. Contributors from a range of banks and other professional firms will also be adding their considerable experience and expertise. The range of topics includes alternative funding, holistic risk management and opportunities in corporate M&A activity.

The conference will also feature what is fast becoming an ACT tradition: a Question Time panel discussion, chaired this year by broadcaster and journalist Mishal Husain, and with a panel including X-Leisure's chief executive PY Gerbeau and Lloyds Banking Group's chief economist Trevor Williams.

The ACT knows that treasurers and other finance professionals are faced with a greater range of challenges than ever before. This conference is designed to give maximum exposure to ideas, discussion and learning, using delegates' time as efficiently as possible. We look forward to welcoming you once again to Manchester and are confident the event will reinforce its status as the treasury conference of the year.

Stuart Siddall is chief executive of the ACT.  
[ssiddall@treasurers.org](mailto:ssiddall@treasurers.org)

# Meet the speakers

LEADING THE SHAPING THE FUTURE DEBATE AT THE CONFERENCE WILL BE A COHORT OF EXPERTS, SKILLED IN MARSHALLING THE ARGUMENTS FOR A PROFESSIONAL AUDIENCE.



**DAVID BLOOM, GLOBAL HEAD OF FX STRATEGY, HSBC**

David Bloom has been with HSBC for 18 years. Before taking up his current post, specialising in currencies and global themes, he was an international economist with a focus on the UK and US. He also has experience in equity strategy, equity sales and equity analysis.

Following his MSc, he joined James Capel (now HSBC). His roles at HSBC have included UK economist, and US and Canadian economist. He arrived in London in 1988 after completing an honours degree from Witwatersrand University, Johannesburg and worked his way through his masters degree in economics at Birkbeck College London. He won Best FX Research in the FX Week Awards for three years in a row.



**PROFESSOR TIM CONGDON CBE, ECONOMIST, JOURNALIST AND AUTHOR**

Tim Congdon is an economist and businessman, who has for over 30 years been a strong advocate of sound money and free markets in the UK's public policy debates. He started his career in 1973 at *The Times*, where he was an economic journalist for three years of almost

unremitting crisis. He became an economic adviser at broking firm L Messel & Co in the late 1970s and a partner in 1980. He founded Lombard Street Research and was its managing director from 1989 to 2001 and its chief economist from 2001 to 2005. He was a member of the Treasury Panel of Independent Forecasters between 1992 and 1997. He has been a visiting professor at Cardiff Business School and City University Business School (now Cass Business School), and was awarded the CBE for services to economic debate in 1997. He has recently set up an economics consultancy business, International Monetary Research, of which he is chief executive.



**PIERRE-YVES GERBEAU, CHIEF EXECUTIVE, X-LEISURE**

It can take a lifetime to become a corporate business icon and even then true fame can be elusive. But the mere letters "PY" can refer to only one man: Pierre-Yves Gerbeau. He has been captain of the French Olympic ice hockey team, vice president of park operations at

Disneyland Paris, and chief executive of the Millennium Dome. Today he runs the largest leisure property group in the UK, and he's a scratch golfer too. After he'd turned Disneyland Paris into Europe's biggest visitor attraction, Disney CEO Michael Eisner recommended him to Tony Blair for the job of chief executive of the Dome in February 2000. Today, he is chief executive of X-Leisure. He has an MBA from one of France's leading business schools and teaches on the MBA

programme of London Business School. In November 2003, he embarked on a career in business/economic broadcasting with a project on 5 Live called PY's Eurovision. He covers brand management, leisure facility management, corporate rescue, corporate finance, media relations, employee motivation, politics and business in his speeches in the context of his commercial experience.



**RICHARD LAMBERT, DIRECTOR-GENERAL, CBI**

Richard Lambert joined the Financial Times after studying history at Oxford University. He edited the Lex column in the 1970s, becoming financial editor in 1979. In 1982 he moved to New York as bureau chief, returning to the UK a year later as deputy editor. He became editor of the Financial Times in 1991 and during his 10 years in the role launched the US version of the

newspaper. In 2003 he was asked by the chancellor to write the Lambert Review of business-university collaboration. A member of the Bank of England's Monetary Policy Committee from spring 2003 until spring 2006, he took up the post of director-general of the CBI in July 2006. Among a number of other non-remunerated roles, he is a trustee of the British Museum and became chancellor of the University of Warwick in August 2008.



**PAUL WARD, HEAD OF EMEA CORPORATE COVERAGE, GLOBAL BANKING & MARKETS, RBS**

Paul Ward graduated from Oxford University in 1984 and spent the first nine years of his career in the derivatives market, joining Hill Samuel & Co, then County NatWest and Citibank. He then moved to the investment banking group of

Salomon Smith Barney as a founding managing director of its European telco and media team. He executed over €75bn of debt financing mandates and led €30bn of M&A assignments for a wide range of companies in the sector, including Bell Cablemedia, KPN, ONO, Telewest, KKR, Pro Sieben, Nynex Cablecomms and International Cabletel. In 2000, he became a partner and CFO of Callahan Associates where he led the €7bn leveraged buy-out of Nordrhein Westfalen cable business from Deutsche Telekom and the €4bn acquisition of Kabel Baden-Wurtemberg. In addition to holding CFO responsibilities at Callahan, he became operating CFO at both these acquisitions. He joined the sector corporate finance team of RBS from Houlihan Lokey and Zukin where he was co-head of M&A and head of telecom and media for Europe. In December 2008, he was appointed to the role of head of corporate coverage and advisory for Europe, Middle East and Africa with regional responsibility for the corporate banking relationships and advisory business of RBS Global Banking & Markets.