



2nd Annual

CEE

Structured Products

Frameworks for future growth

16 May 2011

InterContinental, Warsaw



Join up to 100 leading experts in a dynamic networking and idea sharing environment to learn about the future of structured products in CEE

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INDICES

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Exhibition Sponsor

With the continued growth of CEE exchanges and ever expanding regional markets, the Structured Products industry looks set to explode. Saving levels within the region continue to remain high; this combined with the world wide sovereign debt crisis has opened the gates and investors eyes to the potential of Structured Products. For consumers the importance of security within investment strategies is more important than ever before, with many claiming security has overtaken performance as the number one requirement for an investor.

Across Europe sales of Structured Products have become strained. Within CEE however, particularly in Poland, Hungary and the Czech Republic levels have grown steadily, increasing at a level three times higher than other European countries. Retail Structured Products dominate the CEE market.

With OTC regulation to be pushed through by the EC by 2012 and Mifid II on the horizon, the conference will provide a regulation update, exploring likely outcomes, challenges and effects on the CEE Structured Products market. Post Lehman investor confidence has waned, transparency, risk mitigation, and customer education are now more important than ever before. Methods to increase customer confidence and strategies to maximise sales will be explored by leading industry professionals. The day will close with three workshop master classes; looking at creating successful products, the role of structure products in portfolio diversification, and developments in pricing and indices.

Answering: Are Structured Products the future for sustainable and secure investment in CEE?

This year's event will build on the success of our 2010 event. Register your seat now for only £690*.



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Easy ways to register:
Online: www.eeevents.co.uk
Email: delegate@eeevents.co.uk
Fax: + 44 (0) 207 681 2889





Save £400 on all delegate seats

Super Early Bird Offer

Book before 01/04/11 (Subject to availability)

Invited Speakers

- Mr István Lengyel**, Secretary General
Banking Association for Central and Eastern Europe
- Mr Philippe De Brouwer**, CEO
Eperon Asset Management Ltd., Poland
- Mr Jacek Popiolek**, Direct Securities Services, Head of Securities Lending
Deutsche Bank, Poland
- Mr Jean-Marc Spitalier**, Managing Director, Head of Fund Derivatives
UniCredit, UK
- Mr Antoni Leonik**, Director, Wealth Management - Private Banking
HSBC, Poland
- Mr Pietro Virgili**, Head of Pricing & Financial Modelling
Intesa SanPaolo, Italy
- Dr Peter Mikhaleiko**, Director
Alfa-Bank, Russia
- Mr Bryan Hahn**, Head of Index Licensing & Sales Europe
S&P Indices, UK
- Mr Piotr Minkina**, Investment & Structured Products, Team Manager
PKO BP, Poland
- Ms Silvia Bardos**, Head of Structured Products and Investment
CitiGroup, Romania
- Mr Michal Jarocki**, Structured Products Sales Central and Eastern Europe (CEE)
Commerzbank, Germany
- Mr Daryl French**, Director / Head of Structuring and Investor Sales
Commodities, UK

Sponsorship opportunities

CEE Structured Products 2011 will provide the most up to date developments and challenges in this increasingly important sector. Catering to networking, participants have the opportunity to further their horizons by meeting and influencing key figures.

Our events enable you to:

- Promote your expertise
- Have focused discussions with industry leaders
- Generate lasting business relationships
- Develop long term partnerships

For a creative and results based approach discuss your marketing requirements with your sponsorship representative today.

Aga Pawlowska

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Past event attendees

- | | |
|------------------------------------|---------------------------------------|
| HSBC Bank Polska SA, Poland | BZ WBK |
| Olympia Capital Management, France | CEZ |
| OTP AM, Hungary | Clifford Chance |
| Luxoft, Germany | C-QUADRAT Investment AG |
| Intesa SanPaolo, Italy | ENGEL International Development Group |
| UniCredit Bank AG, Germany | Lukas Bank |
| UniCredit, UK | Open Finance |
| Finalyse, Poland | Rabobank International |
| KBC TFI, Poland | Raiffeisen Capital and Investment SA |
| CSOB AM, Czech Republic | Raiffeisen International Bank-Holding |
| Structured Retail Products, UK | RBS |
| SSPA, Switzerland | S&P Indices |
| Alior Bank | See News |
| Arete Consulting Ltd | STOXX Ltd |
| Bank Millennium SA | TU na Życie EUROPA SA |
| BiznesPolska Media | Wealth Solutions |
| BNP Paribas Asset Management | Wiener Borse AG |
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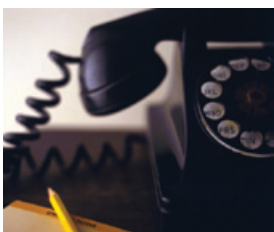
Join our online networking community.
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Delegates are invited into our custom online event networking community hosted on Leebug, a conference networking platform. Using Leebug, attendees can engage online, browse virtual booths, create meet ups and much more. This easy to use system integrates with Facebook, LinkedIn, Twitter, Flickr and YouTube to facilitate networking and enhance delegate engagement.

Some of Leebug's features include:

- Import your Linked Profile with the click of a button.
- Customized Filters to help you search for fellow conference delegates
- Meet Ups – Create and view events within the main event such as parties and meetings
- Virtual Booths - Show off your company with marketing materials and video
- The Hub – Keep track of event happenings via Twitter, Flickr and YouTube
- Discussion Forums
- Mobile App - Puts the event guide and the event community in your pocket

Contact



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Agenda

08:30 Registration and coffee

09:30 Chairman's welcoming address

09:40 Why are structured products needed for the CEE market?

- The 2010/2011 CEE SPs market
 - Placing SPs in a general market overview
- Mr István Lengyel, BACEE*

Regulatory Review

What regulatory changes are needed to assist the development of the SP market in CEE?

*What can the market realistically expect in the short to medium term?
How far are we away from achieving a single funds market in the EU?*

09:55 Keynote presentation: Regulatory update

10:10 Panel Discussion: The effects of regulatory change

- Bringing unity to the region - application of MiFID and other directives
 - European draft regulation on OTC derivatives, what does it mean for SPs?
 - The impact of UCITS IV
 - 'Dodd Frank', how important is this to EU operators? Comparisons.
 - The role of national regulation
- Mr Jacek Popiolek, Deutsche Bank, Poland*

11:00 Networking coffee break

Structured Investments

*How are SPs used in institutional investment portfolios?
What are the institutional and retail product offerings for CEE investors?
Can local banks meet demand and expectation of SPs?*

11:45 Keynote presentation: Developing product lines

12:00 Keynote presentation: CEE institutional investment

12:15 Panel Discussion:

- New product development - catering for market demands
- Safeguards of trading on listed markets
- Are exchanges meeting demands for SPs?
- Listed products

Panel Chair:

Mr Philippe De Brouwer, Eperon Asset Management Ltd., Poland

13:00 Networking lunch break

Product Structuring & Sales

*How can you enhance sales support management with the use of technology?
How can you build confidence in the CEE market?
What structures will be most popular amongst CEE investors?*

14:00 Keynote presentation: Enhancing the seller's relationship with the end user

14:15 Keynote presentation: Maximising sales / building confidence

14:30 Panel Discussion:

- Transparency: An important tool for investor confidence
- Understanding customer expectation in CEE
- Re-/gaining investor confidence in SP market
- Review of developments in CEE: Regulation, trends, products
- Non traditional assets

15:15 Networking coffee break

Who will I meet?

This event is designed specifically for international and local private banks, retail banks, investment banks, asset management companies, hedge funds, insurance and pension funds, law firms, software providers, advisors and consultancies, including heads of:

- Investment, fund, asset, hedge and wealth management
- Institutional investment
- Risk management
- Portfolio management
- Client relationship
- Compliance
- Marketing and sales
- Structured investment
- Product development
- Quantitative analysis
- Fund derivatives
- And, CEOs, COOs and CFOs

Workshops

Portfolio Building: 16:00 - 17:30

*What part do SPs play in investment portfolios?
Can risk be effectively monitored and controlled?
What are FAs looking for in a product provider?
Retail and product suitability: what are clients looking for?*

16:00 Keynote presentation: The role of SP in investment portfolios

16:10 Masterclass workshop:

- Achieving a good aftersales service and full transparency
- Diversification: Role of ETFs, ETCs and ETNs
- Controlling and monitoring risks in product portfolios
- Incorporating SPs into investment portfolios

Mr Antoni Leonik, HSBC, Poland

17:30 Networking cocktail reception

Pricing and Indices: 16:00 - 17:30

*What factors affect SP pricing?
What role does proactive risk management play in pricing?
How far can software services be utilised to monitor and control risk?*

16:00 Keynote presentation: Developments in Indices

16:10 Masterclass workshop:

- Innovative and efficient pricing
- Tools used for product pricing
- Key index ideas that will resonate with investors
- Market metrics (product issuance) supporting these trends
- Fair value vs. risk neutral valuation

Session Leaders:

Mr Bryan Hahn, S&P Indices, UK

Mr Pietro Virgili, Intesa SanPaolo, Italy

17:30 Networking cocktail reception



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