



The 5<sup>th</sup> BankTech Executive Summit 2014 – Hong Kong  
Hong Kong Convention and Exhibition Centre  
19 February 2014 (Wednesday)

*Transforming FSI Operating Models through Technology Innovation  
in Today's Digital World*

TENTATIVE CONFERENCE PROGRAM

09:00 – 09:30	<b>Opening Keynote: Overcoming Challenges and Maximizing Opportunities in the Adoption of New Technologies in FSI</b>
	<b>Mr. Ronald Fung</b> <b>Junior Partner</b> <b>McKinsey &amp; Company</b>
09:30 – 10:00	<b>Keynote 1: Moving to the Cloud - Key Considerations in Tackling the Challenges</b>
	<p>Companies are realizing the benefits of implementing cloud computing within their organizations as a way to be more responsive to their customers in a competitive landscape. They have embraced virtualization and reaping the benefits of being able to deploy applications and even storage rapidly. This allows businesses to be more agile but there are many pitfalls and challenges to consider and tackle before business value can be derived from these technologies and capabilities. Among the challenges is the fact that that the network gets in the way of rapid applications deployment.</p> <p>How do you bridge the gap between the virtual and physical in the Data Center? What should you look out for when moving to the cloud? Should you deploy SDN (Software-Defined Networking)? This session will explore all these considerations and what are some solutions available to address these challenges.</p>
	<b>Mr. C. K. Lam</b> <b>Director, Data Center Virtualization &amp; Automation, Advanced Technologies, APAC</b> <b>Juniper Networks</b>
10:00 – 10:30	<b>Keynote 2: Transform Your Business With The Cloud – Get Your Cloud Strategy Right!</b>
	<p>Cloud Computing is turning out to be the biggest gift that ever fell into the laps of IT. That's because cloud has the power to transform IT from cost center to value creator.</p> <p>It's no longer a question of whether to use the cloud, but of how and when.</p> <p>But there's still a fog of vagueness about the best way to use cloud computing to support the business. Let HP expert to show you the low-fuss roadmap to successful cloud adoption.</p> <p>In this session, you will learn:</p> <ul style="list-style-type: none"><li>- Key benefits of cloud adoption in banking and finance industry</li><li>- Key factors in your ROI calculation of cloud adoption</li><li>- How to evaluate the success of your cloud adoption</li><li>- Develop a road map to cloud adoption which fits your organization</li></ul>

	<p><b>Mr. Bobby Wu</b>  <b>Cloud Architect</b>  <b>HP Software</b></p>
<p><b>10:30 – 11:00</b></p>	<p><b>Keynote 3: Make Fast Sense of Your Big Data in the Digital World</b></p> <p>It is time for every financial institution to get digital. This is even more so in today's financial services environment where you need to manage big data and leverage the four forces-cloud, social, mobile and big data-to build systems that differentiate your financial institution, improve how you compete and engage with your customers, obtain valuable insights of your data to allow you to make informed and intelligent decisions in real-time, at the right time and more.</p> <p>This presentation will discuss how you can digitize your business environment and take control of your big data in motion to stay ahead of the competition in the financial services industry.</p> <p><b>Mr. Dan Ternes</b>  <b>CTO, APAC &amp; Japan</b>  <b>Software AG</b></p>
<p><b>11:00 – 11:15</b></p>	<p><b>Morning Networking Coffee Break</b></p>
<p><b>11:15 – 11:45</b></p>	<p><b>Keynote 4: Transforming IT Possibilities into Business Outcomes</b></p> <p>As with any major generational shift in computing, IT organizations will need to alter more than just technical architectures in order to successfully capitalize on the opportunities presented by cloud computing. Customers that evolve the core operational model - their organizational structures, operational processes, and IT financial management practices - while concurrently transitioning to more effective technical architectures, will reap the greatest benefits over time.</p> <p>IT organizations face increasing pressure to become more agile and innovate more rapidly to meet internal business requirements and help their organizations respond to competitive threats. Today, CIOs are expected to increase IT efficiency, improve responsiveness, and provide IT services that are both competitively priced and superior to those available from external suppliers. Moreover, these services must be delivered reliably and securely as part of a well-governed IT services delivery strategy.</p> <p>How can IT address and overcome these challenges? Increasingly, cloud computing is seen as the answer. Cloud is a fundamentally different model for IT - one that enables CIOs to redefine the way IT services are delivered and consumed by the business. Innovative IT services that deliver business value and help organizations realize their strategic objectives often underpin improved alignment between business and IT.</p> <p>VMware cloud solutions can help improve IT efficiency, agility and reliability, and drive innovation. By combining the technologies, services and guidance required to build, operate, staff and manage your cloud, VMware cloud solutions help organizations</p>

	<p>maximize the benefits of cloud computing.</p> <p><b>Mr. Toon-Chwee Wee</b>  <b>Senior Manager, Systems Engineering</b>  <b>VMware</b></p>
<p><b>11:45 – 12:15</b></p>	<p><b>Keynote 5: Delivering upon the Promise of Big Data</b></p> <p>Some people believe that all infrastructure is created equal, and choosing one vendor over another won't impact their business. This misconception can have serious consequences. When it comes to big data projects, infrastructure can mean the difference between success and failure. That's why so many organizations are turning to CenturyLink Technology Solutions. In this presentation entitled "Delivering upon the promise of Big Data", we discuss the four strategic goals of Big Data solutions and the problems CIOs face when considering this solution.</p> <p><b>Mr. Gery Messer</b>  <b>Managing Director, APAC</b>  <b>CenturyLink Technology Solutions</b></p>
<p><b>12:15 – 13:00</b></p>	<p><b>CIO Insights Panel One: The Future of Mobile: How FSIs Can Gain Competitive Advantage</b></p> <p><b>Panel Chair:</b>          Mr. Michael Mudd, Managing Partner, Asia Policy Partners LLC</p> <p><b>Executive Panelists:</b></p> <ul style="list-style-type: none"> <li>• Mr. Vineet Malhotra, Managing Director &amp; APAC Lead, Distribution Solutions (eBusiness/CRM), BlackRock</li> <li>• Mr. Sarabjit Anand, Head of Country Technology Management, HK &amp; NEA, Standard Chartered Bank</li> <li>• Ms. Minerva Tantoco, CTO, Client Facing Technology, APAC, UBS</li> <li>• Mr. Nicholas Lee, Head of Emerging Products &amp; Innovation, Visa HK/Macau</li> </ul>
<p><b>13:00 – 14:00</b></p>	<p><b>CIO Networking Luncheon Roundtables (By Invitation Only)</b></p> <p><b>Topic: Fearless Innovation – Survival of the Fittest?</b></p> <p>We feel the pressure to innovate, so as to respond to customer and market demands and combat the emergence of fin-tech firms that challenging the traditional business models of existing institutions. Further compounding these forces are the regulatory environment and increasing number of cyber security incidents.</p> <p>Join Akamai for a relaxing lunch, and listen to seasoned information security expert John Ellis share his insights on how financial institutions are successfully combating these challenges, and finding new markets whilst effectively managing their cyber security risk.</p>



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	<p><b>Mr. John Ellis</b>  <b>Director, Enterprise Security, APAC &amp; Japan</b>  <b>Akamai Technologies</b></p>
<p><b>14:00 – 14:40</b></p>	<p><b>CIO Insights Panel Two: Big Data, Big Opportunities, Big Challenges</b></p> <p><b><u>Panel Chair:</u></b>          Dr. Toa Charm, Chairperson, BI &amp; Big Data Special Interest Group &amp; Director, Professional Development (Council Member), Hong Kong Computer Society</p> <p><b><u>Executive Panelists:</u></b></p> <ul style="list-style-type: none"> <li>• Mr. Endre Markos, Regional Head, Execution-to-Custody, APAC, Citi</li> <li>• Mr. Giles Proctor, Vice President, Data Center Construction &amp; Operations, Pacnet</li> <li>• Mr. Alex Zhang, Head of Customer Intelligence, Prudential</li> <li>• Mr. Eugen Tjong, Head of Elektron Hosting &amp; Managed Services, APAC, Thomson Reuters</li> </ul>
<p><b>14:40 – 15:10</b></p>	<p><b>Keynote 6: Delivering Personalized Analytics and Insights in Customer Facing Applications</b></p> <p>The next generation of customer facing applications delivering business personalized analytics and insights is more than just the newest online portal to engage customers or personal banking from a smartphone. The availability of Big Data has unleashed huge potential in terms of gaining customer insights to inform marketing, product development and service delivery.</p> <p>They are sophisticated apps, blending existing customer information along with Big Data sources to deliver insights whenever and however the customer needs it. Build your company's next scalable, self-service application, delivering personal analytics and insights that can be highly personalized to improve the customer experience and drive customer loyalty.</p> <p>At this session you will see how you can</p> <ul style="list-style-type: none"> <li>• Gain and retain customers through a great online experience</li> <li>• Deliver personalized analytics and insights to millions of users easily and securely</li> <li>• Access multiple data sources simultaneously, and provide the information in real-time through interactive data visualizations</li> </ul> <p><b>Mr. Sandip Sharma</b>  <b>Head of Sales Engineers, APAC</b>  <b>Actuate</b></p> <p><b>And</b></p> <p><b>Mr. Woo Wen Siang</b>  <b>Technical Manager, APAC</b>  <b>Actuate</b></p>



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<p><b>15:10 – 15:40</b></p>	<p><b>Keynote 7: Increase Agility and Automation for Banking and Finance</b></p> <p>"Top Image Systems has leveraged its deep recognition and imaging expertise to develop a powerful suite of image processing applications for mobile devices. These applications optimize user experience and minimize communication failures:</p> <p>MobiPay expedites mobile bill payment, letting users snap images to add payees and payment methods; MobiCHECK facilitates mobile remote deposit capture and MobiFLOW enables mobile processing of documents of any size and format. TIS' mobile image processing technologies combine APMI (Automatic Perfect Mobile Image) "auto-capture" functionality with IQA (Image Quality Analysis) and on-device intelligence on the handset."</p> <p><b>Mr. Alex Toh</b>  <b>Managing Director, APAC</b>  <b>Top Image Systems</b></p>
<p><b>15:40 – 15:55</b></p>	<p><b>Afternoon Networking Coffee Break</b></p>
<p><b>15:55 – 16:35</b></p>	<p><b>CIO Insights Panel Three: Security Risk in 2014: Emerging Trends, Threats and Mitigation - Identifying Key Priorities for 2014 and Beyond</b></p> <p><b>Panel Chair:</b>          Mr. Peter Koo, Partner, Enterprise Risk Services, National Security, Privacy &amp; Resiliency Leader, Deloitte Touche Tohmatsu</p> <p><b>Executive Panelists:</b></p> <ul style="list-style-type: none"> <li>• Mr. Micky Lo, Head of Information Risk Management, APAC, BNY Mellon</li> <li>• Mr. Al Demeter, Regional Executive Director, Citigroup Security &amp; Investigative Services, APAC, Citi</li> <li>• Mr. Jerome Walter, CSO, APAC, Natixis</li> <li>• Mr. Dennis Lee, Executive Director, Nomura International</li> </ul>
<p><b>16:35</b></p>	<p><b>End of Conference</b></p>

\*\* This agenda is subject to change without prior notice. \*\*