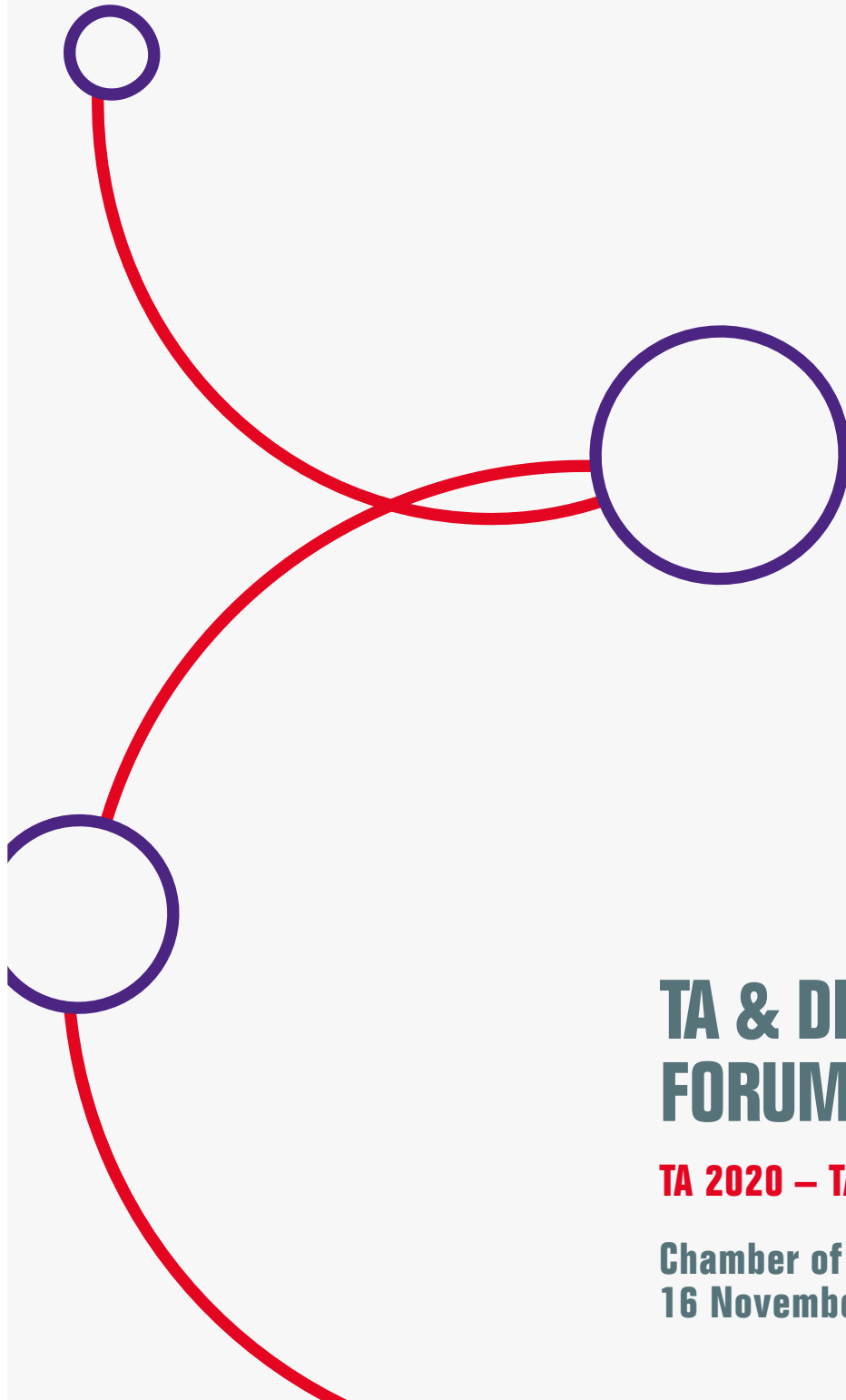




association of the
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TA & DISTRIBUTION FORUM

TA 2020 – TA Transformation on its way

**Chamber of Commerce, Luxembourg
16 November 2016**

Intro to TA Transformation and Fintech

08.30 – 09.00 **Registration & breakfast**

09.00 – 09.15 **Welcome and introduction**

Josée-Lynda Denis, Chairman, ALFI TA Forum Steering Committee

09.15 – 09.45 **TA “Back to the Future”**

- Reality check of TA today
- Transfer Agency SWOT
- Key drivers of the future TA: FinTech, Infrastructure, Distribution, Product, Regulatory

Hugo Larginho Brás, Director, PwC, Luxembourg

Rafal Kwasny, Head of Global Distribution and Transfer Agency, HSBC, Luxembourg

09.45 – 10.15 **Out of the box Speaker - Business to Human**

Baldwin Berges, Founder, BD-Insider

10.15 – 10.45 **Coffee break**

10.45 – 11.00 **FINTECH: FinTech Friend of Foe?**

- Is disruption imminent or inevitable in asset management?
- Is FinTech an opportunity or Threat for TA?
- ALFI FinTech update

Introduction and moderator through-out: Keith Hale, CEO, Multifonds, Luxembourg

11.00 – 11.30 **Blockchain: Is it a technology looking for a problem or is it for real?**

- What is Blockchain?
- How could it be applied to TA?
- Is Blockchain overhyped or is it a real game changer?
- When will these impacts come into play?

Standalone presentation followed by a panel discussion

Speaker: Laurent Marochini, Head of Innovation, Societe Generale Securities Services, Luxembourg

Moderator: Keith Hale, CEO, Multifonds, Luxembourg

Panelists: Laurent Marochini, Head of Innovation, Societe Generale Securities Services, Luxembourg
Giuseppe Malinverni, Director, RBC, Luxembourg
Laurent Kratz, NeoFacto

11.30 – 12.10 **INFRASTRUCTURE: AML / KYC utilities- What is their potential impact on the distribution value chain?**

- What are the benefits and risks to investor, distributors, asset managers and TAs?
- What are the current and potential options for utilities?
- How could TAs be impacted?
- What are the timelines?

Moderator: Keith Hale, CEO, Multifonds, Luxembourg

Panelists: Etienne Carmon, Group Product Manager – Fund Distribution, CACEIS, Luxembourg

Linda Hellström, Global Fund Watch

Victoria Kernan, Global Supplier Manager Transfer Agency, Aviva Investors Luxembourg S.A.

Edith Magyarics, CEO, Victor Buck Services S.A., Luxembourg

Gregory Picavet, Commercial Director, SWIFT, Luxembourg

Olivier Portenseigne, Managing Director & Chief Commercial Officer, Fundsquare, Luxembourg

FOCUS:

Asset Management 2020 & Distribution, Product & AI Operations Guidelines, Regulation

12.10 – 12.30 **Fintech SWOT and future distribution in a digital age?**

- Big Data SWOT
- Robo advice SWOT
- An interview on the future of distribution
- Survey results vs. online polling

Standalone presentation followed by an interview

Speaker: Keith Hale, CEO, Multifonds, Luxembourg

Interviewee: Daniel Häfele, Director, ACOLIN, Luxembourg

Interviewer: Keith Hale, CEO, Multifonds, Luxembourg

12.30– 14.00 **Lunch**

14.00 – 15.00 **DISTRIBUTION: Re-shaping Fund Distribution by 2020**

- What will global fund distribution look like by 2020?
- Disrupting factors : new investor generation, technology, regulatory
- Mobile distribution
- Asian growth and KYC

Standalone presentation followed by a panel discussion

Speaker: Olivier Carré, Partner, PwC Luxembourg

Moderator: Junaed Kabir, Managing Partner, J.Kabir & Associates

Panelists: Kenneth Herzog, Head of Distribution & TA Oversight, HSBC Investment Funds
Jean-Philippe Houard, Head of Lux TA, The Bank of New York Mellon (Luxembourg) S.A.

15.00 – 15.45 **PRODUCT: Product Convergence**

- Introduction to product convergence and where we are; including the impact on TA technology and TA Services
- Overview of AI Investor Services Guidelines
- Is product convergence a myth or a reality and where might we go from here?

Standalone presentation followed by a panel discussion

Speaker: Nick Curwen, Country Head, SS&C Luxembourg

Moderator: Nick Curwen, Country Head, SS&C, Luxembourg

Panelists: Amanda O'Brien, Head of Alternative Investment Services Luxembourg, BNY Mellon (Luxembourg) S.A.
Kenneth Herzog, Service Provider Manager, HSBC, Luxembourg
Ross Thomson, Head of Central Administration and Distribution Oversight, FundRock, Luxembourg
Sern Tham, Head of R&D, Multifonds

15.45 – 16.15 **Coffee break**

16.15 – 17.15 **REGULATORY: Regulatory Opportunities for TAs & Distribution**

- MIFID 2 and PRIIPS – how it would impact distribution and what would be the impact on TAs and platforms?
- T2S for Funds - is it a game changer for Funds distribution and TAs?
- Brexit - what impact it may have on Luxembourg TA industry?
- Key barriers for cross-border distribution

Moderator: Rafal Kwasny, Head of Global Distribution and Transfer Agency, HSBC, Luxembourg

Panelists: Luis Caverio, General Manager, AllFunds Bank International
Matt Newnham, Head of Business Development, MFEX Mutual Funds Exchange AB
Gert Rautenberg, Managing Director, Global Fund Analytics S.A.

17.15 – 17.20 **Chairperson's closing remarks**

17.20 – 18.00 **Closing drink**



alfi | association of the
luxembourg fund industry

12, rue Erasme
L- 1468 Luxembourg

Tel: +352 22 30 26 - 1
Fax: +352 22 30 93