

EBA Winter School 2015

**“Anticipating the Changing Needs of
Corporate Customers”**

**Wolfsberg, Switzerland,
17th - 19th February 2015**



Theme

The 2015 EBA Winter School will take an in-depth look at how European banks can better anticipate and respond to the emerging needs of their corporate customers across the wide spectrum of their payments and financial supply chain requirements.

We will include valuable perspectives from a corporate treasurer and a corporate finance director on their key needs in critical areas such as liquidity, working capital and financial supply chain services. We will combine this powerful “Voice of the Customer” insight with further perspectives from a leading European bank and an academic. ACI Worldwide will act as sponsor for the 2015 Winter School and will contribute their own insight and thought leadership to the event

EBA Winter School delegates will be invited to work interactively in cross-organisational teams to develop their own proposals and recommendations for the type of products, services, information and technologies that might better respond to the future needs of banks’ corporate customers.



Daniel Szmukler
EBA Director

On behalf of the Euro Banking Association, I am delighted to invite you to participate in the 2015 EBA Winter School to be held in Wolfsberg, Switzerland from 17th to 19th February 2015.

The EBA is proud to have provided a wide range of topically themed educational programmes for senior managers and payment practitioners over the last eight years. We remain committed to addressing the most important topics in payments and transaction banking. Responding to feedback from previous delegates we are focusing this event on the changing payments and transaction banking needs of corporate customers. I am particularly pleased that ACI Worldwide will be sponsoring this year's EBA Winter School. Our faculty will provide delegates with an excellent array of insights, latest thinking and relevant practical approaches to better serving the needs of corporate customers.

I very much look forward to welcoming you and other colleagues from your organisation to the 2015 EBA Winter School.



Ashley Dowson
EBA Winter School Chair

Meeting the changing needs of corporate customers presents banks and their partners with ever-more complex challenges in the areas of payments, supply chain finance, working capital and liquidity management. Banks that are able to rapidly rise to these challenges and show both an understanding and responsiveness to their clients' commercial needs can benefit from the profitable opportunities that will undoubtedly follow. To ensure the sharpness and relevance of this understanding, I am particularly delighted that we will have direct input from and dialogues with key corporate executives at the 2015 EBA Winter School. This will allow a very frank debate about where banks are meeting expectations and where they most need to improve. It will also then provide an excellent backcloth to the in-depth syndicate group working where delegates will be asked to generate some original thinking on how banks can better meet the needs of their corporate clients.

As the Chair for the 2015 EBA Winter School, I look forward to working with you and your colleagues at what promises to be a highly insightful and challenging event.

Sponsor

ACI Worldwide, our sponsors for the 2015 EBA Winter School, are leading providers of systems that power electronic payments for financial institutions, retailers and processors around the world. They will contribute their own insight, expertise and practical case studies on the ways in which banks can better serve the needs of their corporate customers.

Speakers and Contributors

We have assembled a highly influential faculty for this year's EBA Winter School to provide a wide diversity of perspectives and practical insights:

- **Ashley Dowson, EBA Winter School Chair** will set the scene for the event and provide linking summaries and insights at regular intervals during the programme.
- **Beat Bannwart and Dennis Flad, UBS** will present a perspective from a corporate bank.
- **Prof. Jürgen Bott, Kaiserslautern University** will provide an objective insight into the changing relationship between banks and their corporate customers and some of the factors influencing the future strategic choices of both parties.
- **Charles Bryant, EBA** will share the outcomes from the EBA Working Group on Supply Chain Finance.
- **Jon Drown, Rexam** will give a perspective from a leading global manufacturer highlighting critical payments and financial supply chain issues on the agenda of a typical corporate treasurer plus insight into the typical daily working and issues of a corporate treasury department.
- **Duncan Everett, Kerry Foods** will share his perspective on some of the strategic financial requirements of a growing European business.
- **Barry Kislingbury, ACI Worldwide** will give an insight into the critical payments challenges in the corporate banking market place.
- **Paul Thomalla, ACI Worldwide** will provide a sponsor's introduction and overview of the payments challenges in the corporate banking market place and some of the issues that banks need to address to remain competitive.

Delegates

We are anticipating about 40 delegates at this year's EBA Winter School—demand is usually high for these events so please book early to secure your place. The 2015 Winter School will be of particular value to payments and transactions bankers, product and relationship managers dealing regularly with corporate customers together with their key partners who are seeking to widen their strategic perspective on the changing face of European payments and help their organisations become more proactive and responsive to the needs of their corporate customers.

Programme EBA Winter School 2015

Tuesday, 17th February

16:00	Delegates arrival and check in
19:30	Drinks Reception and Welcome A welcome to the delegates with a brief explanation of the main activities and expectations for the next two days Ashley Dowson, EBA Winter School Chair
20:15	Dinner

Wednesday, 18th February

8:30	EBA Welcome and Introduction
8:45	ACI Sponsor Introduction Paul Thomalla, Senior Vice President & General Manager EMEA, ACI
9:00	Setting the Scene An introduction to the Winter School theme and its context and background. A short briefing about the next two days: agenda, speakers and working sessions. Ashley Dowson, EBA Winter School Chair
9:20	The Changing Need of Corporate Customers ACI thought leadership and point of view on the Winter School theme, plus setting the table group topics and challenges. Barry Kislingbury, Lead Solutions Consultant, ACI
9:50	Table Group Introductions and Expectations Individuals to introduce themselves to their table group colleagues and generate a list of common expectations for the event. Quick sharing of key highlights to wider group
10:30	Break
11:00	A Corporate Treasurer's Perspective A keynote input on the evolving and changing needs and expectations of a major European corporate of their banks. What is best practice in the market place and what more do corporates need from their banks? Jon Drown, Director, Group Treasury, Rexam
11:45	Questions & Answers from the table groups
12:00	A Day in the Life of a Corporate Treasury Team—A practical interactive session What are the typical issues and challenges we face on a daily basis? What is our interaction and experience with banks? How could banks help us more? Jon Drown, Director, Group Treasury, Rexam
12:45	Lunch
13:45	Table Group Challenges—Working Session Table groups to start the process of idea generation and sharing experiences on their allocated working topics
14:30	Rising to the Challenge—A Banking Perspective Insight and case study from UBS on the main initiatives, products and services being taken to respond to the changing needs of corporate customers Beat Bannwart, Head of Product & Market Development Transaction Banking, UBS and Dennis Flad, Executive Director, UBS
14:45	Questions & Answers
15:30	Break
15:45	A Corporate Financial Perspective A view about banking relationships and services from a C Suite perspective—how can banks make my life easier in terms of working capital, liquidity, supply chain finance, risk management and doing better business? Duncan Everett, CFO, Kerry Foods
16:30	Questions & Answers from the table groups
16:45	Panel and Open Forum Discussion Speakers from today to form a panel to respond further to questions and issues arising from Day 1
17:30	Free time
19:30	Dinner

Thursday, 19th February

8:00	Review and Look Ahead What were the themes, issues and learning emerging from yesterday's activities? What can we look forward to today? Ashley Dowson, EBA Winter School Chair
8:45	EBA Perspective—Supply Chain Finance Sharing insights from the EBA Supply Chain Finance Working Group—what does this tell us about the needs of European corporates and how do likely bank responses look? Charles Bryant, Senior Adviser, EBA
9:30	Questions & Answers from the table groups
9:45	Break
10:00	Table Group Challenges—Working Session Table groups to continue the process of working on their allocated challenges
11:00	An Academic Perspective—Future Orientation What can we anticipate as the future relationship between banks and their corporate customers; where are banks most vulnerable, where do future profitable opportunities lie and what will it take for banks to capitalise on these? Jürgen Bott, Professor of Finance Management, Kaiserslautern University
12:00	Questions & Answers from the table groups
12:15	Table Group Challenges—Final Working Session Final opportunity for groups to conclude work on their challenges and prepare to present their outcomes after lunch
12:30	Buffet lunch (teams to continue work)
13:45	Table Group Challenges – Presentations and Feedback Table groups to present the outcomes of their work to an expert panel of speakers/sponsors—max. 10 mins. per group with 5 mins. questions and comments from the panel
15:15	Break and personal planning
15:45	Concluding Summary Final comments and overall commendations for table groups. Summary of the highlights and programme outcomes Ashley Dowson, EBA Winter School Chair, and Paul Thomalla, SVP & GM EMEA, ACI
16:00	Close

Location

The location for the EBA Winter School will be the excellent UBS Conference Centre in Wolfsberg-Ermatingen, Switzerland, located approx. 60 kms north-east of Zurich airport.

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Travel and Transportation

We will provide one bus, leaving around 17:00 CET from Zurich airport, to transport delegates to the Conference Centre in Wolfsberg. If you cannot take the bus, please contact us and we will help you plan your route.

We will also organise your transportation from the Conference Centre back to Zurich airport after the end of the EBA Winter School.

Price

The price for this event is EUR 2,450, and includes all seminar activities, materials, meals and two nights of accommodation. Group discount: if institutions send more than two delegates, the third person only pays half the price. Full payment will need to be made in advance.

Booking

For bookings, please e-mail your request to education@abe-eba.eu. We strongly recommend registering promptly.

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