

**The International Capital Market Association  
Annual General Meeting and Conference, Paris  
May 25-27, 2011**

**Conference Programme**

**Wednesday, May 25**

- 19:30            **Welcome party held at Pavillon Gabriel**  
05 Avenue Gabriel, 75008 PARIS 08, France
- 20.00            **Opening speech by Jacques de Larosière**

**Thursday, May 26**

- 08.00            **Opening of Exhibition Area**
- 08.00 - 09.30    **Registration and Voting**
- 09.30 - Midday   **Annual General Meeting**  
Paris Marriott Rive Gauche Hotel & Conference Center 17 , Boulevard Saint Jacques · Paris,  
75014 France
- 09.00 - Midday   **Marketing and distributing new issues: Training workshop**
- This half day session will offer junior staff interested in successful new issuance, from issuers to syndicate and particularly, sales personnel, a sample of ICMA training on both the skills and educational sides. The topic will review sales best practices and the danger of misselling. It will move on to review current market practice regarding topics such as "sounding out" and non-deal roadshows. Finally it will review book building and issue allocation all in the context of compliance and the regulatory environment.  
Training to be provided by Chris O'Malley
- 12.00 - 13.00    **Lunch**
- 13.00 - 13.05    **Opening of conference**  
Welcome - Hans-Joerg Rudloff
- 13.05 - 13.30    **Keynote speech**  
Steven Maijoor, Chairman, European Securities and Markets Authority
- 13.30 - 14.30    **Session 1: Coordinated Global Securities Regulation: Is It Needed And Can It Be Achieved?**  
Moderator: Robert Gray, Chairman, Debt Financing and Advisory, HSBC Bank  
Panelist: Antonio Borges, Director of the European Department, IMF  
Panelist: Collin Grassie, Chief Executive Officer, Deutsche Bank, London  
Panelist: Onno Ruding, Chairman, Centre for European Policy Studies (CEPS)
- 14.30 - 15.00    **Refreshment break**

- 15.00 - 15.25      **Keynote speech**  
Jaime Caruana, General Manager, Bank for International Settlements
- 15.25 - 16.25      **Session 2: Future of capital markets**  
Moderator: Martin Scheck, Chief Executive, International Capital Market Association  
Panelist: Lachlan Burn, Partner, Linklaters LLP  
Panelist: Frank Czichowski, Senior Vice President/Treasurer, KfW  
Panelist: Martin Egan, Global Head of Primary Markets & Origination, BNP Paribas  
Panelist: Jean-Marc Giraud, Global Head of Global Capital Markets, Société Générale Corporate & Investment Banking  
Panelist: Jim Turnbull, Managing Director, Triarii Advisors
- 16.25 - 16.50      **Closing keynote speech**  
Dr. Thomas Mayer, Chief Economist, Deutsche Bank AG
- 16.50                End of Day One
- 19.30                **Gala Party at Musée Rodin**  
79 Rue de Varenne, 75007 Paris, France

## Friday, May 27

- 08.00                **Opening of Exhibition Area**
- 09.00 - 09.05      **Introduction of new Chairman of ICMA**
- 09.05 - 09.30      **Keynote Speech**  
Jean-Pierre Jouyet, Chairman, Autorité des marchés financiers
- 09.30 - 10.30      **Session 3: Liquid and transparent markets**  
Moderator: Paul Richards, Head of Regulatory Policy, International Capital Market Association  
Panelist: Samir Assaf, Chief Executive, Global Banking and Markets, HSBC Bank plc  
Panelist: Jean-Pierre Jouyet, Chairman, Autorité des marchés financiers  
Panelist: Dan Marcus, Managing Director of Strategy and Business Development, Tradition  
Panelist: Daniel Trinder, Managing Director and Global Head of Regulatory Policy, Deutsche Bank AG
- 10.30 - 10.50      **Refreshment break**
- 10.50 - 11.15      **Reflections on the bond markets of the past 4 decades**  
Hans-Joerg Rudloff, Chairman, Barclays Capital
- 11.15 - 12.15      **Session 4: The asset management industry: where is it heading?**  
Moderator: Robert Parker, Senior Adviser, Credit Suisse  
Panelist: Max Castelli, Senior Strategist, Strategic Planning, Executive Director, UBS  
Panelist: Elizabeth Corley, Chief Executive Officer, Allianz Global Investors Europe Holding GmbH  
Panelist: Christian Dargnat, Chief Executive Officer, BNP Paribas Asset Management  
Panelist: John Nugee, Senior Managing Director, State Street Global Advisors

- 12.15 - 13.15      **Session 5: A resilient market infrastructure: what more needs to be done?**  
Moderator: Godfried de Vidts, Director of European Affairs, ICAP  
Panelist: Eduard Cia, Head of Short Term Interest Rate Trading of Markets  
and Investment Banking Division, Unicredit Group and HVB Unicredit  
Panelist: Robert Ophèle, Director General, Operations, Banque de France  
Panelist: Patrick Pearson, Head of Unit, Financial Markets Infrastructure, DG Markt  
Panelist: Daniela Russo, Director General, Payments and Market  
Infrastructure, European Central Bank
- 13.15                **Closing remarks by Martin Scheck, Chief Executive, ICMA**  
  
                         **Luncheon follows**
- 14.15                **End of conference**