

ACT

LEADING TREASURY  
PROFESSIONALS

ACT ANNUAL  
CONFERENCE **2015**

where treasury minds meet  
20-22 May 2015 | Manchester Central, UK

# THE AGE OF TREASURY

evolution or revolution?

Headline  
speakers  
include:



**Sir Richard Shirreff**,  
Former Deputy Supreme  
Allied Commander, **NATO**



**Steph McGovern**,  
Business Broadcaster



**Minouche Shafik**,  
Deputy Governor Markets  
& Banking, **Bank of England**



**Tim Harford**,  
Senior Columnist,  
**The Financial Times**



**Baroness  
Manningham-Buller**,  
Former Head, **MI5**



**Ronan Dunne**,  
CEO,  
**Telefónica UK**

# THE AGE OF TREASURY

evolution or revolution?

The age of treasury is upon us, but what exactly does that mean for your organisation?

How do you balance your treasury strategy to deal with today and tomorrow? Should your treasury be **evolutionary** – always monitoring trends to keep ahead of the curve? Or will an innovation in treasury systems help you **revolutionise** your business?

We'll equip you with the knowledge and contacts to answer all these questions and many more at the conference in May.

## Designed for treasurers, by treasurers

The ACT Annual Conference provides something you can't get anywhere else – over 19 hours of unrivalled content and networking delivered by the only chartered professional body for international treasury. This event is designed for treasurers, by treasurers and addresses the challenges facing the real economy.

We bring together over 1,000 treasury professionals from every major industry and from all levels of their career to network, benchmark and share best practice to further the development of the profession to the benefit of all.

## Who attends this conference?

CFOs, corporate treasury professionals and financial or treasury service providers from across the globe

## Are you looking to...

- **improve the financial strategy of your business?**
  - ✓ get in-depth insights and updates on core treasury issues
- **streamline your day-to-day treasury operations?**
  - ✓ join our busy exhibition to meet multiple suppliers under one roof
- **help treasurers to do their job better?**
  - ✓ access our global treasury network and hear what's keeping them awake at night

## What's new for 2015?

- More networking time to build your professional relationships
- More international case studies to benchmark your business against
- More interactive sessions to get your questions answered



## Hear what our 2014 delegates had to say...

“ A great opportunity to network and hear about the latest developments in the treasury world.”

Ian Cooper, 3i Group

“ I met one bank that can directly help me with an immediate and specific problem – that's worth its weight in gold.”

Gary Slawther, OCTAL Petrochemicals

“ The most productive update and networking opportunity of the year. Fun, fast, flexible, friendly.”

Fiona Crisp, Crisp Consultants



Watch our conference video:  
[treasurers.org/annualconference](http://treasurers.org/annualconference)

## VENUE



### Manchester Central

Petersfield, Manchester, M2 3GX  
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## TRAVEL AND ACCOMMODATION

### Special rates on travel and hotels

**Save 20%** on your train travel to Manchester and book your accommodation at preferential rates.

Visit [treasurers.org/travel](http://treasurers.org/travel) for your discount codes and details on how to book.

12.30 Registration and exhibition opens

13.30 **WELCOME FROM THE CONFERENCE CHAIR AND ACT PRESIDENT**

**Peter Matza**, Engagement Director, **ACT**

**Yann Umbricht**, Partner, **PricewaterhouseCoopers**

13.50 **OPENING KEYNOTE ADDRESS: A CONVERSATION WITH...**

**Ronan Dunne**, CEO, **Telefónica UK**

14.15 **USD BULL RUN: THE BEGINNING OF THE END**

**David Bloom**, Global Head of FX Research, **HSBC**



14.45 Refreshment break in the exhibition hall

15.30 **TRACK ONE:** choose from track A, B or C

### Track A: CORPORATE CREDIT RISK

**From macro to micro: assessing the impact of external factors**



- understanding credit risk in the current uncertain conditions
- geo-political risk: where are the flashpoints?
- understanding the impact of rapidly declining commodity prices
- adjusting to an environment of FX volatility
- the reality of prolonged low interest rates
- what would a period of deflation mean?

Hear from:

**Alan Dick**, Director of Tax and Treasury, **Amec Foster Wheeler**

**James Kelly**, Head of Treasury, **Rentokil Initial**

**Paul Watters**, Senior Director, Head of Corporate Research, **Standard and Poor's**

Facilitated by:

**John Grout**, Policy and Technical Director, **ACT**

### Track B: REGULATORY REFORM

**Rethinking how you invest your cash**



- assessing the new regulatory environment in 2015 and beyond
- the impact of regulation on short-term investing
- the cash conundrum: balancing your cash objectives whilst navigating the regulatory maze
- evaluating cash solutions in a changing regulatory environment
- making your voice heard: what can corporates do to influence regulation?

Hear from:

**Auna Dunlevy**, Head of Treasury Front Office, **Royal Mail**

**Jim Fuell**, Head of Global Liquidity, EMEA, **J.P. Morgan**

**Asset Management**

**Asim Iqbal**, Head of Treasury, **The AA**

Facilitated by:

**Michelle Price**, Associate Policy and Technical Director, **ACT**

### Track C: BANK RELATIONSHIPS

**Quantifying the value in a bank relationship**



- how are relationships evolving between treasury and the banks?
- what are the real enablers to change within treasury?
- do banks have a part to play in managing internal stakeholders?
- how do you prioritise treasury initiatives that have broader enterprise implications?
- what's unique about a successful relationship for a corporate?

Hear from:

**Gavin Jones**, Treasurer EMEA, **Avon Cosmetics**

**Jenny Tinsley**, European Treasury Director, **Joy Global**

**Jonathon Traer-Clark**, Global Business Solutions Executive, Global Transaction Services EMEA,

**Bank of America Merrill Lynch**

Facilitated by:

**Peter Matza**, Engagement Director, **ACT**

16.45 Close of track one

17.00 **WORKSHOPS, ROUNDTABLES AND MASTERCLASSES** – see page 7

17.45 Close of day one with networking drinks in the exhibition hall



## SPEAKING OPPORTUNITIES

If you are a corporate treasurer with a success story to share and would like to speak at this event, please contact Annabel Nason at [anason@treasurers.org](mailto:anason@treasurers.org) or **+44 (0)20 7847 2539**

# PROGRAMME DAY TWO THURSDAY 21 MAY

08.00 Registration opens and refreshments in the exhibition hall

09.00 **A WORD FROM THE CONFERENCE CHAIR**

09.15 **BUILDING CUSTOMER ADVOCACY**

**Alison Rose**, CEO Commercial & Private Banking, **RBS**



09.45 **GEO-POLITICAL RISK: EUROPE'S PERIPHERY IN FLAMES**

Nato's former Deputy Supreme Allied Commander explores how the West should respond

**Sir Richard Shirreff**



10.15 Refreshment break in the exhibition hall

11.00 **TRACK TWO:** choose from D, E or F

## Track D: SUPPLY CHAIN FINANCE

### Sowing a field of dreams



- the path to implementing and sustaining a resilient supply chain
- understanding the innovations in working capital solutions and making them work for you
- surmounting regulatory hurdles – the EU Late Payment Directive and others
- engaging stakeholders to ensure business buy-in
- injecting liquidity into SMEs enabling business growth
- where next for SCF? Is business self-subsistence sustainable in the long term?

Hear from:

**Ian Fleming**, Managing Director, Working Capital Advisory, **HSBC**

**Stuart Rousell**, Managing Director, Global Head of Working Capital, **HSBC**

**Simon Templar**, Lecturer, Demand Chain Management, **Cranfield School of Management**

**Steve Williamson**, VP Finance - Cash Generation, **AstraZeneca**

Facilitated by:

**Peter Matza**, Engagement Director, **ACT**

## Track E: FUNDING

### Corporate strategy and debt financing across the rating spectrum



- the relationship between credit rating and corporate strategy
- to what extent can borrowers 'choose' their credit rating
- getting and maintaining a credit rating – what do you need to know?
- what are the debt market implications of being unrated, investment grade, cross-over or high yield?
- adapting your capital markets strategy for the journey from sub-investment grade to investment grade
- what is the right funding mix for your business?

Hear from:

**Nick Feaviour**, Group Treasurer, **DS Smith**

**Philip Learoyd**, Head of Funding and Treasury Risk, **SABMiller**

**Christian Leibl**, Managing Director, Head of Corporate Rating Advisory, Capital Markets, **Lloyds Bank Commercial Banking**

**Andrew Ryan**, Managing Director, Head of Syndicate & Corporate DCM, **Lloyds Bank Commercial Banking**

**Oliver Whiddett**, Assistant Treasurer, **Anglo American**

**Oliver Whiddett**, Assistant Treasurer, **Anglo American**

Facilitated by:

**John Grout**, Policy and Technical Director, **ACT**

## Track F: TECHNOLOGY

### Driving operational excellence



- treasury transformation and the catalyst for change
- streamlining connectivity for seamless transactions
- embracing innovation – a new world for payments
- implementing the systems to improve treasury self-sufficiency
- from efficiency to excellence – looking at the long-term goals

Hear from:

**Cristiane Candeloro**, Assistant Treasurer Operations, **AstraZeneca**

**Andrew Marshall**, Group Finance – Treasury, **AstraZeneca**

**Jon Purr**, Sales Director, **SunGard**

Facilitated by:

**Colin Tyler**, Chief Executive, **ACT**



## THE LARGEST TREASURY EXHIBITION IN THE UK

This event isn't only about the great speakers and programme. We are proud to bring you the largest treasury exhibition in the UK, packed with the leading treasury product and service providers in the industry.

The exhibition launches Wednesday lunchtime and provides the perfect setting for you to develop new relationships and catch up with familiar faces.



# PROGRAMME DAY TWO THURSDAY 21 MAY

12.15 Lunch in the exhibition hall

14.00 **TRACK THREE:** choose from G, H and J

## Track G: TECHNOLOGY

### Treasury transformation – alternative payment methods

Deutsche Bank 

- grown-up treasury – implementing a sophisticated system to streamline your strategy
- efficiency through innovation – what are the key trends in the payments market?
- technology on the move – the shift to online and mobile
- analysing the disruption of the traditional value chain
- understanding the key areas of opportunity – e-commerce, mobile payments and virtual goods
- how is increased intuitiveness changing the customer experience?
- the treasurer’s dashboard of the future – what’s around the corner for treasurers?

Hear from:

**Paul Cuddihy**, Director, Working Capital Advisory, Deutsche Bank

**James Davies**, Treasury Operations Manager, Dyson

**Wouter De Ploey**, Senior Partner, McKinsey & Company

**Toby Mason**, VP Card Member Services, American Express

**James Kelly**, Head of Treasury, Rentokil Initial

**Matthaeus Sielecki**, Director, Working Capital Advisory, Deutsche Bank

Facilitated by:

**James Lockyer**, Development Director, ACT

## Track H: STRATEGY

### Redefining treasury

 RBS™

- how do you formulate a practical group treasury policy?
- it’s a numbers game – why is the bottom-line so important for long-term business growth?
- is society challenging the focus on ‘the bottom-line’ and what alternatives are emerging?
- achieving business buy-in to harmonise processes and minimise risk
- from tactics to strategy – how to get your voice heard amongst the c-suite
- from ‘disruptive innovation’ to ‘synergising’ – making sense of the boardroom buzzwords
- should your strategy be evolutionary or revolutionary?

Hear from:

**Nick Feaviour**, Group Treasurer, DS Smith

**Ian Peake**, Group Treasurer, Capita

**Conor Maher**, Managing Director, Cash Management & Liquidity, RBS

Facilitated by:

**Stephen Pigney**, Examinations Board, ACT

## Track J: FX RISK

### Keeping ahead of the curve – FX risk reduction during heightened volatility

 citi®

- the bigger picture – mapping risk management to the organisation’s objectives
- measuring risk – portfolio approach to risk optimisation
- managing risk – understanding the company’s FX exposure profile
- monitoring risk – the macro-economic indicators that matter to your business
- why cost vs. risk reduction are not always equal partners
- focusing further afield – emerging market analysis to identify and predict future currency stress
- why do currency headwinds become hurricanes and can treasurers ride it out?

Hear from:

**Alex Fiott**, Assistant Treasurer, Front Office, AstraZeneca

**Sam Hewson**, Head of UK, Nordic & Benelux Corporate FX Sales, Citi

**Erik Johnson**, Senior Strategist, CitiFX Client Solutions Group, Citi

**Eszter Molnar**, Assistant Treasurer, FX & Trading, Diageo

Facilitated by:

**Will Spinney**, Associate Director of Education, ACT

15.15 Refreshment break in the exhibition hall

16.00 **QUESTION TIME** Hosted by: **Steph McGovern**, Business Broadcaster

The panel: **Peter Hahn**, Senior Lecturer, Cass Business School

**Tim Harford**, Senior Columnist, The Financial Times

**Sir Richard Leese**, Leader of the Council, Manchester City Council

**Trevor Williams**, Chief Economist, Lloyds Bank Commercial Banking

17.00 Close of day two with informal drinks in the exhibition hall

19.00 **SOCIAL HIGHLIGHT – GALA DINNER**



## SOCIAL HIGHLIGHT – GALA DINNER

Emirates Old Trafford – Lancashire County Cricket Club

This is the social highlight of the conference. Network with fellow delegates during the drinks reception and then sit down to enjoy a three-course meal and unmissable evening entertainment provided by Susan Calman.

Running order

18:30

19:00

22.30

22.30-01.00

Free coach shuttle departing the venue

Welcome drinks reception

Dinner service ends

After dinner drinks

A return coach shuttle will be provided between the conference and gala dinner



# PROGRAMME DAY THREE FRIDAY 22 MAY

09.00 **TRACK FOUR:** choose from K or L

## Track K: TREASURY TALENT

### Fuelling your ambition

- ACT Competency Framework – the technical, business and behavioural skills you need to succeed
- from taking your first steps in treasury to moving up the career ladder – what you need to know
- identifying the key skills to add value to the business
- let's get personal – how can treasury qualifications transform your career?
- fix-up, look sharp – getting noticed in your peer group
- education, training and networking – understanding the pillars of treasury excellence



treasurers.org/  
competencyframework

Hear from:

**Pedro Madeira**, Interim Director of Treasury, **Heathrow**  
**David Morgan**, Senior Treasury Manager, **National Grid**  
**Jiameng Teah**, Assistant Treasurer, **Vodafone**  
**Jessica Timelin**, Manager, **Michael Page Treasury**

Facilitated by:

**Will Spinney**, Associate Director of Education, **ACT**

## Track L: DEALS OF THE YEAR

### Raising the stakes

- aiming high – building a bold and ambitious deal
- the art of execution – how do you decide when the time is right?
- rewriting the rules – from the biggest to the most diverse deal
- anticipating investor appetite – reading market signals and getting your show on the road
- capitalising on the brand, reputation and rating
- the best of times, the worst of times – executing a successful deal in periods of volatility



Hear from:

**Gillian Karran-Cumberlege**, Founding Partner, **Fidelio Partners**  
**Dan Maraggelis**, Deputy Treasurer, **Royal Mail**  
**Lars Schnidrig**, Managing Director Finance & Treasury, **Deutsche Annington**

Facilitated by:

**Peter Matza**, Engagement Director, **ACT**

10.00 Brunch provided in the exhibition hall

10.45 **KEYNOTE ADDRESS** **Minouche Shafik**, Deputy Governor Markets & Banking, **Bank of England**

11.15 **KEYNOTE ADDRESS** **Baroness Manningham-Buller**, Former Head of MI5

12.00 Choose from one of the following three sessions:

<i>talkingtreasury</i> : TACTICS VAULT	<i>talkingtreasury</i> : STRATEGY VAULT	KNOW YOUR TREASURER
exclusively for corporate treasurers	exclusively for corporate treasurers	open to all
A chance for treasurers to discuss key tactical themes from the conference.	A chance for treasurers to discuss key strategic themes from the conference.	A chance for delegates to hear what treasurers really want from their business partners.
Facilitated by: <b>James Lockyer</b> , Development Director, <b>ACT</b> <b>Colin Tyler</b> , Chief Executive, <b>ACT</b>	Facilitated by: <b>John Grout</b> , Policy and Technical Director, <b>ACT</b> <b>Michelle Price</b> , Associate Policy and Technical Director, <b>ACT</b>	Facilitated by: <b>Peter Matza</b> , Engagement Director, <b>ACT</b> <b>Will Spinney</b> , Associate Director of Education, <b>ACT</b>

12.45 Close of conference

## HOW TO REGISTER

### 4 EASY WAYS TO REGISTER

**1** Online  
treasurers.org/annualconference

**2** Email your booking form  
events@treasurers.org

**3** Fax your booking form  
+44 (0)20 7374 8744

**4** Post your booking form  
Events team, ACT, 51 Moorgate,  
London, EC2R 6BH

## BOOKING FORM ON BACK PAGE

# WORKSHOPS, ROUNDTABLES AND MASTER CLASSES

WEDNESDAY 20 MAY

These sessions are intended for smaller audiences of around 40 delegates to encourage more discussion and debate. Places are allocated on a first come, first served basis on the day.

## Making working capital work for you in today's economic landscape



**Lloyd Gold**, Assistant Director, TAS - Working Capital Services, **Ernst & Young**

**Folley Ogundele**, Senior Manager, B2B Business Development & Partnerships, Global Corporate Payments, **American Express**

## Everything changes: welcome to the Latam Quarter



**Alejandro Cuadrado**, Latam Strategist, **BBVA**  
**Malcolm Day**, Head of Emerging Market FX, **BBVA**

## The SWIFT for Corporates and Dentsu Aegis Network story: gaining operational efficiencies



**Peter Pontidas**, Group Treasurer, **Dentsu Aegis Network**  
**Neil Gray**, Senior Sales Manager, Corporates Business - EMEA, **SWIFT**  
**Christopher Burgess**, Regional Sales Director, **BELLIN**

## Seeing through the fog? Effective FX risk management can help navigate complexities



**Paolo Esposito**, Director of European Corporate Advisory, **Chatham Financial**  
**Anh Nguyen**, Financial Risk Management Adviser, **Chatham Financial**

## Tried and tested: how traditional trade finance serves modern needs



**Russell Brown**, Head of Trade Finance, UK & Ireland, **Deutsche Bank**  
**Stewart Pace**, Vice President, Trade Finance UK & Ireland, **Deutsche Bank**

## Breaking the barriers to exporting - help is at hand



**Alan Ainsbury**, Head of Trade and Supply Chain, **RBS**  
**Clive Drinkwater**, Director, **UKTI**  
**Stephen Pigney**, Examinations Board, **ACT**  
**Paul Croucher**, Head of Trade Finance and Insurance Solutions, **UK Export Finance**

## A strategic visionary forum - investing cash in a rapidly changing environment. Time for change? - corporate only session



**Jonathan Curry**, CIO Liquidity, Global Asset Management, **HSBC**  
**Nick Jones**, Treasury Business Development EMEA, Global Asset Management, **HSBC**  
**Hugo Parry-Wingfield**, EMEA Product, Global Asset Management, **HSBC**

## Business systemic risk: managing the unmanageable



**Yuri Polyakov**, Managing Director, Head of Financial Risk Advisory, **Lloyds Bank Commercial Banking**  
**Jeremy Adam**, Head FX Markets Solutions, Client Strategy & Solutions, **Lloyds Bank Commercial Banking**

## Cyber Security: protecting your business, and your clients



**Simon Shorey**, Head of Strategic Online Channel, **Lloyds Bank Commercial Banking**  
**Paul Young**, Director, Cyber Risk Services, **Deloitte**

## Design the perfect supply chain finance model



**Tom Dunn**, Chairman, **Orbian**  
**Paul Hearn**, Senior Advisor, **Orbian**  
**Sabrina Piquemal**, Sales and Marketing Manager, **Orbian**

## Essentials for establishing or redesigning your US treasury management structure



**Samantha Judd**, Head of European Treasury Management, **Wells Fargo**  
**Keaven White**, Head of US Treasury Management - Corporates, **Wells Fargo**

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# HOW CAN WE HELP YOU?

Come and talk to our friendly team on our stand at the Annual Conference this May

## Educating

through  
professional  
qualifications

## Networking

through  
events and  
conferences

## Shaping careers

through treasury  
training

## Guiding

through policy  
& technical  
updates

## Supporting

through  
membership  
services

## Informing

through  
publications  
and webinars

**The Association of Corporate Treasurers (ACT)** sets the benchmark for international treasury excellence. As the chartered body for treasury, we lead the profession through our internationally recognised suite of treasury qualifications, by defining standards and championing continuing professional development.

We are the authentic voice of the treasury profession representing the interests of the real economy and educating, supporting and leading the treasurers of today and tomorrow.

**Find out more at [treasurers.org](http://treasurers.org)**

**ACT is a member of**



**Official publication**

**The Treasurer**

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# TREASURERS.ORG

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# 2015

## where treasury minds meet

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Events team, ACT, 51 Moorgate,  
London, EC2R 6BH

CODE: A

	Standard rate
ACT members (incl. student members and affiliate members)*	<input type="checkbox"/> £1,045 + VAT = £1,254
Non-members from non-financial corporates	<input type="checkbox"/> £1,345 + VAT = £1,614
Non-members from banks and financial institutions	<input type="checkbox"/> £2,495 + VAT = £2,994
Non-members from consultancies and other service providers	<input type="checkbox"/> £2,995 + VAT = £3,594

Fees include refreshments, lunch, conference materials and attendance at the social highlight on Thursday evening.

If you can't attend the entire conference, one day rates are available upon request.

Email [events@treasurers.org](mailto:events@treasurers.org) for details.

Visit Manchester Convention Bureau is the official accommodation booking provider for conference and we have secured special rates for delegates at many hotels in Manchester.

You can view hotel options and book your accommodation at [treasurers.org/annualconference/venue](http://treasurers.org/annualconference/venue)

**Cancellation period:** Cancellation terms will apply once a completed booking form has been received (inclusive or exclusive of payment). All cancellations must be received in writing by 10 April 2015 for a full refund less 15%. Cancellations made less than 40 days before the conference start date will not be refunded but a nomination for a replacement delegate will be accepted. In the unlikely event of cancellation of the conference by the ACT whether by force majeure or otherwise, the ACT in its absolute discretion may offer delegates a credit to an alternative event. The ACT will not in any circumstances refund any travel or accommodation expenses.

**Data protection:** The information you provide will be safeguarded by the ACT. A delegate list will be produced for the event with details restricted to your name, job title and company. In registering for this event you agree to the ACT providing your name, job title and company to the venue

for the purposes of facilitating the event and to the sponsor and fellow delegates for information purposes. The ACT will retain your details on its database in order for us to keep you informed of other relevant products and services. If you do not want to receive this information, please tick here

By submitting this booking you undertake to have read and accepted the ACT's terms and conditions. For full terms and conditions, visit:

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The ACT reserves the right to make minor alterations to the content and timing of the programme or to the identity of the speakers.

The views expressed by speakers at this event are their personal views or those of their employer and do not necessarily represent the views of the ACT.

### Delegate details mandatory fields\*

Dr/Mr/Mrs/Miss/Ms:\* Forename:\* Surname:\*  
Company name:  
Job title:  
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### Please select your area of work/field from the list below:

- |  |  |  |
|--|--|--|
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| <input type="checkbox"/> Treasury dealer                     | <input type="checkbox"/> Tax advisor/secretarial/audit | <input type="checkbox"/> Corporate finance & advisory    |
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| <input type="checkbox"/> Other treasury related              | <input type="checkbox"/> Other corporate management    | <input type="checkbox"/> Other business service provider |
|  | <input type="checkbox"/> Corporate banking             | <input type="checkbox"/> Other                           |

### Payment details

Please invoice me/my company  
(payment is due within 21 days of invoice date, or before the conference date, whichever is soonest).

I enclose a cheque for £\_\_\_\_\_ made payable to ACT (Administration) Limited

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Expiry date     Issue no.

If cardholder name and/or statement address are different from above business details, please indicate below:

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