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31

# Bürgenstock Meeting

Interlaken

The international forum  
for derivative markets

September 8-11, 2010



SWISS  
FUTURES  
AND  
OPTIONS  
ASSOCIATION

Pre-conference program

WEDNESDAY, SEPTEMBER 8, 2010

08:45 am

– 03:30 pm **Futures and Options Markets Regulators' Meeting** *(by invitation)*

Chaired by

**Mr. Daniel Zuberbühler**, Vice-Chairman, Swiss Financial Market Supervisory Authority FINMA, Bern

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09:00 am

– 03:30 pm **Special Emerging Markets Forum**

*(limited number of seats - separate registration)*

09:00 am **Roundtable I - 'IT - Enabler or Barrier to Co-operations?'**

Chaired by

**Mr. Clive Furness**, Managing Director, Contango Markets Ltd, East Grinstead

Participants

**Mr. Paul Constantinou**, Sales Manager, Trayport Ltd, London

**Mr. Nils-Robert Persson**, Member of the Board, Cinnober Financial Technology AB, Stockholm

*Others tba*

10:45 am **Roundtable II -**

**'Africa and Middle East - the way forward with Derivatives'**

Chaired by

**Mr. Allan Thomson**, Director Trading, JSE Limited, Sandton

Participants

**Mr. Jan Dobber**, Partner, Optiver Holding BV, Amsterdam

**Dr. Eleni Gabre-Madin**, CEO, Ethiopia Commodity Exchange, Addis Abeba

**Mr. Adam Gross**, Director of Strategy, MCX Africa, Johannesburg

**Mr. Thomas Leaver**, CEO, Dubai Mercantile Exchange, Dubai

12:00 pm Lunch offered by **Bahrain Financial Exchange**,  
**Global Board of Trade** and **Singapore Mercantile Exchange**

01:45 pm **Roundtable III - 'Regional or Local Clearing?'**

Chaired by

**Mr. Chip Dempsey**, Independent Consultant, Boulder

Participants

**Mr. Henry Bergström**, Director New Markets, NASDAQ OMX, Helsinki

**Mr. Franco Marinotti**, CEO, riskart spa, Milan

**Mrs. Gina McFadden**, EVP, Industry Services, The Options Clearing Corporation, Chicago

**Mr. Ramalingam Ramaseshan**, Managing Director & CEO, National Commodity & Derivatives Exchange Ltd, Mumbai

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31<sup>st</sup>

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- 10:00 am  
– 03:45 pm **Special Structured Products Forum** *(by invitation - info on request)*
- 10:00 am Registration and welcome drinks
- 10:50 am **Opening remarks** by **Mr. Christian Reuss**, CEO,  
Scoach (Schweiz) AG, Zurich / Frankfurt
- 11:00 am **Session I - 'Trading Models - an international comparison'**  
Participants  
Members from international Structured Products Exchanges *(tba)*
- 12:30 pm Lunch
- 02:00 pm **Session II - 'Developments in the distribution of Structured Products'**  
Participants  
**Dr. Nikolaus Dominique Neuendörfer**, Chairman of the Legal Committee, EUSIPA, Brussels  
**Mr. Roger Studer**, President, Swiss Structured Products Association, Zurich  
**Dr. Esther Wandel**, Policy Officer, EU Commission, Brussels  
*Others tba*
- 03:30 pm **Closing remarks** by **Mr. Christian Reuss**, CEO,  
Scoach (Schweiz) AG, Zurich / Frankfurt

## Program of the 31st International SFOA Bürgenstock Meeting WEDNESDAY, SEPTEMBER 8, 2010

- 02:00 pm Registration starts  
Welcome drink offered by **Finanz und Wirtschaft**
- 04:00 pm **Opening remarks** by **Mr. Paul Meier**, Chairman,  
Swiss Futures and Options Association, Geneva
- 04:10 pm **Welcome address**
- 04:40 pm **Keynote address**
- 05:00 pm **'Opening panel'**
- 07:00 pm Cocktails offered by **Chicago Board Options Exchange** and  
**CME Group**
- 08:00 pm Private dinners *(by invitation)*
- 10:00 pm The Cosy Corner offered by **Pernod Ricard Swiss** and  
**Villiger Söhne AG**

THURSDAY, SEPTEMBER 9, 2010

**09:00 am 'Global derivatives markets - vision and reality'**

Moderator:

**Mr. John J. Lothian**, President & CEO,  
John J. Lothian & Company, Inc., Elmhurst and President,  
Electronic Trading Division, The Price Futures Group, Inc.,  
Chicago

Panelists:

**Mr. Terrence A. Duffy**, Executive Chairman, CME Group,  
Chicago

**Mr. Garry Jones**, EVP, Head Global Derivatives, NYSE Euronext,  
London

**Mr. Andreas Preuss**, Chief Executive Officer,  
Eurex Frankfurt AG, Frankfurt

**Mr. Jignesh Shah**, Chairman and Group CEO, FT Group,  
Mumbai

**10:15 am** Coffee break offered by **Taiwan Futures Exchange**

**10:45 am 'Challenges for the clearing world'**

Moderator:

**Mr. William Templer**, Managing Director and Co-Global Head,  
Listed Derivatives, Morgan Stanley & Co., London

Panelists:

**Mr. Mark Ibbotson**, Chief Operating Officer, NYSE Euronext,  
London

**Mr. Rick Redding**, MD, Products & Services, CME Group,  
Chicago

**Mr. Paul Swann**, President and COO, ICE Clear Europe,  
London

**Mr. Marcus Zickwolff**, Executive Director, Eurex Clearing,  
Eurex Frankfurt AG, Frankfurt

**12:00 pm** Lunch offered by **CME Group**

Luncheon address by **Mr. Terrence A. Duffy**, Executive Chairman,  
CME Group, Chicago

**02:00 pm 'Emotional Finance'**

Keynote address

by **Prof. Lutz Johanning**, Chairman of Empirical Capital  
Market Research and Academic Director at the WHU -  
Otto Beisheim School of Management, Koblenz

**02:45 pm 'Handling Client Assets'**

Moderator:

**Mr. Michael Hofmann**, Managing Director, Frankfurt Branch,  
ABN AMRO Clearing Bank N.V., Frankfurt

Panelists:

**Ms. Andrea Corcoran**, Founder & MD, Align International,  
Washington

**Mr. Vincent J. Derudder**, Secretary General, FECIF -  
Fédération Européenne des Conseils et Intermédiaires  
Financiers, Brussels

**Mr. Mark Mills**, Director, Futures and Options,  
Merrill Lynch International, London

**Mr. Lawrence Peirson**, Director, Barclays Capital, London

04:00 pm Coffee break offered by **Taiwan Futures Exchange**

04:30 pm **'Energy: impacts & future trends'**

Moderator:

**Dr. Michel Gisiger**, Independent Consultant, Geneva

Panelists:

**Mr. Bernard de Combret**, Director, Total Trading SA, Geneva

**Mr. Geir Reigstad**, Head of NASDAQ OMX Commodities  
AS, Nord Pool ASA, Lysaker

*Others tba*

06:45 pm **Evening full of mystery**

Great food and wine, enjoyable networking and exposure to  
some of the unexplained mysteries on our planet, including the  
way of introducing a Swiss Cross into a sugar candy.

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## SPECIAL COMPANION PROGRAM offered by **Derivacom**

*(on registration only)*

Thursday, September 9, 2010 from 09:30 am to 12:00 pm

Make your sweetest dreams come true! Heartily welcome to the  
sugar candy factory "Eusi BonBon Fattoria".

Reviving the Swiss art of traditional sugar baking was their goal  
and will be your experience at this year's conference.

## FRIDAY, SEPTEMBER 10, 2010

09.00 am **'The universe of passive investment products - where  
do we stand with ETFs, ETCs, ETTs, COSI and structured  
products?'**

Moderator:

**Mr. Philippe Béguelin**, Editor, Finanz und Wirtschaft, Zurich

Panelists:

**Mr. Christian Reuss**, CEO, Scoach (Schweiz) AG,  
Zurich / Frankfurt

**Mr. Alain Picard**, Head of Product Sales ETF's, SIX Group,  
Zurich

*Others tba*



10:15 am Coffee break

10:45 am **'Hedge Funds'**

Moderator:

**Mr. Matthias Knab**, Managing Director & Managing Editor,  
Opalesque, Munich

Panelists:

**Dr. Matthaeus Den Otter**, Director General,  
Swiss Funds Association, Basle

**Mr. Peter H. Fletcher**, Managing Director,  
Parly Company SA, Geneva

**Mr. Karsten Schroeder**, CEO, Amplitude Capital AG, Zug

**Mr. Werner von Baum**, COO & Partner, Hedge Funds,  
LGT Capital Partner, Pfäffikon

12:00 pm Lunch

02:00 pm **'Regulation for the international derivatives industry  
– recent developments and outlook'**

Moderator:

**Mr. John Foyle**, Member of the Board of Directors,  
Swiss Futures and Options Association, Geneva

Panelists:

**One Senior Representative**, Commodity Futures Trading  
Commission, Washington (*tba*)

**One Senior Representative**, U.S. Securities and Exchange  
Commission, Washington (*tba*)

**One Senior Representative**, Financial Services Authority,  
London (*tba*)

**Mr. Daniel Zuberbühler**, Vice-Chairman, Swiss Financial  
Market Supervisory Authority FINMA, Bern

03:15 pm Coffee break

03:45 pm **'The macroeconomic challenges of the next decade'**

Keynote address

by **Prof. Dr. Norbert Walter**, former Chief Economist of  
Deutsche Bank

04:15 pm **'A look at the financial markets' future'**

Moderator:

**Mr. Frank A. Magnani**, Managing Director, Sales & Marketing,  
Celadon Financial Group LLC, New York

Panelists:

**Dr. Jean-Pierre Béguelin**, Chief Economist,  
Pictet & Cie, Private Bankers, Geneva

**Prof. Dr. Heiner Flassbeck**, Director, Division on Globalization  
and Development Strategies, United Nations Conference on  
Trade and Development, Geneva

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**Prof. Lutz Johanning**, Chairman of Empirical Capital Market Research and Academic Director at the WHU - Otto Beisheim School of Management, Koblenz

**Prof. Dr. Norbert Walter**, former Chief Economist of Deutsche Bank

05:30 pm Closing remarks by **Mr. Paul Meier**, Chairman, Swiss Futures and Options Association, Geneva

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### GALA EVENING *(Black tie suggested)*

07:00 pm Cocktails

08:00 pm Gala dinner

10:30 pm After-dinner drinks and ball

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### OFF THE PROGRAM *(on registration only – separate payment required)*

Saturday, September 11, 2010 from 08:30 am to 05:00 pm (incl. lunch)

**Excursion to Brienz Rothorn** (2'350 m / 7'710 ft above sea level) and cruise on lake Brienz, detailed information at <http://sfoa.org/index.php?nav=Program-informations&snav=Parallel-activities&smnav=Brienz-Rothorn>

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### PARTNERS and SPONSORS

**AFM - Association of Futures Markets**

**Bahrain Financial Exchange**

**Chicago Board Options Exchange**

**CME Group**

**Derivacom**

**EUREX**

**Finanz und Wirtschaft**

**Global Board of Trade**

**National Futures Association**

**NYSE Liffe**

**Pernod Ricard Swiss**

**PrivateBanking.com**

**Profit & Loss**

**Singapore Mercantile Exchange**

**SIX Exchange Regulation**

**Taiwan Futures Exchange**

**The Options Clearing Corporation**

**Villiger Söhne AG**

AFM Tuesday cocktails & dinner

EMF Lunch & Conference material

Opening cocktails

Wednesday press lunch,

Opening cocktails and Thursday lunch

Companion program

Wednesday Regulators' joint dinner

Welcome drink

EMF Lunch and Conference material

EMF dinner

Pictures and Wednesday Press Event

The Cosy Corner

Media partner

Media partner

EMF Lunch & Conference material

Regulators' lunch

Thursday coffee breaks

Gala dinner flower decoration

The Cosy Corner



SWISS  
FUTURES  
AND  
OPTIONS  
ASSOCIATION

SWISS FUTURES  
AND OPTIONS ASSOCIATION

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