

# Programme | Monday, April 19, 2010

## 08.15 Registration

### 09.00 Chairman's opening remarks

**Tarek Elrefai**, Managing Director & Head of Client Management, MEA, BNY Mellon

### 09.10 Keynote address: Accessing a dynamic market

**Waleed Al Wohaib**, CEO, International Islamic Trade Finance Corporation (ITFC)

- Assessing the effects of the recent stimulus package in aiding trade
- Attempts to move away from oil dependency and likelihood of success
- How has WTO membership in 2005 boosted the private sector?

### 09.40 Panel discussion: Outlining trading opportunities within Saudi Arabia

**Moderator: Dominic Broom**, Managing Director & Head of Market Development, Treasury Services EMEA, BNY Mellon

**Saleh A Al-Addad**, Director, Marketing & Information, Saudi Export Program (SEP)

**Raed G. Al-Barakati**, Vice President, Senior Corporate Finance Officer, Investment Banking, Riyadh Capital

**Shehzad Sharjeel**, Trade Finance Specialist, Middle East & North Africa, International Finance Corporation (IFC)

- Tracking the progress of recovery of trade flows in late 2009
- Diversification of national income through financing of non-oil exports
- Initiatives in place to assist local exporters and global importers of local products
- Stimulating private sector growth through increased access to global markets
- The return to open account trading as market confidence increases

## 10.40 Networking break

### 11.10 Panel discussion: The growth of Islamic finance: a safer model for difficult times?

**Moderator: Hani Salem Sonbol**, Deputy CEO, International Islamic Trade Finance Corporation (ITFC)

**Neil D Miller**, Partner, Global Head of Islamic Finance, Norton Rose

**Kamal Mian**, Head of Islamic Banking, Saudi Hollandi Bank

**Imran Mufti**, Of Counsel, Lovells

**Khaled Moharem**, Senior Account Director, Swift

**Naji Moukadam**, President, Path Solutions

- How well positioned are shariah-compliant banking models to lead the region's economic recovery?
- Assessing how Islamic markets have managed greater returns compared to conventional ones
- Outlining the latest challenges faced in developing competitive, shariah-compliant products
- Considering how IF values/principles have proved comforting for investors in 'weathering the storm'
- The role of IT in Islamic Banking

### 12.10 Legal and regulatory obstacles within the marketplace

**Vince Gordon**, Managing Partner & Head of Middle East Financial Services, Reed Smith

- Addressing the challenges faced in adopting local laws to market economies
- Transparency issues: reassuring investors of a level playing field
- Ensuring greater clarity in legal and regulatory systems when dealing with creditors

## 12.40 Lunch

### 14.00 Case study: Regional initiatives for increasing national exports

**Saleh A Al-Addad**, Director, Marketing & Information, Saudi Export Program (SEP)

- Examining the role of SEP in increasing GDP through promotion of non-oil exports
- Implementing government initiatives to improve production quality and export volumes
- Provision of guarantee/insurance facilities needed to increase competitiveness

### 14.30 Liquidity concerns and challenges in treasury management

**Alan Verschoyle-King**, Managing Director & Head of Treasury Services Europe, Middle East & Africa, BNY Mellon

**Arup Roy**, Head of Transaction Banking, The Saudi British Bank (SABB)

- Optimising working capital processes to manage risk and maintain efficiency in a complex region
- Application of best practice to meet international standards and reassure potential partners
- The impact of Basel II on trade financing within the Saudi Arabian market and beyond
- How is the planned adoption of the petro currency likely to affect cash management in the region?

## 15.15 Networking break

### 15.45 Aligning technological solutions with trade finance demands

**Digby Bennett**, Regional Sales Director, ME, Africa & Australia, China Systems

- Maintaining standards and maximising efficiency in the supply chain
- Assessing ISO's role in defining messaging standards

### 16.15 Panel discussion: Comparing the market in terms of regional risk

**Moderator: Anil Berry**, Regional Manager, GCC, Euler Hermes

**Thomas Holmes**, Associate Director, Special Risks, Miller Insurance

**Khemais El-Gazzah**, Operations Director, Islamic Corporation for Insurance of Investments & Export Credits (ICIEC)

- The growing leverage of Saudi companies and subsequent impact on risk assessment
- Tracking increases in risk premiums in line with the global credit insurance market
- Breaking down barriers to ensure greater sharing of key financial information
- Benefits of (relative) safety provided by national wealth accumulated during the commodity boom

### 17.00 Closing remarks followed by evening reception hosted by



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# Saudi Arabia Trade & Export Finance Conference

April 19, 2010 | Riyadh Marriott Hotel, Riyadh, Saudi Arabia

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