

2nd Annual

West Coast Trade & Export Finance Conference

San Jose, United States | Hilton San Jose
October 9, 2013



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WHO SHOULD ATTEND?

- Multinational corporations
- Mid-sized businesses
- Small and medium-sized enterprises
- Governmental organizations
- Professional trade bodies
- Export credit agencies
- International banks
- Financial institutions and service providers
- Independent financiers
- Multilaterals and DFIs
- Insurance brokers and underwriters
- Lawyers, consultants and analysts



“It went beyond my expectations – I found the group to be interactive and engaged.”

V. Darko, EquipXP

“Extremely informative and well executed conference, providing a wealth of resources before, during and after!”

D. Achstein, QLogic



Join the discussion on Twitter before, during and after the event with our official conference hashtag: **#EXWESC**



Join the 'Trade Finance Forum' LinkedIn networking group for post-conference discussion, news & competitions.

VENUE DETAILS

Venue: Hilton San Jose
300 Almaden Boulevard
San Jose
California, 95110
USA

Tel: +1 408 287 2100

Fax: +1 408 947 4489

Web: www.sanjose.hilton.com

EVENING NETWORKING RECEPTION

Date: October 9, 2013

Time: 17.30



ACCOMMODATION

Delegates are responsible for the arrangement and payment of their own travel and accommodation. Upon registering to attend this event, Exporta will inform you of how to book accommodation at the Hilton San Jose.

CAN'T MAKE THE CONFERENCE?

You may purchase the conference delegate pack, comprising all speaker presentations and bios in both hard copy and online formats. To order this documentation please contact the Exporta events team at events@exportagroup.com

EXHIBITION & SPONSORSHIP OPPORTUNITIES

If you are interested in sponsoring or exhibiting at this event, please contact **Tom Whitehead** on +44 (0)20 8673 9666 or twhitehead@exportagroup.com

NETWORKING WEBSITE

At Exporta, we pride ourselves on keeping you connected with your community and increasing your networking opportunities at our events. To help you do this, we have launched a networking website for registered delegates. Two weeks before the conference you will be sent a username and password letting you log-in to the site – there you will be able to contact other delegates, making it easier to organize those crucial meetings.

SPONSOR MESSAGE

Codix provides worldwide the iMX software solution that handles commercial, corporate and trade finance including: Factoring, ID, ABL, PO and Supply Chain/ Inventory Finance, Reverse, Loans, Credit cards, etc., as well as sophisticated client accounts management and debt collection capabilities. All of these products are managed in one centralized multilingual and multientities solution, iMX, based on a flexible business rules event driven engine. iMX also offers native integration with imaging, SMS, emails, telephony, FCI, IFG, major Credit Insurers messaging systems and information databases. Codix delivers the iMX solution with all customization and integration services provided on fixed price basis www.codix.us





2nd Annual West Coast Trade & Export Finance Conference

Exporta is delighted to return to California in partnership with the Northern California World Trade Center, for the 2nd Annual West Coast Trade & Export Finance Conference.

The event will act as the premier meeting point for influential business leaders, trade finance practitioners and the financial services industry to discuss key market defining issues.

With the global economy currently creating a wave of opportunities while simultaneously generating challenges even the most hardened financiers have rarely experienced, there has never been a more opportune time to address those key trade topics with high-level industry peers.



“Ground breaking event on the West Coast to get all the parties based here together.”

Tetty Yuliani, Deutsche Bank



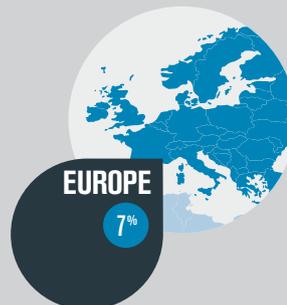
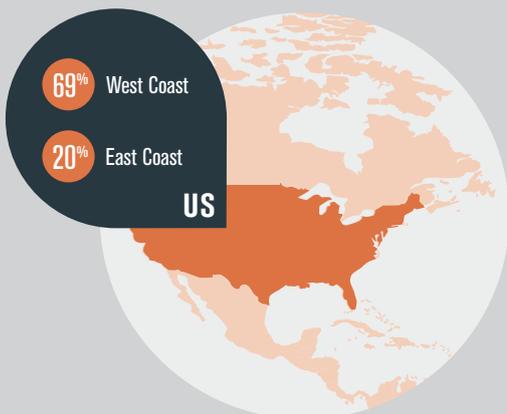
2012's VITAL STATISTICS



INDUSTRIES REPRESENTED BY DELEGATES LAST YEAR

- 43% CORPORATES & TRADERS
- 20% BANKS & FINANCIERS
- 12% INSURERS & RISK ANALYSTS
- 8% GOVT ORGS & PUBLIC BODIES
- 7% SOLUTION PROVIDERS
- 4% NON-BANK FINANCIERS
- 2% CONSULTANTS
- 2% ECAS
- 1% LEGAL
- 1% MULTILATERALS

PERCENTAGE OF REGISTRATES LAST YEAR





08.00 REGISTRATION AND REFRESHMENTS

09.00 Chairman's opening remarks

Maureen Sullivan, Managing Director, North American Trade Sales Head, Bank of America Merrill Lynch

09.05 Keynote: The impact of global macroeconomic trends on the US economy

Dan North, Chief Economist, Euler Hermes

- How are global markets affecting trade? Analyzing the fallout from the eurozone, a boom in south-south trade, widespread political instability and the increasing demand of commodities worldwide
- What role are exports currently playing in the 'rebalancing' of the US economy? How is the West Coast contributing to this?
- Emerging market trends: To what extent should exporters be worried about a slowdown? Does a rising global middle class market counteract this?
- Considering future trends and market obstacles: What are the local and global challenges facing the West Coast economy?

09.35 West Coast trade finance deal announcements

Hear trade finance deal announcements submitted to GTR, the specialist global publication for the trade, export and commodity finance industries. To submit information regarding a recent deal that you would like to announce, please send your request to askthepanel@exportagroup.com

09.40 What are the main challenges in acquiring finance?

Moderator: Renée Taylor, President & Chief Executive Officer, North California World Trade Centre

Pervinder Johar, Vice-President, Global Supply Chain Systems, Hewlett Packard

Craig Schumann, Vice-President, Global Trade & Receivables Finance, HSBC Bank USA

Li Song, Senior Advisor, Trade Finance, Silicon Valley Bank

Lucy Cutting, Director, Team Leader, Global Trade Finance Department, Sumitomo Mitsui Banking Corporation

- Has the market seen a tangible change in international trade flows? Examining the reality of emerging market rhetoric against actual business cases
- How easy is it to find funding? How have pricing trends changed in recent years?

- How are organizations getting the most from financial products, such as vendor and receivables financing? To what extent have non-dollar currencies grown in prominence?
- How much risk is the market willing to take in terms of expansion and borrowing? Is the balance right between corporate and banking risk appetites?
- What more can financial institutions do to help facilitate West Coast trade? Examining the need for global expertise and relationships for multinationals importing goods

10.30 NETWORKING BREAK

11.15 SME & Mid-Cap finance Q&A

What financial support is available and how is it accessed?

This question and answer style session will look at the financial support available for the SME and Mid-Cap sectors provided by the US government and distributed by local banks. Your questions, submitted before and during the conference, will be addressed by the following panel:

Moderator: Thomas Burr, Vice-President & Global Trade Manager, Union Bank

Martin Selander, Regional Manager, Export Solutions Group, Office of International Trade, US Small Business Administration (SBA)

Rafael Patiño, Commercial Officer, US Department of Commerce (US Commercial Service)

David Josephson, Managing Director, Western Region, US Ex-Im Bank

William Schleifer, Regional Vice-President, Union Bank

12.05 Helping exporters navigate impending U.S. governmental national security controls

Marianne Rowden, President & Chief Executive Officer, American Association of Exporters & Importers (AAEI)

- Outlining new export regulations that will be coming into force in October 2013
- What do exporters need to do to comply with the new regulations?
- What impact will this have on the export industry and wider US market?

MEDIA PARTNERS



2nd Annual North America Trade & Export Finance Conference
June, 2014
New York City, USA

4th Annual Brazil & Latin America Trade & Commodity Finance Conference
April, 2014
São Paulo, Brazil

3rd Annual China Trade & Export Finance Conference
October 15-17, 2013
Swissôtel Beijing, Beijing, China

2nd Annual Malaysia Trade & Export Finance Conference
November 14, 2013
InterContinental Kuala Lumpur, Kuala Lumpur, Malaysia





12.20 How is export finance shaping West Coast trade?

- Moderator:** **Ae Kyong Chung**, Head of Export & Agency Finance, North America, Citi
Marianne Rowden, President & Chief Executive Officer, American Association of Exporters & Importers (AAEI)
Calvin Lam, Commercial Banking Officer, GBC International Bank
Jovan Petrovic, Executive Director, Export Finance, J.P. Morgan
Thomas Burr, Vice-President & Global Trade Manager, Union Bank
Jan Blaho, Director, Supply Chain Finance, US Ex-Im Bank
- How have economic conditions impacted West Coast exports? Are liquidity levels able to meet demand?
 - What role do ECAs now play within the wider export finance sector? Considering the relationship between commercial and state-secured funding
 - To what extent are emerging markets, especially within Asia, becoming the destination of choice for West Coast exports? How easy is it to strike a balance between growth and risk exposure?
 - How are corporate organisations using ECA finance and is this easily accessible? Where does export finance fit into a corporate's overall funding strategy?
 - Highlighting programs from non-banks facilitating exports: Is the market fully aware of these initiatives and available resources?
 - How will banking and liquidity regulations, such as Basel III, affect the market? What impact will this have on pricing?

13.15 NETWORKING LUNCH

14.30 The increasing relevancy of supply chain finance

- Moderator:** **Michael McDonough**, Global Head of Supply Chain, J.P. Morgan
Alexander Blodi, Director, North American Large Corporate Trade Sales, Bank of America Merrill Lynch
John Monaghan, Managing Director, Head of Supply Chain Finance, Citi
Pervinder Johar, Vice-President, Global Supply Chain Systems, Hewlett Packard
Steven Lotito, Senior Vice-President & Head of Sales, Global Trade & Receivables Finance, North America, HSBC Bank USA
Jan Blaho, Director, Supply Chain Finance, US Ex-Im Bank
Chris Lewis, Global Head of Trade Services, Wells Fargo
- Outlining global trends in supply chain finance (SCF): How has the market developed in recent years? To what extent has emerging market growth facilitated this development?
 - What are the main operational and infrastructural challenges facing companies and their clients when expanding their offerings to include SCF? What role do third party providers have to play?
 - Is there an argument that some SCF initiatives run the risk of limiting the role of banks to that of infrastructure supplier? What role should banks play in the short, mid, and long-term?
 - Is SCF for SMEs? Highlighting some of the initiatives being undertaken to assist the SME market and provide technical expertise to assist exports
 - What impact do different currency transactions have on the efficiency of the supply chain? How are providers and banks looking to speed up the process?

15.40 Corporate case study

Increasing visibility and control by streamlining global LC processes

- Oswaldo Ramirez**, Treasury Manager, Global Trade, Cameron
Tom Rahder, Vice-President, Product Strategy, Bolero International
- Corporate profile: Outlining the organizational structure and sector specific demands from both an operational and financial perspective
 - The challenge: Examining the difficulty in having between US\$750m and US\$1bn committed under standby LCs whilst juggling multiple banking credit lines within numerous geographic locations
 - The solution: How were key factors addressed when restructuring the processes of a global corporate? How easy was it to implement a new system?
 - The outcome: Apart from streamlining and increasing efficiency, was the major success an increased ability to leverage banks, leading to lower costs?
 - To what extent will demand for this kind of solution increase due to corporate expansion into new markets, resulting in a greater need for a centralised system?

16.10 NETWORKING BREAK

16.35 Protecting trade from global threats through trade credit and political risk insurance

- Moderator:** **Gary Mendell**, President, Meridian Finance Group
Raymond Tizabi, West Coast Underwriting Manager, Political Risk & Credit, ACE Global Markets
Paul Kunzer, Divisional President, North America, Trade Credit, AIG
Andre Python, Vice-President, Underwriting, FCIA Management Company
David Josephson, Managing Director, Western Region, US Ex-Im Bank
- Coverage hotspots: China, Latin America, Africa, Eurozone, MENA region
 - Challenges for underwriters: Rising demand vs capacity, pricing vs returns
 - More banks turning to credit insurance in response to Basel III requirements
 - Insuring imports from emerging markets against supplier non-performance
 - How suppliers are managing credit risk on large US retail debtors

17.30 EVENING NETWORKING RECEPTION

***QUESTIONS FROM DELEGATES CAN BE SUBMITTED BEFORE THE CONFERENCE. TO SUBMIT YOUR QUESTION, PLEASE SEND AN EMAIL TO ASKTHEPANEL@EXPORTAGROUP.COM QUOTING THE SESSION TITLE.**



2ND ANNUAL WEST COAST TRADE &
EXPORT FINANCE CONFERENCE
OCTOBER 9, 2013

PRICING DETAILS

Standard delegate rate US\$1249

Corporate/government rate US\$529

(Please note: Corporate rate applies to exporters, importers and traders of physical goods and non-financial services)

Early booking discount 10% discount

I am booking before September 6, 2013 and would like to claim a 10% early booking discount

Multi-booking discount 15% discount

15% off second or any subsequent booking received from the same company and office booked at the same time

PAYMENT DETAILS

Please invoice me for this event

Payment enclosed

Booking code

Card type

Please tick credit card type (NB: We do not accept American Express credit cards)



Card number

Expiry date

/ MM/YY

V2N No

Cardholder's name

Company VAT number

Cardholder's signature

Cardholder's address

DELEGATE INFORMATION

For multiple bookings please email events@exporttagroup.com

Title: (please tick)

Mr Mrs Ms Miss Dr

First name

Last name

Job title

Department

Organisation

Address

Postcode/Zip

Country

Telephone

Facsimile

Email

Signature

I can confirm that I have read and agree to the terms and conditions below.

4 EASY WAYS TO REGISTER

Email: events@exporttagroup.com
or visit www.exporttagroup.com

Facsimile: Fax this completed form back to **+44 (0)20 8673 8662**

Telephone: **+44 (0)20 8673 9666**

Post: Exporta Events, 4 Hillgate Place, London SW12 9ER, UK

TERMS & CONDITIONS

- Bookings can be submitted at any stage prior to the event, subject to availability.
- Payment must be received in full prior to the conference.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable for the following charges:
 - Cancellations notified over 14 days prior to the event will incur an administration fee of 10% of the full amount.
 - For cancellations received less than 14 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, post or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Exporta Publishing & Events Ltd will not be held liable for circumstances beyond its control which lead to the cancellation or variation of the programme.

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