SME Banking and Financing

Enhancing innovative and dynamic financial architecture to rebalance growth and opportunities to support a sustainable SME development

Grand Millennium Hotel,
Kuala Lumpur, Malaysia

14th & 15th June 2012

"It is not by augmenting the capital of the country, but by rendering a greater part of that capital active and productive than would otherwise be so, that the most judicious operations of banking can increase the industry of the country."

Adam Smith

There has been a focus for implementing a model that creates a competitive market to lend to SME's by increasing innovative financing options that improves SME's access to finance.

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Featuring your global keynote presenters:

Sai Athreya Commercial Director
GE Artesia Bank, GE Capital, Netherlands
Sai joined GE in 2006 as Asia SME Leader. He was instrumental in driving SME business transformation in Bank of Ayudhya (GE Capital JV Bank in Thailand) and initiated the process of developing SME capabilities in other Asian markets. Later, he was promoted to Global SME Leader with focus drive growth in SME & Commercial business in GE Capital's Universal Banks in Czech, Hungary, Poland, Thailand and Turkey, Central America. In Jan 2011, Sai was appointed the Commercial Leader responsible for GE Artesia Bank in Netherlands. Prior to GE, Sai has varied experience in Citibank and Standard Chartered Bank (SCB) in Sales, Product Management, and Risk disciplines. He was instrumental in launching many innovative products that fuelled the growth of the SME business in SCB

Hesham Mohamed Hamdy GM, Chief Risk Officer
Arab International Bank, Egypt
Mr Hesham successfully established the risk management function in Bank of Alexandria and was leading a team of experts in the fields of credit, operational and market risks. This included the Central Bank of Egypt, Citigroup, KPMG Hazem Hassan, Nour & Trowers Law Office and PWC. Mr Hesham also was managing the credit examination in Riyadh Bank as Head of Credit Inspectors undertaking a large number of audit assignments to review the bank's overall lending activities to ensure that they are being conducted in a safe & desirable manner, through reviews and quality assessments of credit facilities at all branches of the bank including international branches

Key benefits of attending the conference:

- **Examining** issues of SME access to financial facilities and transactional financing
- **Recognising** major diversities in product and service offering that is unique to an SME client
- **Reflecting** on emerging strategies in building a customer centric architecture to improve multichannel sales capabilities
- **Building** loyalty – based relationship to maintain profitable and sustainable relationships with SME clients
- **Discovering** ways to mitigate critical risks that hinders the growth of SME businesses
- **Constructing** a credit framework to build economies of scale
- **Facilitating** exchange of good ideas and good practices that has proved its value
- **Providing** relevant technical inputs based on international best practices

Testimonials from past events:

"Refreshing topics and SME related issues did help me to understand SME business better"
Bank Islam Malaysia

"Great opportunity to learn from other country, other experiences from other banks"
Bank International Indonesia

"Bringing together the SME banking practices and experiences in one place from the diverse economy has given the insights and platform to move forward in this sector"
Global Bank Ltd.

Media Partners

Your honourable panel of international presenters:

Nilanjan Ray Senior Vice President & Head - SME, Bullion & Exchange House Segments
Abu Dhabi Commercial Bank, UAE
The Best SME Account' award by Banker Middle East for the Bank's "Business Edge" suite of products offered by the SME Banking Division
The Best Retail Bank in UAE' award for the fourth year in a row by The Asian Banker

Steven Miller Executive Vice President, Head of SME Banking
Alliance Bank Malaysia Berhad
Alliance Bank Malaysia Berhad ("Alliance Bank") was recognised for its "Excellence in SME Banking" by IDC Financial Insights at the seventh annual Financial Insights Innovation Award (FIIA) ceremony held at the Asian Financial Services (AFS) Congress where there were 172 high quality entries received from leading banks across the Asia Pacific region

Aditya Gahlaut Head of Business Banking
HSBC India
Best Foreign Commercial Bank by Finance Asia Awards
Global Finance World's Best Internet Banks Awards 2011
Best Cash Management Bank in Asia Pacific 2011

Jayantha Roy Senior Vice President, Head of SME Banking
DBS Indonesia
Best MNC and Large Corporate Bank in Indonesia 2012 by The Asset
Best Bank by the People's Choice Awards 2012

Sanjay Agrawal Senior President and Business Head – Business Banking
YES BANK Ltd, India
Mr.Agrawal served as Executive Vice President and Country Head of Credit Risk of Business Banking at YES BANK Limited. Prior to joining YES BANK, he was the Head of Risk for SME at Standard Chartered Bank (SCB). There, he was instrumental in setting and scaling up SME business to multi locations and a multi product INR 15000 MM business.

Rohit Garg Head of Small and Micro Businesses
Mashreq Bank, UAE
Best Consumer Internet Bank in Qatar 2009 & 2010
Best Emerging Market Banks Middle East by Global Finance Awards 2010
Best Consumer Internet Bank regionally by Global Finance Awards 2009

Nathapol Sukhum First Vice President
Department Head, Medium SME Segment Management
Kasikorn Bank, Thailand
Best Foreign Exchange Bank 2011 by Finance Asia
Best Trade Finance Bank 2011 by Finance Asia

Jamie M. Nasol SVP and Head, Cash Management Services
Banko De Oro, Philippines
Best Private Bank in the Philippines in the recently concluded The Asset Triple A Awards 2011

Satyajeet Roy Director of Commercial Banking for UAE, Bahrain and NPC Countries
Citibank UAE
Best Emerging Market Bank in the World by Global Finance Award
Investment Bank of the Year by Finance Intelligence Asia Award

Pitinapa Rakchaiwan Senior Architect, Customer Experience, Architecture Management, Group Technology and Operations
Standard Chartered Singapore
World's Best Internet Banks by Global Finance Awards
Best Trading Systems Back – Office Award 2011 by the Asian Banker
Financial Inclusion Award and Bank of the Year 2011 by The Bankers

Ms Arlene S. Orencia Head of Projects and Programs
Association of Development Financing Institution in Asia and the Pacific (ADFIAP), Philippines

Mahdi Mohd Arifin Deputy Chief Executive Officer for Coordination and Development
SME Corporation Malaysia

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For more information and registration, please contact **Cherrie Koay**
Tel: +603 2723 6662
Email: CherrieK@marcusevanskl.com
www.marcusevans.com

SME Banking and Financing

KL-BK2901 **Please write in BLOCK LETTERS**

Sales Contract

Please complete this form immediately and fax back to

CHERRIE KOAY

Fax: +603 2723 6699

Name: _____

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Name: _____

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Position: _____

Email: _____

Organisation: _____

Address: _____

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Town: _____ State: _____

Country: _____ Postcode: _____

Tel: ( ) _____ Fax: ( ) _____

Nature of Business: _____

Company Size: ☐ 1-9 ☐ 10-24 ☐ 25-49 ☐ 50-99 ☐ 100-249 ☐ 250-499 ☐ 500-999 ☐ 1000+

Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____ Date: / /

This booking is invalid without a signature.

Fees

☐ **2 days conference fee** @ USD2,095 + GST / VAT (if applicable) per delegate

☐ **Premier Plus** - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

☐ **Online Documentation** - USD295. You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue orspeakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Pat C** (603) 2723 6600 or e-mail patc@marcusevanskl.com

marcusevans® conferences

Register Now

Code:E

Contact Marketing at **marcus evans**

Tel: +603 2723 6662

Fax: +603 2723 6699

Email: cherriek@marcusevanskl.com

Date: 14th & 15th June 2012

Venue: Grand Millennium Hotel, Kuala Lumpur, Malaysia

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at (603) 2117 4888 and make it clear that you are attending **marcus evans** conferences event quoting KL-BK2901 as a reference.

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CP 21 Suite 2101, Level 21 Central Plaza
34 Jalan Sultan Ismail, 50250 Kuala Lumpur
Malaysia
www.marcusevans.com

Payment Method

Payment is required within 5 working days on receipt of invoice

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Please debit my ☐ Visa ☐ Mastercard ☐ Amex ☐ Diners

Card Holder's Name: _____

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Security Code:

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Signature: _____ Expiry Date: / (M Y)

Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.

2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.

3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is nonrefundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.

4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

5. Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.

6. Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.

7. Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the courts in Kuala Lumpur. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.

8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.