



FEDERATION OF INTERNATIONAL BANKS IN IRELAND



# INTERNATIONAL BANKING *THE FORWARD AGENDA*

FEDERATION OF INTERNATIONAL BANKS IN IRELAND (FIBI)  
NATIONAL CONFERENCE 2011



**WEDNESDAY 6<sup>TH</sup> APRIL 2011**

FOUR SEASONS HOTEL, SIMMONSCOURT ROAD, DUBLIN 4



FEDERATION OF  
INTERNATIONAL BANKS IN IRELAND

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FEDERATION OF INTERNATIONAL BANKS IN IRELAND (FIBI) NATIONAL CONFERENCE 2011

Wednesday 6th April 2011 Four Seasons Hotel, Simonscourt Road, Dublin 4

The Federation of International Banks in Ireland (FIBI), which is affiliated to the Irish Banking Federation (IBF), is hosting its inaugural annual conference in Dublin on Wednesday 6 April 2011 in the Four Seasons Hotel, Dublin. The conference is set to become Ireland's premier capital markets conference, focusing on the issues exercising the minds of market participants.

The first part of the conference focuses on financial markets, giving insight into where primary markets are moving and how asset managers are reacting to the changing

environment. The opportunities in the emerging carbon market will be discussed also. The second part of the conference focuses on market supervision, addressing the vast range of initiatives changing the operating environment. Finally, the third part of the conference focuses on calibration of crisis response measures'.

The conference boasts a panel of influential speakers at the forefront of their respective fields internationally. Each part of the conference will be followed by an interactive discussion, allowing delegates to ask questions of the panel.

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IDA Ireland is the Irish Government agency with responsibility for securing new investment from global companies across a range of sectors including Financial Services, ICT and Life Sciences. It also encourages existing investors to expand and develop their business in Ireland. At present, IDA manages a total portfolio of more than 900 companies employing over 130,000 people.

The International Financial Services Division is responsible for the marketing of the international financial services sector in Ireland and is the primary point of contact for companies wishing to establish a financial services operation in Ireland. The current portfolio includes more than 200 companies undertaking a range of front, middle and back office activities. The division has three main business lines – Global Banking & Payments, Global Investment Management & Global Insurance.

[www.idaireland.com](http://www.idaireland.com)

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Matheson Ormsby Prentice is Ireland's largest law firm. We advise multinational companies and financial institutions doing business in and through Ireland. Our clients include many Fortune 500, FT Global 500 and FT Euro 500 companies. We also represent some of Ireland's largest private, public and State owned companies and institutions. The firm's headquarters is in Dublin, with offices in London, New York and Palo Alto, California. We advise all of the major domestic financial institutions and many of the world's leading international banks, securities and derivatives trading houses, broker dealers, investment managers, investment funds, insurance companies and other financial services firms operating in and through Ireland.

#### CPD Allocation

##### QFA

3 formal hours for 2011 only

##### CPD Member (Including Registered Stockbroker)

3 formal hours for 2011 only

##### CPD Members of the LIA

3 formal hours for 2011 only

##### CIP and CPD Members of the III

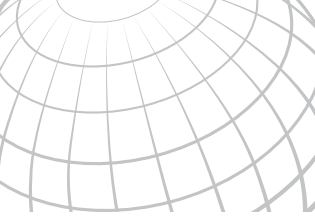
No formal hours for 2011

##### LCOI

3.5 formal hours for 2011 only

##### Chartered Banker/Certified Banker (CeB)

4.5 formal hours for 2011 only



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## CONFERENCE PROGRAMME

**8.00AM - 3.45PM**

8.00 - 8.30 REGISTRATION / TEA & COFFEE

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8.30 – 9.10 INTRODUCTION

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### **CHAIRPERSON AND MODERATOR**

Mr. Paul O'Connor, Head of Capital Markets, Irish Banking Federation

### **FIBI CHAIRMAN ADDRESS**

Mr. Tom Young, FIBI Chairman & Managing Director, BNY Mellon International Bank

### **WELCOME ADDRESS**

Mr. Barry O'Leary, Chief Executive, IDA Ireland

### **OPENING ADDRESS**

Mr. John Bruton, President, IFSC Ireland

## PART ONE: FINANCIAL MARKETS

09.10 - 09.35 PRIMARY MARKETS

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Ms. Ann Cairns, Managing Director, Alvarez & Marsal

09.35- 10.00 ASSET MANAGEMENT

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Dr. Massimiliano Castelli, Senior Strategist, UBS Global Asset Management

10.00 – 10.25 THE EMERGING CARBON MARKET

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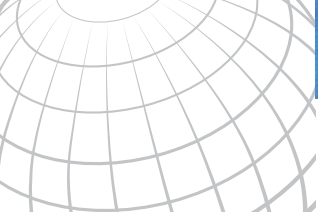
Mr. Paul Kelly, CEO, EcoSecurities

10.25 – 10.45 Q & A SESSION

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10.45 - 11.05 **COFFEE BREAK**

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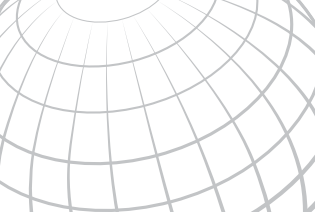


## PART TWO: MARKET SUPERVISION

11.05 - 11.30	<b>SUPERVISION OF CROSS-BORDER BANKS</b>
	Mr. Thomas Huertas, Director, Banking Sector at the Financial Services Authority (UK) and Alternate Chairperson, European Banking Authority (EBA)
11.30 - 11.55	<b>DERIVATIVES REGULATION</b>
	Mr. Roger Cogan, European Policy Director, International Swaps and Derivatives Association (ISDA)
11.55 - 12.20	<b>MIFID REVIEW</b>
	Mr. Duncan Paterson, Partner, Market Structure Partners
12.20 – 12.40	<b>Q &amp; A SESSION</b>
12.40 - 2.00	<b>NETWORKING LUNCH</b>

## PART THREE: CALIBRATION OF CRISIS RESPONSE MEASURES

2.00 - 2.25	<b>BANK STATE AID: FRAGMENTATION OR LEVEL PLAYING FIELD?</b>
	Mr. Karel Lannoo, CEO, Centre for European Policy Studies
2.25 - 2.50	<b>WHOLESALE BANKING SUPERVISION</b>
	Mr. John Moran, Head of Wholesale Banking Supervision, Central Bank of Ireland
2.50 - 3.15	<b>CORPORATE GOVERNANCE AND THE CHALLENGE OF INTEGRATING IRISH REQUIREMENTS WITH GROUP STRUCTURES</b>
	Mr. Tim Scanlon, Partner and Head of Financial Institutions Group, Matheson Ormsby Prentice
3.15 - 3.40	<b>Q&amp;A SESSION</b>
3.40 - 3.45	<b>CHAIR'S CLOSING REMARKS</b>
3.45	<b>CLOSE OF CONFERENCE</b>



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## TOM YOUNG

BNY Mellon International Bank Limited (formerly PNC International Bank Limited) is an Irish-licensed bank with a branch in Luxembourg. Its principal activities are the provision of trustee and custodial services in accordance with regulatory and legal obligations.

Mr. Young is the chief executive officer and a member of the board of directors of the bank. He joined the organisation in September 2006 and played a key role in negotiating the bank licence with regulators. He has extensive banking and funds services experience. He served in senior credit and risk management roles with HSBC in Ireland from 2001; prior to that he had risk management and credit responsibilities with Allianz and Ulster Bank Group Treasury (RBS), preceded by almost 18 years with Citibank Ireland, where he ultimately held the senior credit risk management position. Mr. Young has a BA in Economics, a post-graduate qualification in European Studies, is a Fellow of the Institute of Chartered Secretaries & Administrators and a Member of the Institute of Bankers.

Mr. Young is a Council member of the Federation of International Banks in Ireland (FIBI).



## BARRY O'LEARY

Barry O'Leary was appointed Chief Executive Designate of IDA Ireland in 2007. He took over the role of CEO from Sean Dorgan on January 1st 2008. Prior to this appointment he was Divisional Manager of the IDA's LifeSciences and Information and Communications Technology business units. Mr. O'Leary has worked in IDA for over 30 years in most of its business areas including two periods totalling 15 years in Germany, latterly as Director of Europe.

On his return to Germany in 1995 he was responsible for running IDA's offices in Stuttgart and Düsseldorf which covered Germany, Austria, Switzerland and Italy. He subsequently became Director of Europe and centralised IDA's German offices into Frankfurt. During this period he was closely associated with winning major projects from companies such as Bertelsmann, SAP, Deutsche Bank, Lufthansa, Kostal, Allianz and a number of key Italian financial services projects.

On his return to Ireland in late 2002 Mr. O'Leary was initially appointed Divisional Manager Pharmaceuticals and Biopharmaceuticals and a member of the IDA's Executive Committee. His responsibilities were increased in 2004 to include the LifeSciences and Information and Communications Technology areas.

He has been deeply involved in changing the profile and raising the value of Ireland's inward investments over the past ten years. He has been primarily responsible for the successful establishment of Ireland as the leading global location outside the US for biopharmaceuticals. He has also undertaken strategic change and built new strengths in R&D, medical technologies, information and communications technology and other areas.

Mr. O'Leary led IDA teams in winning significant investments from a number of key clients such as Lilly BioPharma, Servier, Pfizer, Centocor, Cordis, IBM, Kellogg, Altana, Merck and Cisco Systems among others.

Barry O'Leary has held a number of different positions in industrial companies prior to joining IDA Ireland, including Nestle and the Smurfit Group. He is a Board Member of Forfas.



## JOHN BRUTON

John Bruton is the President of IFSC Ireland, a former Taoiseach (Irish Prime Minister), and a former Ambassador, Delegation of the European Commission to the US

Prior to his election as Prime Minister, Mr. Bruton was a senior Irish politician who served in cabinet as Minister for Finance, Minister for Industry and Energy, and Minister for Trade, Commerce and Tourism. While Prime Minister, Mr. Bruton presided over a successful Irish EU Presidency in 1996 and helped finalise the Stability and Growth Pact, which governs the management of the single European currency, the Euro. From 1999 until his appointment as Ambassador, he was one of ten Vice Presidents of the European People's Party. Before being appointed Ambassador to the United States, he served as a leading member of the Convention that drafted the proposed European Constitution, signed in Rome in October 2004. He graduated from University College Dublin with a Bachelor of Arts degree in economics and politics in 1968 before studying to become a barrister.



## ANN CAIRNS

Ann Cairns, a Managing Director with Alvarez & Marsal, is Head of the Financial Industry Advisory Group in Europe. She brings more than 20 years of experience working in senior management positions across Europe and the US running and improving global banking operations.

Ann has led the team responsible for Lehman Brothers Holding International across Europe, reporting to Bryan Marsal (current CEO of Lehman). Since September 2008 her team has been disposing of banks, equity investments and trading assets for the several hundred legal vehicles across the region as well as running some business lines as ongoing concerns until the markets improve.

Ann also has a team based in Ireland working with the Government as loan valuers for the National Asset Management Agency (NAMA). Irish work includes support for risk function of AIB and projects with other financial institutions.

Other key clients include Kaupthing in Iceland, HAAG in Austria and over 30 Banks and Brokers in the European and Middle Eastern Markets.

Prior to joining A&M, Ms. Cairns worked with ABN-AMRO in London where she was CEO of Transaction Banking, reporting to the Group Board and serving on the bank's Executive Committee. In this role she managed a business with over €5 billion in revenues across 50 countries, covering all clients of the bank.

Prior to ABN-AMRO, Ms. Cairns worked for 15 years with Citigroup in a variety of senior roles.

Ms. Cairns earned a masters degree in statistics from Newcastle University and a first class degree in maths from Sheffield University. She was a Fellow of the Royal Statistical Society and attended the senior Harvard Risk Management Seminar. She is a UK national.



## MASSIMILIANO CASTELLI, PHD

Massimiliano Castelli is Senior Strategist with UBS Global Asset Management. Massimiliano joined Strategic planning on August 1st. In his position he has the responsibility for several strategic projects in the areas of business planning, fund services, relationship with UBS Wealth Management and regulatory issues.

Prior to his current role, as Head of EMEA in Group Government Affairs Corporate Center, Massimiliano has closely collaborated with all three business divisions in the EMEA region a business and strategic level. In particular, he has supported the senior management in the Middle East region and other emerging markets with financial and business analysis and at management level

Prior to joining UBS, Massimiliano was a lecturer in economic policy at the University of Rome, Italy, and a managing consultant advising governments and corporates on economic and financial matters based in London, UK

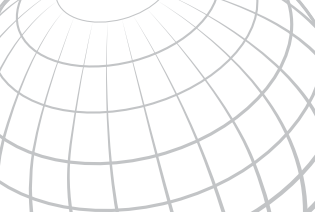


## PAUL KELLY

Paul Kelly is the Chief Executive Officer of EcoSecurities, a leading company in the business of sourcing and developing greenhouse gas emission reduction credits.

Mr Kelly came to the carbon markets through the investment banking industry, where he spent 17 years in a variety of entrepreneurial and strategic roles with an international focus, most recently at J.P. Morgan where he worked in the Global Commodities Group. Mr Kelly played an instrumental role in helping the commodities team build an environmental markets business. As Global Head of Environmental Markets Sales and Origination, he helped the bank's clients with managing their environmental markets assets and liabilities, primarily by originating and distributing carbon emissions reductions certificates in both the compliance and voluntary markets. He also played a key role in managing the bank's acquisition of ClimateCare, a leading name in the voluntary carbon markets.

Mr Kelly has an MBA from Columbia Business School and a Bachelor of Arts degree in Political Science North Carolina State University. He lives in London with his wife and family.



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## THOMAS HUERTAS

Thomas F. Huertas is Director, Banking Sector at the Financial Services Authority (UK). He is also Alternate Chairperson of the European Banking Authority (EBA), where he will carry out the functions of the Chairperson-elect in his absence. He is also a member of the Basel Committee on Banking Supervision and a Member of the Financial Stability Board's Steering Group on Resolution. Prior to joining the FSA in 2004, Tom held a number of senior positions in Citigroup, including Chairman and CEO of Citibank Germany AG and Country Corporate Officer for Switzerland. He has published extensively on banking issues, including the recent book, *Crisis: Cause, Containment and Cure*. He holds a Ph.D. in economics from the University of Chicago and is guest lecturer in finance at the Johann Wolfgang von Goethe University in Frankfurt, Germany.



## ROGER COGAN

Roger Cogan joined ISDA as European Policy Director in December 2006. Roger manages and coordinates ISDA engagement with the EU institutions in relation to EU regulatory initiatives.

Prior to joining ISDA, Roger spent 6 years at Hill & Knowlton Brussels, where he headed the Financial Services Public Affairs Practice. In this role he worked with a variety of clients, including investment banks, inter-dealer brokers, rating agencies, insurance companies and credit card companies. He has also worked at Amcham EU (the EU lobbying arm of the American Chamber of Commerce in Brussels), as an assistant to a Member of the European Parliament and in the European Commission.

Roger has a Masters Degree in History (focusing on EU integration), from University College Dublin. He speaks fluent French.



## DUNCAN PATERSON

For the past ten years Duncan Paterson has managed a number of successful global bank led consortia including Turquoise, Boat, Trade Ideas and Tradepoint/virt-x, each of which has related to advancing trading in Europe. The advent of MiFID was the catalyst for many of his recent assignments – he has worked with several of the resulting Multi-lateral Trading Facilities (MTFs) and other related initiatives. Other recent assignments include helping a high frequency trading facilitator to enhance its European offering and advising a Middle East exchange on its auction processes.

Before establishing his own consulting business, Duncan was CEO of a successful international financial software house. Prior to that he was COO of an international fund manager and before that CFO of the global debt division of a major US bank, the leading swaps player of the day. He started his career in chartered accountancy (PWC) before a spell as an academic (London School of Economics).

Throughout his career Duncan has been involved in many aspects of financial systems development, evaluation, implementation, regulation and monetization. As well as consortia, his experience encompasses IPOs, joint ventures, mergers, acquisitions and disposals. He tends to view new regulation as a double-edged sword – it brings both constraints and opportunities.



## KAREL LANNOO

Karel Lannoo has been chief executive of the Centre for European Policy Studies (CEPS) since 2000 and senior research fellow since 1997. CEPS is one of the leading independent European think tanks, with a strong reputation in economic and foreign policy research. It has total revenues of about €6 million (2010) and employs about 50 persons.

He has published some books and numerous articles in specialised magazines and journals on general European policy, and specifically financial regulation and supervision matters. He spoke at hearings and participated in studies for national and international bodies. He is a regular speaker at international gatherings and in executive programmes.

Karel Lannoo holds an MA in history (1985) from the University of Leuven, Belgium and obtained a postgraduate in European studies (CEE) from the University of Nancy, France (1986).

Karel Lannoo is an independent director of BME (Bolsas Y Mercados Espanoles), the company which runs the Madrid stock exchange. He also directs the European Capital Markets Institute (ECMI) and the European Credit Research Institute (ECRI), both separate legal entities which are managed by CEPS.



## JOHN MORAN

John Moran is Head of Wholesale Banking Supervision at the Central Bank of Ireland since he joined in June 2010.

He was a founding member of Zurich Bank/Zurich Capital Markets Ireland where he worked from 1997 to 2005. He was previously CEO and Board Member (Sydney, London and New York) of Zurich Capital Markets. He has also worked in Sullivan & Cromwell (New York), GE Capital and McCann Fitzgerald. He is an associate member of the Institute of Taxation of Ireland and a fellow of the Institute of Bankers in Ireland. He was admitted as a solicitor by the Law Society of Ireland and as an Attorney after completing the New York State Bar Exams.



## TIM SCANLON

Tim Scanlon is a partner at Matheson Ormsby Prentice and is Head of the firm's Financial Institutions Group. Tim is a highly experienced lawyer who has advised on many of the largest transactions which have taken place in Ireland. In particular, he has advised on public takeovers, private acquisitions and disposals and the restructuring and reorganisation of Irish and international corporates and financial institutions. Tim has advised leading financial institutions operating in and through Ireland on a variety of strategically significant corporate transactions undertaken by them.

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## HOW TO REGISTER

### MAIL

Complete and mail this registration form to: Lisa Shevlin,  
Irish Banking Federation, Nassau House, Nassau Street, Dublin 2

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	<input type="text"/>
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Please reserve  place(s) at the Member/Associate rate and  places at the non-member/associate rate for the above event.

Please provide the full list of participants (including your own name if you plan to attend):

### Conference Fee

IBF/FIBI Members/Associates €380  
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### Lunch

Will attend  Will not attend

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Tick only one card:  Visa  Mastercard  Laser

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Cancellations must be made in writing no later than 10 working days before the conference date. Full refunds will be issued. Places are transferable but notice of the transfer must be made in writing no later than 5 working days before the conference date.

For multiple registrations, i.e. more than one person registering on one credit card/cheque, please include details of additional participants.

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