

9th Annual

Middle East Trade & Export Finance Conference

February 14-15, 2012 • Dubai, United Arab Emirates • Jumeirah Emirates Towers



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9th Annual

Middle East Trade & Export Finance Conference

Following the momentous events of 2011, Exporta returns to the MENA region for its longest running and flagship event, the 9th Annual Middle East Trade & Export Finance Conference, which will take place at the Jumeirah Emirates Towers on February 14-15. Now firmly established as the only event to bring all of the leading trade and export finance professionals together under one roof, the conference enjoys unrivalled support from the region's key private and public sector institutions.

From the sovereign debt crisis of 2009 (the impact of which is still being felt in some quarters) to the still undefined implications of social and political change across the region, the Middle East and North Africa market has continued to be one of the hottest topics in global commerce, with concerns expressed over potential commodity price increases, the geographical importance of the region in the global supply chain and the overall risk appetite for doing business in such a thriving global market.

With so much to discuss during this comprehensive event, delegates will be able to choose from a range of breakout sessions to attend, providing the opportunity for more informal and detailed discussion on the key issues impacting on the MENA trade landscape and beyond, as well as the chance to network with new potential business partners and old friends.

Among the topics to be discussed:

- Changing corporate financing priorities: Are banks still providing sufficient coverage for their clients?
- To what extent have companies embraced the opportunities provided by continuing growth in Africa and Asia?
- Examining whether the local banking sector is meeting the demand for SME financing and the role of internationals
- Discussing the impact of fluctuating commodity prices and opportunities provided for financiers and traders alike
- Assessing the uptake in use of Islamic finance products as a result of capital constraints
- Changes in the political risk environment and subsequent demand for trade credit and PR insurance
- Facilitating inter-regional trade for corporates and increasing access to trade finance coverage
- Which countries are most on the radar of banks and ECAs in terms of export finance opportunities?

Who should attend?

- Trade, export and commodity finance heads and directors
- Corporate finance directors, CFOs and treasurers
- Insurance underwriters and brokers
- Export credit agencies
- Multilaterals
- Solution providers
- Lawyers and consultants
- Market analysts and policy advisors

As with all Exporta events, strong emphasis is placed on networking. As such, there will be a special evening reception following the event where all delegates can continue the day's discussions and engage in further dialogue in a more informal setting.



Venue details

Date: February 14-15, 2012
Venue: Jumeirah Emirates Towers
Sheikh Zayed Road
Dubai
United Arab Emirates

Tel: +971 4 330 0000
Fax: +971 4 330 3030
Web: <http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/Jumeirah-Emirates-Towers>

Evening networking reception

Date: Tuesday, February 14, 2012
Time: 17.25



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 Jumeirah Emirates Towers.

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 the conference documentation please complete and return the attached registration form.

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.

New networking website

At Exporta, we pride ourselves on keeping you connected with your community and increasing your networking opportunities at our events.

Exporta have launched a networking website which will give registered delegates access to fellow attendees two weeks before the conference commences.



As a registered attendee, you will be sent a username and password two weeks prior to the conference. This will enable you to contact other confirmed delegates, making it easier to organise those crucial meetings.

About us



Through our market-leading magazines – Global Trade Review (GTR) and EMEA Finance – Exporta provides essential news and analysis for corporates, bankers, lawyers and insurers working in sectors such as trade and commodity finance, ECA finance, capital markets, syndicated loans and bonds.

Exporta's conferences offer unrivalled content for the financial markets, with focused panel discussions, high-quality presentations and a host of well-regarded speakers.

For more information, head to www.exportagroup.com



GTR is the world's leading international trade finance magazine, read by and featuring the market's key banks, credit insurers, corporates, traders, law firms, brokers and consultants.

Published six times a year, and with an editorial board that reads like a 'who's who' of leading players in the market, GTR provides timely and in-depth news, leads and analysis on the global emerging markets trade finance, export finance and risk markets. The magazine aims to act as the accepted premier forum for the trade finance market.

For more information, head to www.gtreview.com



Europe • Middle East • Africa

EMEA Finance is the only magazine dedicated exclusively to the financial markets across Emerging Europe, the Middle East and Africa.

Published six times a year, each issue focuses on companies and financiers ready to face the many opportunities and challenges in these dynamic markets. Our regular news sections, profiles, features and country reports cover debt and equity markets, dealmaking, project finance and transactional banking.

For more information, head to www.emeafinance.com



Global Trade & Transaction Banking is one of the core focus areas for Corbel Group and is delivered by GTS - Global Trade Search, a joint venture between Healy Hunt and Exporta GTR, the leader in events and publishing for the trade, commodity and export finance sectors.

GTS is a specialist search practice which works across Global Trade & Transaction Banking in a range of product areas including structured trade and commodity finance, ECA, supply chain finance, cash management, political risk insurance and legal services.

We have a patient and enduring approach to all mandates with a highly targeted search mentality. It is an approach that has earned us many long standing partnerships with our clients.

For more information, head to www.thecorbelgroup.com

View the event online

Start your QR scanner and point it to the **QR code** on the right, or visit www.exportagroup.com





Agenda: February 14, 2012

08.00 Registration and refreshments

09.00 Chairman's opening remarks

Farrukh Siddiqui, Managing Director, Head of Trade Middle East & Africa, J.P. Morgan

09.10 Keynote opening speech

Ahmed Sultan Bin Sulayem, Executive Chairman, Dubai Multi Commodities Centre Authority (DMCC)

- Enhancing trade flows throughout the UAE and the wider MENA region
- Strategic initiatives for establishing the ideal business infrastructure
- The role of increased bilateral trading relations in aiding corporate growth
- Highlighting the importance of Dubai as a global gateway to trade

09.35 Energising the region's economic development

Mahmood Al Bastaki, Director, Dubai Trade

- Offering a macroeconomic overview of trade growth and its wider implications
- Highlighting work in key industries and projects to aid regional economic expansion
- Providing a roadmap for expanding available trade services and solutions for corporates
- Responding to the evolving needs of customers and developing systems to support business

10.00 Corporate priorities and concerns

Moderator: Ian Rogers, Regional Manager, Business Development, Trade & Supply Chain, MENA, HSBC

V.P. Nagarajan, Executive Director, ETA Group

M. Satish, Financial Controller, Petrochem Middle East

Dilip George, Chief Financial Officer, Gulf Industrial & Investment Co. (Foulath Group)

Faisal Ishaque, Chief Financial Officer, Mabani Steel

- Considering changes to corporate financing priorities: Are banks still lending or has growth slowed?
- Are companies still dependent on LCs or has there been a shift towards more open account transactions?
- Highlighting the significance of Basel III and discussing when its impact is likely to be felt in the Middle East
- To what extent have corporates embraced the opportunities provided by continuing growth in Asia and Africa?
- Discussing to what extent attempts to diversify exports away from the energy sector have been successful

10.50 Networking break

11.30 Local and regional corporate financing challenges

Paul Blair, Head of Finance & Control, Sony Professional Solutions MEA

- Outlining current strategies employed for financing exports across the region
- How companies are working with their suppliers across the supply chain
- Leveraging relationships with banks to provide LCs and guarantees

11.55 Panel discussion: SME financing and the role of local and international banks

Moderator: Rebecca Spong, Editor, Global Trade Review

Neil Armitage, Vice President, Head of Corporate Trade Sales, Abu Dhabi Commercial Bank

Anand C.K., Finance Manager, Emirates Snack Foods

Laxman Sankaran, Head of Trade Finance, Commercial Bank of Dubai

- How can the local banking sector meet the increasing demand for trade finance in the region?
- Improving interaction between financial institutions to provide greater choice for clients
- Is structured finance a viable alternative when looking to finance SMEs?
- What role do international banks have to play in providing additional liquidity?

12.40 Corporate case study: Working capital and cash management

Arif Choksy, Chief Financial Officer, Dubai Cables Company

- Assessing the latest treasury challenges faced for companies and differing approaches
- What are the current approaches being adopted to protect access to corporate funding?
- Implementing new technology platforms and improving process efficiencies
- Considering the current regulatory landscape for the corporate financier

13.05 Lunch sponsored by



14.15 Choose between **Stream A** and **Stream B**

STREAM A: 14.15 – 17.25

Trade services and commodity financing

Chairman: Tim Evans, Regional Head of Trade & Supply Chain, MENA, HSBC

14.15 Automating payables financing programmes

Digby Bennett, Regional Director, Middle East, Africa & Australia, China Systems

- Assessing the importance of real-life visibility and invoice data integrity in SCF
- With a plethora of systems being used by buyers and suppliers how can you ensure a successful solution?
- Are light processing requirements the measure of success?
- What's happening with ERP vendors, X.12 and data standards?

14.35 Panel discussion: Trade services and innovations in trade processing

Moderator: Amr El Haddad, Executive Director, Head of Product, MENA, J.P. Morgan

Mahmood Al Bastaki, Director, Dubai Trade

Louis Robinson, Managing Director, EMEA Trade Sales Head, RBS

Alexander Mutter, Head of Trade and Cash Solutions Advisory, GTB, Deutsche Bank

Sukirat Kochar, Chief Operating Officer, Encore Technology Solutions

- Discussing the evolving role of banks in providing additional trade facilities
- Developing automated platforms for collaboration in support of global trade
- Improving infrastructure and streamlining processes to optimise liquidity
- What is the current demand for supply chain finance and how has this evolved?

15.20 ePresentation: Game changing and proven

Claire Buchanan, Senior Vice President, Global Operations, Bolero

- Increased speed and efficiency
- Benefits provided in reducing risk
- Reducing the time to cash
- From pre-check to full ePresentation

15.35 Networking break

16.05 Structured trade finance within the steel industry

Rowley Brown, Head of Finance, Adpico Steel

- Outlining key financing challenges faced for the industry across the region
- Creating additional means for financing trade flows other than traditional borrowing
- Assessing the respective merits of various pre-export financing facilities available

16.30 Panel discussion: The challenges ahead in commodity finance

Moderator: Malcolm Wall Morris, Chief Executive Officer, Dubai Multi Commodities Centre (DMCC)

Andrew Robison, Senior Business Development Manager, Commodity & Structured Trade Finance, HSBC

Sudhakar Tomar, Managing Director, Hakan Agro

Ravi Kashyap, General Manager, Steinweg Sharaf

Samir Sahu, Deputy General Manager, Head of Transaction Banking Services, Emirates NBD

- Is the perception that commodity prices are on an upward trend a reality?
- Discussing the impact of fluctuating prices and opportunities provided for financiers and traders alike
- Are traders being provided with sufficient credit lines to ride the wave of the commodity boom?
- How the recent expansion of CF and SCF teams at FIs is likely to help meet such demand
- The increasing role of Asian operators as lead arrangers for high profile syndications and the impact on competition



14.15 Choose between **Stream A** and **Stream B**

STREAM B: 14.15 – 17.25

'Islamic finance in trade' workshop

– hosted by  NOOR ISLAMIC BANK

Chairman: K. Nizardeen, Head of Trade Services, Al Hilal Bank

14.15 Islamic finance: The global macroeconomic outlook

Muddassir Siddiqui, Partner & Head, Islamic Finance, Middle East, SNR Denton & Co

- Reviewing the continuing expansion of the industry in terms of assets under management
- Opportunities provided for new entrants into the market and the regulatory challenges faced
- Accessing alternative sources of liquidity that are otherwise being underutilised
- Considering the impact of expansion across Africa and Asia on the growth of Islamic finance business volumes
- Are there concerns that Islamic finance is overlapping too much with conventional finance?

14.55 The role and benefits of using Islamic finance within trade

Romy Buchari, Senior Manager, Global Amanah Commercial Banking, HSBC

- Assessing increased appetite for Islamic finance within trade as a result of increased liquidity constraints
- Considering the outlook for Islamic trade finance in terms of percentage of overall global trade finance
- Debating the technical attractions of the Islamic trade finance product in terms of funding
- Is improved awareness the key factor in increasing the use of trade finance products from Islamic sources?

15.35 Networking break

16.05 Going mainstream: Increasing use of shariah-compliant financing in the Middle East

K. Nizardeen, Head of Trade Services, Al Hilal Bank

- Providing examples of the growth of Islamic trade financing and the products available
- What has the growth of Islamic finance in thriving markets such as Africa and Asia meant in terms of expanding reach?
- Tracking the increased use of Islamic finance instruments in financing exports to core markets such as Europe and the US
- With increased regional trade and continuing capital constraints, should Islamic finance be used more widely?

16.45 New forms of sukuk origination

Ehsaan Ahmed, Global Transaction Services Head, Noor Islamic Bank

- Diversifying the investor base for long term infrastructure projects
- Benefits provided for sukuk investors such as more stable and predictable cash flow
- Offering a viable alternative to conventional financing methods in uncertain times
- Increasing opportunities for trade and export finance as a result of successful issuances in key sectors

17.25

Close of Day One followed by evening networking reception

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Day Two

09.00 Choose between **Stream A** and **Stream B**

STREAM A: 09.00-11.25

Country focuses and risk profiling

Chairman: Ian Rogers, Regional Manager, Business Development, Trade & Supply Chain, MENA, HSBC

09.00 A new world: Changes in political risk following the Arab Spring

Firas Abi Ali, Deputy Head of MENA Forecasting, Exclusive Analysis

- Debating what the events of 2011 really mean for the MENA region in terms of market appeal
- Similarities and differences: Assessing just much common ground there is between countries
- How does this impact on the broader gtrade landscape in light of the region's role as a global hub?

09.25 Panel discussion: Assessing the demand for trade credit and political risk insurance

Moderator: Gregory Lehenand, Regional Business Development Manager, Coface Emirates Services

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

Toby Heppel, Divisional Director, Political, Credit & Financial Risks, RFIB

Abhishek Chhajer, Senior Underwriter & Head of Trade Credit Division, Asia Pacific, Markel International

Firas Abi Ali, Deputy Head of MENA Forecasting, Exclusive Analysis

- How important is political risk cover for doing business in the market at present?
- Are insurers meeting bank demand and what has been the impact on pricing?
- Reducing risk through provision of accurate information and increasing demand for such services
- Comparing and contrasting coverage policies across different providers post-Arab Spring
- Are some countries now off the table for insurers and if so how has this impacted on local companies?

10.00 Doing business in Libya: What do you need to know?

Sami Bentharsa, FVP, Head of Trade Finance North Africa & Levant, ABC International Bank

Philip Patterson, Senior Research Analyst, ABC International Bank

- Providing an 'on the ground' update on why corporates and banks should be 'looking to Libya'
- Highlighting business and reconstruction opportunities available in various industry sectors
- What steps have been taken to keep Libya open for business and how are things likely to change?
- Debating the potential for increasing bilateral trade relationships with other emerging markets

10.40 Saudi Arabia: Getting in on the ground

Moderator: Saadat Khan, Executive Director, Head of Trade, Saudi Arabia, J.P. Morgan

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

Syed-Kamran Zaidi, Director, Head of Trade Finance & Cash Management Corporates, MENA, GTB, Deutsche Bank

- Highlighting the increased international bank presence in The Kingdom: What does it mean?
- Tracking the progress of recovery of trade flows and comparing with pre-recession levels
- Improving diversification of national income through increased financing of non-oil exports
- What role do ECAs and multilaterals have to play in helping meet demand for large scale exports?



Agenda: February 15, 2012

STREAM B: 09.00-11.25

Increasing international and intra-regional trade

Chairman: Bruce Proctor, Trade & Supply Chain Product Executive, Bank of America Merrill Lynch

09.00 Leveraging the region's commodity strengths

Paul Boots, Director, Tradeflow Project, Dubai Multi Commodities Centre (DMCC)

- Focusing on the strategic initiatives underway to increase commodity trade flows
- Discussing the need to increase provision of secure financing facilities
- Prioritising offering corporates greater access to liquidity from banks

09.25 Panel discussion: Facilitating in tra-regional trade for corporates

Moderator: Karim Nasrallah, Managing Director, The Lebanese Credit Insurer (LCI)

Vicken Sarkissian, Finance Director, Obegi Chemicals Group
Roger Tanios, Legal Department Manager, Indevco Group
Shehzad Sharjeel, Regional Head of Trade, Middle East & North Africa, International Finance Corporation (IFC)

- Increasing access to trade finance coverage for regional corporates in line with market appetite
- Promoting further expansion of business lines across the wider GCC region and beyond
- Are countries such as Lebanon and Jordan seen as the gateway to more lucrative markets?
- How has the recent unrest in neighbouring Syria impacted on risk appetites and market appeal?

10.10 Expanding the GCC presence in Africa

Jeremy Shaw, Managing Director, Emea Trade Executive, J.P. Morgan

- Why have banks and corporates been drawn towards establishing a presence on the continent?
- Measuring perceived versus actual improvements in transparency and impact on risk appetite
- Examining the importance of Africa's role in the global physical and financial supply chain
- Does Africa have the capacity to fulfil its potential as the new frontier trade market?

10.35 Panel discussion: Has the balance shifted in Asia-MENA trade?

Moderator: Maninder Bhandari, Managing Director, Encore Solutions

Dilip Hiramath, Head of Trade and Supply Chain; Global Transaction Services, Mashreq Bank
Ranjit Roy, Director & Regional Head, Financial Institutions, Dubai, ANZ Bank

- Profiling increased trade flows between Asia and MENA and future predictions
- Getting a foot in the door: Establishing a presence on the ground
- Opportunities provided for local companies to supply Asian overseas investment projects
- Is Asia the new emerging market trade hub and if so where does this leave the Middle East?

11.25 Networking break

11.55 Case study: Corporate financing in the telecoms sector

Philippe Voegelé, Company Secretary, Nawras

- Examining the recent company IPO as an example of alternative financing
- What are the latest challenges faced by industry operators?
- Difficulties faced in developing achievable growth strategies
- Is it always necessary to have "a story to tell" to investors?

12.20 Export credit support for large industrial projects

James Finucane, Manager, Project Finance, Emirates Steel

- Corporate case study: Meeting growing regional infrastructural requirements
- How are companies presently meeting financing requirements for phase 1 & 2 expansion?
- The increasing use of ECA financing: lessons learned and outlining future plans

12.45 Export and agency finance: Are banks and ECAs now seeing the full potential?

Moderator: Zeeshan Khan, Vice President, Treasury Services, JP Morgan

Andreas Klasen, Partner, Head of Export Credit Guarantees, PricewaterhouseCoopers

Piers Constable, Director, Head of Coverage, Middle East & Africa, GTB, Deutsche Bank

Owais Diyan, Head of Operations, Dubai Office, Islamic Corporation for the Insurance of Investments & Export Credit (ICIEC)

Faruq Muhammad, Regional Head, Middle East & Africa, Structured Export Finance, Standard Chartered Bank

James Finucane, Manager, Project Finance, Emirates Steel

- Highlighting export opportunities as a result of increased capital projects and subsequent demand for finance
- Has the primary objective of such projects changed from export diversification to social development?
- What are the primary sectors requiring financing and has there been a change post-Arab Spring?
- With the impact of 2009 still being felt by the local market are new export finance opportunities primarily for international banks?
- Which countries are most on the radar of banks and ECAs for providing export finance opportunities?
- Considering what the increased presence of development institutions means in terms of banks being able to meet demand with capacity

13.35

Close of conference followed by networking lunch

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*Wednesday, February 15, 2012
Jumeirah Emirates Towers, Dubai
Time: 19.00*

Dress code: Business attire / National dress



To reserve your table for the

2011 Middle East Banking Awards Charity Dinner

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The HSBC Group has played a key role in international trade since 1865, when we were established in Hong Kong and Shanghai to finance and facilitate the growing trade between China, Europe and the US. Today, we are one of the leading providers of international trade and supply chain with a network of around 7,500 offices in 87 countries and territories worldwide. We believe in working in partnership with our customers. By drawing on a unique blend of local knowledge and award-winning international trade expertise, our teams of trade specialists provide effective solutions and trade advice for businesses large and small. They are supported by a comprehensive suite of trade products covering import and export financing, trade risk mitigation, documentary processing, electronic trade products, structured trade finance and supply chain solutions.

J.P.Morgan

Global Trade, a unit of J.P. Morgan's Treasury Services business, provides market leading trade and supply chain solutions to corporations and financial institutions worldwide. J.P. Morgan Treasury Services is a top-ranked, full-service global provider of innovative payment, collection, liquidity and investment management, trade finance, commercial card and information solutions to corporations, financial institutions, middle market companies, small business, governments and municipalities. J.P. Morgan was named 'Most Innovative and Responsive Trade Bank' (2009) and 'Best Global Supply Chain Finance Bank' (2010 and 2011) in GTR's Leaders in Trade readers' polls. In 2010 and 2011, J.P. Morgan was named "Best Trade Bank in the World" by readers of Trade & Forfeiting Review.

Gold Sponsor



Intermat began its activities in 1997. Headquartered in Dubai, it is strategically located at the cross roads of global trade flow and catering to the fast growing commodities industry in Asia, the Middle East and Europe.

Intermat was set up with the sole objective of providing a complete bouquet of solutions in the commodities industry to its customers. It is involved in not only marketing commodities industries such as trading in precious metals like gold and silver, diamonds and gems, and metals like steel and copper but also providing finance, logistics and insurance support to customers.

Intermat is involved in mines and uses modern technology and state-of-the-art machines in mineral extraction and processing. It employs a well equipped single mineral processing centre that takes care of mining, processing and manufacturing in a systematic manner, ensuring the qualitative and quantitative standards as per international benchmarks are met.

Intermat offers dynamic trading opportunities that are transparent, safe and secure and are to the highest international standards of corporate governance.

Intermat is a member of Dubai Multi Commodities Centre (DMCC), Dubai Gold and Commodities Exchange (DGCX), Dubai Gold & Jewellery Group (DGJG), Dubai Gems Club (DGC), Dubai Gold Receipt (DGR), and International Colored GemStone Association (ICA).

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The Trade Finance and Cash Management teams provide a combination of commercial banking products and services for corporates and financial institutions dealing with the management and processing of domestic and cross-border payments, professional risk mitigation for international trade and asset and liability management. Our customers are supported in their domestic, regional and global trade finance and cash management programs through Deutsche Bank's extensive global network of offices.

For more information please visit: www.db.com/gtb



ABC International Bank plc ('ABCIB') is a wholly owned subsidiary of Arab Banking Corporation (BSC) Bahrain ('ABC'). Headquartered in the City of London and authorised and regulated by the Financial Services Authority (FSA), ABCIB has European branches in Paris, Milan and Frankfurt and representative and marketing offices in Stockholm, Istanbul, Moscow and the North of England.

The key thrust of ABCIB's strategy is to support and enhance trade and investment flows between Europe and the Middle East and North Africa region (MENA). ABCIB's core business comprises trade and commodity finance, export and structured finance, project advisory services, Islamic asset management and treasury services.

Financing trade with the Arab world is a highly specialised business and ABCIB are best positioned for that. The Moscow representative office was the first bank with Arab roots to be opened in Moscow in 2010. We arrange all types of bonds used in MENA-related trade transactions as well as risk confirmations and discounting for export letters of credit issued by MENA banks for Russian exporters and their local bankers.



DMCC Tradeflow is a key project of the Dubai Multi Commodities Centre Authority (DMCC), which was established in 2002 as a strategic initiative of the Government of Dubai, with the mandate to enhance commodity trade flows through the Emirate by providing the physical, market and financial infrastructure required.

DMCC Tradeflow builds on the success of the GMR (Global Multi Commodities Receipt) initiative and provides an electronic platform for the provision of commodities trade financing and addresses key issues in the warehouse receipt financing market. The aim of DMCC Tradeflow is to promote a high level of confidence by bringing together the parties in inventory-backed financing and reduce the risks for financial services providers with regards to financing commodities stored across the UAE.

DMCC Tradeflow issues warehouse and vault receipts on the request of commodity owners allowing them to seek trade finance by pledging ownership of goods to banks in return for access to working capital.

Drinks Reception Sponsor



The RBS group is a large international banking and financial services company with a global network in over 50 countries and territories across Europe, the Americas and Asia, serving over 40 million customers.

Our dedicated client coverage teams bring solutions to customers that draw on our product strengths in international cash and liquidity management, trade finance, debt and equity financing, risk management and corporate finance advisory. Our approach combines these products with deep sector expertise and a network which spans developed and emerging markets.

We offer customers trade finance and supply chain solutions that manage credit and payment risks, provide funding, and give businesses enhanced visibility, control and processing efficiency. Benefits include improved cash flow, optimised working capital management, reduced risk and lower costs.

RBS is proud of our Middle East commitment - being one of the first international banks to build retail and commercial operations in the Emirate 37 years ago.

Lunch Sponsor



ADCB was formed in 1985 and as at 30 September 2011 employed over 3,800 people from 48 nationalities, serving over 480,000 retail customers and approximately 34,000 corporate and SME clients in 47 branches. It is the third largest bank in the UAE and second largest in Abu Dhabi by assets, at AED 183 bn as at 30 September 2011.

ADCB is a full-service commercial bank which offers a wide range of products and services, across the whole Banking sector. Trade Finance is



a core activity for the Bank, with local processing for all trade transactions with the option of electronic delivery. In addition to the standard trade services, ADCB offers structured trade solutions, including back to back transactions ADCB is owned 58.08% by the Abu Dhabi Government through the Abu Dhabi Investment Council. Its shares are traded on the Abu Dhabi Securities Exchange. As at 30 September 2011, ADCB's market capitalisation was AED 16bn.

Islamic Finance Partner



Established in 2008 in Dubai, Noor Islamic Bank is a full service bank delivering the broadest range of products for its customers, with an emphasis on unique and personalized services.

Noor Islamic Bank's products and services are governed by a Shari'a Board, comprising leading Islamic scholars with extensive experience and expertise in legal, financial and banking-related matters.

Noor Islamic Bank has locations across the UAE in the Emirates of Abu Dhabi, Dubai, and Sharjah.

For further details, please visit:
www.noorbank.com

Co-Sponsors



Commercial Bank of Dubai (CBD) was established in 1969, as a public shareholding company. The bank was then owned by Commerzbank, Chase Manhattan Bank and Commercial Bank of Kuwait, with UAE businessmen holding a minority stake. In 1982, the bank reached a major milestone in its development when it transformed into a national public shareholding company, with major operational restructuring and an increase in capital base. This represented a major turning point in the bank's history when the government of Dubai became a major shareholder. Over the last 40 years, CBD has developed into a progressive and successful banking institution offering a full range of retail, corporate and commercial banking services. It is endowed with a strong financial structure and management, as well as a loyal and ever-increasing customer base.



Established in 1983, China Systems is the world's largest trade services solutions vendor, with offices throughout Europe, US, Asia, and the Middle East. We are fully focused on providing an integrated front-end and back-office platform catering for internal and external deployment at a domestic, regional or global level. Eximills, our proven flagship solution, is installed in more than 150 banks and 75 countries worldwide. Alliances with key organisations include Citrix, IBM, Microsoft, Oracle and Swift, which have awarded us SWIFTReady labels for Trade Finance, TSU, and Services. Awarded 'Best Trade Finance Software Provider' of 2006, 2007, 2008, 2009 and 2010 by GTR magazine.



Coface Emirates Services (CEMS), is based in Dubai, and represents Coface in the Gulf. CEMS is currently headed by Mr. David Venediger, Managing Director, and is responsible for servicing 14 countries in the region including: Egypt, Jordan, Malta, Cyprus, Pakistan and the GCC countries, offering credit insurance related services through its partners in the GCC, B2B International debt collection and Information services.

Coface Emirates Services has been instrumental in assisting the UAE set up its first ECA, The Export Credit Insurance Company of the Emirates and counts Oman insurance, NGI, Abu Dhabi Chamber and the Dubai Chamber as its partners in Dubai. SEP and ICIEC in Saudi Arabia, ECGA in Oman, ECGE in Egypt and JLGC in Jordan are key strategic partners for Coface.



The Islamic Corporation for the Insurance of Investments & Export Credit (ICIEC), a member of the Islamic Development Bank Group, is a multilateral export credit and political risk insurer. ICIEC provides its services in accordance with the principles of Shariah, and is rated Aa3 by Moody's with a stable outlook. ICIEC's shareholders include the IDB Group and 40 member countries which are part of the Organization of the Islamic Conference.

The Corporation provides Export Credit Insurance services to exporters from its member countries, and Political Risk Insurance services to investors from across the world, investing in its member countries. ICIEC recently amended its Articles of Agreement, and can now also provide export credit insurance services to exporters across the world, involved in supplying capital equipment, infrastructure related items, and food security related items, to its member countries.



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 multi-entities 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.eu/cf)

RFIB

An established Lloyd's broker with an international network, RFIB is a British business. We handle all classes of insurance and reinsurance broking together with risk management advisory services. By bringing together the capabilities of our specialist service teams, and drawing on our network and alliances, we create competitive and robust solutions for our clients. RFIB has an international presence with offices in many countries, including, since 2006, Dubai, and our new Saudi Arabian office opened in Riyadh during 2011. The group is recognised for its credit and political risks insurance and reinsurance capability, and is committed to increasing its presence in the Middle East

Bolero

Bolero is the leading global provider of multi-bank trade finance solutions, delivered through a combination of functionally rich multi-bank trade finance applications and Bolero's unique neutral, secure and legally binding electronic communication channel (messaging infrastructure) designed specifically to enable collaborative multi-bank trade finance flows between corporates and banks.

Bolero was the first company to be able to deliver an eUCP compliant solution and now has a number of corporate customers presenting documents to their banks electronically.

Bolero provides electronic communication channel and application solutions for the management of:

- Export Letters of Credit
- Import Letters of Credit
- Guarantees (applicant and beneficiary)
- Documentary Collections
- Supply Chain Finance

rockall tech

Rockall Technologies is an international software company providing collateral management software solutions to strategic partners in the global financial services market.

With over 15 years experience Rockall Tech has emerged as a global leader within collateral management software and specialises in trade and commodities finance. The flagship software platform STOC (Systematic Tracking of Collateral) provides a complete solution to the complexities of managing collateral across multiple jurisdictions and financial instruments. STOC illustrates the company's expertise on a business and technical front. Rockall have implemented their software in multiple financial institutions from stand alone to full integration with their clients' existing software. www.rockalltech.com



2012 events

Exporta is a leading producer of specialised financial conferences and events

UPCOMING EVENTS

5th Annual Russia & Eurasia Trade & Export Finance Conference

February 7, 2012 Moscow, Russia

9th Annual Middle East Trade & Export Finance Conference

February 14-15, 2012 Dubai, United Arab Emirates

4th Annual EMEA Finance Middle East Banking Achievement Awards

February 15, 2012 Dubai, United Arab Emirates

8th Annual India Trade & Export Finance Conference

February 23, 2012 Mumbai, India

6th Annual Africa Trade & Export Finance Conference

March 8-9, 2012 Cape Town, South Africa

6th Annual Turkey Trade & Export Finance Conference

March 22-23, 2012 Istanbul, Turkey

2nd Annual Brazil & Latin America Trade & Commodity Finance Conference

April 23-24, 2012 Sao Paulo, Brazil



8th Annual India Trade & Export Finance Conference

February 23, 2012
Mumbai, India



6th Annual Africa Trade & Export Finance Conference

March 8-9, 2012
Cape Town, South Africa



6th Annual Turkey Trade & Export Finance Conference

March 22-23, 2012
Istanbul, Turkey

"Excellent platform for networking and discussing relevant trade finance-related issues."

S.Murthy, HSBC Bank Middle East

"I benefited immensely from the enriching and insightful discussions from the many panel members as well as getting to know new friends from the networking sessions. Congratulations to you and your colleagues for the great efforts"

Loke Poh Lam, Bank Mandiri





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Feedback from the 2011 event

“Every Exporta event is a library, a know-how centre for trade finance people. Interacting with different sides of the sector is crucial for everyone. Exporta provides that.”

Burak Kurtbay,
Aktifbank

“Excellent opportunity to learn, refresh and network with professionals from trade/export finance in the region.”

Shelton Pieris,
Commercial Bank of Qatar

“A good insight on the market, risk, economic outlook, systems, etc. A very good place for networking.”

Albert Soosay,
Noor Islamic Bank

“Bridge between bankers, traders and insurers to surpass difficulties, mitigate risks to enhance trade and profitability.”

Ramakanthi Harsah Hegde,
Sony

Photos from the 2011 event





Registration Form

9th Annual Middle East
Trade & Export Finance Conference

Pricing details

- Conference fee** \$2199
The first 20 paying delegates to register can bring one complimentary corporate guest (CFOs, Finance Directors, Controllers and Treasurers). Please complete the details in 'Delegate 2' to register your corporate guest.
- Corporate fee** \$999
(CFOs, Finance Directors, Controllers and Treasurers)
- Early booking discount** 10% discount
(I am booking before January 12, 2012 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)
- Can't make the conference?** \$150
Conference delegate pack, comprising all speaker presentations and bios in both hard copy and online formats

Company information

- Organisation:** _____
- Address:** _____
- Postcode/Zip:** _____
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- Country:** _____
- Facsimile:** _____

Delegate information

Delegate 1

- Title: (Please tick)** Mr Mrs Ms Miss Dr
- First Name:** _____
- Last Name:** _____
- Job Title:** _____
- Email:** _____
- D1 Signature:** _____

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

Delegate 2

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- Last Name:** _____
- Job Title:** _____
- Email:** _____
- D2 Signature:** _____

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

Payment details

- Please invoice me for this event
- Payment enclosed
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Please tick credit card type (NB: We do not accept American Express credit cards)



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- All speakers are correct at the time of printing, but are subject to variation without notice.
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