

Bigger & Better in 2008

400+ attendees

- 150+ buy side attendees
- 70+ speakers
- 35+ sessions
- 20+ exhibitors
- 20+ countries represented
- 15+ hours of networking
- 6 streamed sessions
- 3 masterclasses
- 2 action packed days
- 1 unique conference

More Cutting Edge Content - see details of our advisory board inside on who have helped us on this year's programme

More Entertainment - First ever TradeTech Asia awards and Gala Dinner. Also win a magnum in our longest golf drive competition

More Interaction - Electronic polling, extended exhibition viewing time, roundtables, cocktails and business card exchange

More Targeted programme for Heads of Desk - don't miss our Heads of Trading Buy Side Only Summit

More Original Insights - Over 70% of the speakers have not spoken at our previous TradeTech Asia events

More Sessions. With 6 streams (Established Markets, Emerging Markets, Frontier Markets, Trading at Your Technology Desk, Trading And Volatility) packed into two days you can be guaranteed there is always something for you and your colleagues

More On the Latest Trading Developments. The very latest on algorithmic trading, DMA, multi-class asset trading, key hedge funds strategies and technology, smart order routing, TCA, OMS/EMS integration and much more

More Essential Insights. Fragmentation, Best Execution, Multi-Lateral Trading Facilities - TradeTech Asia offers you the latest market insights into the most important developments

More In depth masterclasses. Choose from MTFs and dark pools by the Aite Group, Mastering Cutting Edge Technical Trading Techniques by Rakesh Shah of Ten Point Trading, and Multi-Asset Class Trading by FIX founder Jim Leman.

More Value. We've held our prices from 2007 - see the booking form on page 8 how you can benefit from our early bird and group discounts!

TradeTech Asia 2008

The 5th Annual Asian Institutional Equity Trading Conference

18 -21 November 2008
The Shangri-La, Singapore

over 50 buy side confirmed as of 1 August - Limited places left



Accessing Liquidity In An Increasingly Fragmented Marketplace









Buy Side companies registered include:

- | | |
|------------------------------------|----------------------------------|
| Aberdeen Asset Management | HSBC |
| Alvantage Investments | Janus Capital |
| Artradis | JF Asset Management |
| Atyant Partners | JP Morgan Asset Management Japan |
| Ballingal Investment Advisors | Legg Mason |
| Blackrock | Lion Global Investors |
| Bosera Asset Management | Lotus Asset Management |
| Choice Alternative Investments | Mashreq Bank |
| Concord Capital | Nikko Asset Management |
| DBS Asset Management | Nomura Asset Management |
| Deutsche Asset Management (Asia) | Nyenburgh |
| FGS Capital | Prudential Asset Management |
| Fidelity Investments | RCM |
| First Metro Investment Corporation | Select Equity Group |
| First State Investments | Tantallon Capital Advisors |
| Fullerton Fund Management | Tokio Marine Asset Management |
| GETCO | Vina Capital |
| GIC | and many more... |

70 Blockbuster Speakers Including

Leading Buy Side Speakers

-  **Mark Northwood**
Head of Asian Trading
Fidelity Investments
-  **Todd Prado**
Director of Asia Trading
Janus Capital
-  **Kent Rossiter**
Head of Trading Asia Pacific
RCM
-  **Jon Evans**
Head of Central Trading
JP Morgan Asset Management Japan
-  **Richard Coulstock**
Head of Equity Dealing
Prudential Asset Management
-  **Takashi Nakamura**
Head of Trading,
Tokio Marine Asset Management

Leading Sell Side Speakers

-  **Dan Keegan**
Global Head of Electronic Trading Sales,
Citi
-  **John Lowrey**
Global Co-Head of Prime Brokerage,
Product Management
Lehman Brothers
-  **Tony Mackay**
Chief Executive Officer,
Chi-X
Chairman
Chi-X Europe Limited

Leading Industry Experts

-  **Jim Leman**
Head of Capital Markets,
Principal, Westwater Corp - FIX Founder
-  **Matt Andresen**
President
Citadel Execution Services
-  **Martin Wheatley**
Chief Executive Officer
Hong Kong Securities and Futures Commission

Complimentary Places Available For Attendees From The Buy Side

First 100 Buy Side go free! If you work for an asset manager, fund manager or investor you can register for one of our limited Buy Side passes. See booking form for more details.

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A New Approach For TradeTech Asia 2008 - You Spoke We Listened

1 You told us that you wanted a two day conference

We've listened. No more stretching three days worth of content into three. Two information packed days with streams each day covering Technology Innovations At The Trading Desk, Volatility Trading, Trading Asia's Established Markets, Trading Asia's Emerging Markets, and Trading Asia's Frontier Markets, so there'll always be some topic of value to yourself going on.

2 You told us that you wanted information packed content

We've listened. We guarantee you no more six sales pitches speeches from brokers saying how wonderful their algos are. We will be individually vetting each presentation to ensure that it is information led, not commercially led.

3 You told us you wanted new and up to date content

We've listened. Liquidity fragmentation's impact on the Asian markets, Smart Order Routing, TCA in cross border trading - all new content for 2008.

4 You told us you wanted to see more of the 'right' buy side there i.e. more heads of trading

We've listened. Tailored content for heads of desk. Don't miss our exclusive Heads of Trading Buy Side only summit featuring Mark Northwood from Fidelity Investments and Todd Prado of Janus Capital - this is THE conference where all the major Asian heads of desk will go to

5 You told us you wanted new speakers

We've listened. 70% of this year's speakers have never spoken at TradeTech Asia before, guaranteeing to offer you fresh insight. One of the keynotes for 2008 will be Jim Leman, recognised as being the founder of FIX, who'll be sharing his vision of where electronic trading is heading

6 You told us you only wanted the best speakers

We've listened. John Lowrey, Global Co-head of Prime Brokerage at Lehman Brothers, and one of the top scoring speakers at TradeTech Europe, will be giving his 30,000 ft view on the institutional equity market. Martin Wheatley of the Hong Kong Securities and Futures Commission is one of Asia's most respected regulators and will be putting himself under the microscope by John Lee of The TradeAsia

7 You told us you wanted great chairs asking the right questions

We've listened. John Lee of The Trade and Matt Samelson of the Aite Group will be asking the questions you really want to hear - how good will fragmentation be for Asia, how effective are crossing engines and dark pools really at price discovery, and when exchanges say that they welcome competition, do they really mean it?

8 You told us you wanted more client interaction

We've listened. We've introduced extending exhibition viewing times, our Red Eye breakfast and network exchange and for the more technically minded, don't miss out CTO roundtable on 20th November. Our handheld electronic polling device will enable you to actively participate in the debates.

9 You told us you wanted more fun

We've listened. Don't miss the return of our Long Drive Golfing Challenge! Also we're delighted to announce the launch of our first ever TradeTech Awards and Gala Dinner (alcohol included).

10 You told us you wanted more value

We've listened. Despite rising hotel costs we've held our sponsorship and delegate prices from 2007. We offer you better value than ever before. Our number of sponsors are up from 2007 - the exhibition will be a sell out this year.

Back for 2008

Interactive Polling! Make your voice heard! All delegates will receive a handheld device enabling them to participate interactively and anonymously in the conference

New for 2008

TradeTech Asia 2008 Awards And Gala Dinner

To honour the achievements of the institutional equity trading community and to give something back to the industry we give you the TradeTech Asia 2008 Awards And Gala Dinner.



Programme at a Glance

TradeTech Asia Main Conference Day One - Wednesday 19th November

PLENARY SESSIONS		OPPORTUNITIES ACROSS THE REGION		PARALLEL STREAMED SESSIONS	
07.30	Registration and Morning Coffee	Panelists: Citi, BNP Paribas, Instinet, JPMorgan Asset Management Japan, RCM, Moderator: The Trade		Stream A Trading Asia's Developing Markets	
08.30	Conference Organiser's Opening Remarks - WBR	10.30	Morning Coffee and Opportunity To View Exhibition And Start Of TradeTech Asia Longest Drive Golf Challenge	14.20	Chair's Opening Remarks - The Trade
08.40	Chair's Opening Remarks - The Trade Asia	11.00	Address: Examining The Potential Impact Of AEVs On Trading The Asian Markets - Threat or opportunity - Chi-X	14.30	Address: From Tiger Cubs To Tigers: Searching For The Next Emerging And Frontier Markets In Asia - Economist Intelligence Unit
08.50	Aggregation and Internalization of Order Flow - Citi	11.30	Panel Discussion: Analysing The Rise Of Alternative Execution Venues (AEVs) In Asia And How Exchanges Are Responding To The Challenge To Their Dominant Status	15.00	Panel Discussion: Trading Speed And Accessibility: Evaluating How Full Direct Market Access (DMA) Has Altered The Malaysian Derivatives And Equities Market - RHB Investment Bank, OSK Research, Bursa Malaysia (pending final confirmation)
09.20	Address: Trading The Global Liquidity Landscape - Lehman Brothers	12.10	Who makes money from Dark Pools. An examination of the economic realities for all participants of Dark Pools.- BlocSec	15.40	Afternoon Networking Break And Opportunity To View Exhibition
09.50	Panel Discussion: Defining And Understanding What Best Execution Really Means In Asia In Light Of The Growth Of Dark Liquidity	12.30	Keynote Interview: Learning From Best Practice - How Can Regulators Enable And Encourage The Equity Trading Environment Whilst Minimising Risks And Protecting Investors? - Hong Kong Securities and Futures Commission Interviewed by: The Trade	16.20	Panel Discussion: Discussing The Benefits Of Adding Liquidity And Providing Anonymity When Trading The Korean Equities Market - Panelists: Instinet, Samsung Securities, Korea Stock Exchange
		13.00	Networking Lunch And Opportunity To View Exhibition	16.50	Address: Capitalising On China's Changing Investment Landscape - Fidelity Investments
				17.20	Panel Discussion: Emerging Markets Debate: Opening Up New Markets And Promoting Opportunities To Foreign Investors And Asset Managers Panelists: First Metro Investment Corporation, Fullerton Fund Management, Mashreq Bank, Boser Asset Management
				18.00	Chair's Closing Remarks
				18.00	TradeTech Asia 2008 Around Asia in 80 Minutes Networking Reception
				20.00	Inaugural TradeTech Asia Awards and Gala Dinner 2008
				20.00	Inaugural TradeTech Asia Awards and Gala Dinner 2008

TradeTech Asia Main Conference Day Two - Thursday 20th November

PLENARY SESSIONS		STREAMED SESSIONS	
08.00	Registration and Morning Coffee	Stream A: Trading Asia's Established Markets	
08.50	Chair's Opening Remarks - Aite Group	14.20	Afternoon Chair's Opening Remarks - Celent Japan
09.00	Inside The Boardroom: Examining How The Buy Side Are Adapting To The Changing Investment Environment In Light Of Current Economic Conditions Panelists: DBS Asset Management, Balling Investment Advisors, Fortis Investments, Lotus Asset Management Moderator: Aite Group	14.30	Predicting How New AEV Entrants Will Alter The Australian Trading Landscape - AxE ECN, Chi-X, Lazard Asset Management, Celent Japn
		15.10	Case Study: Examining The Latest Cash Market Initiatives Being Introduced By The Hong Kong Stock Exchange - Hong Kong Stock Exchange
		15.40	Modernising The Japanese Equity Trading Landscape - Examining The Latest Developments - Tokyo Stock Exchange, Tokio Marine Asset Management, Osaka Securities Exchange, Celent Japan Moderator: Aite Group
		16.20	Close of Stream A, Afternoon Networking Break, Opportunity To View Exhibition And Announcing Winner of the TradeTech Asia Longest Drive Golf Challenge
			Stream B Trading Asia's Emerging Markets
09.40	Keynote Address: Past, Present And Future: FIX 16 Years On - Westwater Corporation	14.20	Address: Pakistan Case Study - BMA Capital Management
10.10	The Big Debate: Competition Or Confusion? Is Fragmentation Good For Asia? Panelists: Credit Suisse, First State Investments, GETCO, Merrill Lynch Moderator: Chi-X	14.30	Address: The Middle East - Frontier Or Emerging Market? Exploring The Role Of The MENA Asset Management Industry In A Vibrant Capital Market And Its Implications For Those Looking To Trade Its Markets - Mashreq Bank
10.50	Morning Coffee And The red eye breakfast and Networking Session	15.10	Address: Mongolia Case Study - Mongolian Stock Exchange
		15.40	Panel Discussion: Accessing Vietnam - Identifying Practical Steps That Investors And Traders Can Do To Capitalise On The Next Asian Tiger Panelists: Vina Capital, Ho Chi Minh Securities, Ho Chi Minh Stock Exchange
		16.20	Close of Stream B, Afternoon Networking Break, Opportunity To View Exhibition And Announcing Winner of the TradeTech Asia Longest Drive Golf Challenge
			LOCKNOTE SESSIONS
14.20 - 16.20	The Technology Roundtable Hosted by: Prudential Asset Management		Lehman Brothers, Baring Asset Management (KIV) Moderator: Aite Group
16.50	Closing Panel Discussion: Where Is The Empowerment Of The Buy Side Leading And How Is It Altering The Buy And Sell Side Relationship Panelists: Citadel Execution Services, Brazos Capital Management,	17.30	Chair's Closing Remarks
		18.00	End Of TradeTech Asia 2008

Tuesday 18th November

Pre Conference Masterclasses	
Masterclass A	Mastering Dark Pools And MTFs (Multilateral Trading Facilities)
Registration starts at 08.30	
Masterclass runs from 09.00 to 12.30 with breaks for tea and coffee	
Matthew Samelson, Senior Analyst Aite Group	
Masterclass B	Mastering Cutting Edge Technical Trading Techniques
Registration starts at 13.30	
Masterclass runs from 14.00 to 17.30 with breaks for tea and coffee	
Rakesh Shah, Head of Trading Strategies Ten Point Trading	

Friday 21st November

Post Conference Masterclass	
Masterclass C	The Origin And Practical Implications of Multi Asset Class Trading
Registration starts at 08.30	
Masterclass runs from 09.00 to 12.30 with breaks for tea and coffee	
Jim Leman, Head of Capital Markets, Principal, Westwater Corp - FIX Founder	
Ravi Manchi, Principal, Westwater	

Thanks to our Advisory Board for 2008

Kent Rossiter , Head of Trading Asia Pacific, RCM
John Honeyman , Vice President Asian Equity - Senior ECS Sales, JP Morgan
Todd Prado , Director of Asia Trading, Janus Capital
John Lee , Editor, The Trade
Matt McKeith , Head of Equity Dealing, First State Investments

Day Three

Wednesday 19th November 2008

07.30 Registration and Morning Coffee

08.30 Conference Organiser's Opening Remarks
Andrew Thake, Portfolio Director Asia & Middle East WBR

08.40 Chair's Opening Remarks

John Lee, Editor
The Trade

Our morning chair needs no introduction to most of you. Co-founder, CEO and publisher, The TRADE Ltd and Executive Director of writing and research consultancy Information Partners (IP). He is responsible for the editorial direction of The TRADE magazine, which focuses on global equities trading, The TRADE Asia and daily news site www.thetradenews.com

08.50 Aggregation and Internalization of Order Flow

- What does this mean for all market participants?
- Discussion regarding the views of the Buy Side, Sell Side and Exchanges

Dan Keegan, Global Head Of Electronic Trading Sales, Citi

09.20 Trading The Global Liquidity Landscape

From Asia we move to examining the global picture. The rise of AEVs (Alternative Execution Venues); increasing fragmentation, the impact of MiFiD - all of these developments have altered the liquidity landscape but what does this mean for Asia? For this address we are delighted to welcome John Lowrey. When he speaks at our TradeTech Europe event, he is consistently one of the top ranked speakers and we're delighted to welcome him to TradeTech Asia to examine:

- Accessing and attracting liquidity in the new trading landscape
 - Where is the evidence that new liquidity is flowing?
 - Determining which regulated markets and MTFs (multilateral trading facilities) are attracting the most liquidity
 - Analysing the impact of dark pools - has their use been as predicted?
- John Lowrey**, Global Co-Head of Prime Brokerage Product Management, Lehman Brothers

09:50 Defining And Understanding What Best Execution Really Means In Asia In Light Of The Growth Of Dark Liquidity Opportunities Across The Region

Best execution is a nebulous concept at best, but with the absence of regulatory guideline it becomes even trickier to determine exactly what it means in Asia. The arrival of dark pools has further muddied the waters. To discuss this we welcome two leading buy and sell side players to debate:

- With the absence of regulatory guidelines in Asia can you ever come up with a proper definition of best execution in the region?
- Encouraging the buy side to open up order flow to dark pools: addressing the buy sides' major concerns towards dark pools and crossing networks: can they be overcome?
 - information leakage worries and building in anonymity identifiers to avoid gaming and front running
 - regulatory requirements and reluctance to move away from the exchanges
 - maintaining sufficient liquidity levels
 - matching any conflict of interest concerns with internal dark pools especially if there is a prop desk involved
 - addressing concerns about accountability and transparency
 - connectivity issues when going through a 3rd party
 - are brokers holding order flow back?
 - loss of price discovery efficiency
 - limited impact / improvement on trading costs
- Assessing the true impact of MiFiD on asset managers in Asia interacting with Europe

Panelists:
Grace Lin, Head of Electronic Execution, Asia Pacific Citi

Punit Mittal, Head of Liquidity Sales, BNP Paribas

Nick McDonald, Head of Asian Equities, Instinet

Jon Evans, Head of Central Trading, JP Morgan Asset Management Japan

Kent Rossiter, Head of Trading Asia Pacific, RCM

Moderator:
John Lee, Editor, The Trade

Interactive Electronic Polling!

With your very own TradeTech polling device, this is your chance to make your comments on some of Asia's most critical industry issues. Enjoy the benefits of anonymity and watch as the results unfold in real time. Interactive Electronic Polling will take place throughout the plenary sessions of both main conference days)



10.30 Morning Coffee and Opportunity To View Exhibition And Start Of TradeTech Asia Longest Drive Golf Challenge

TradeTech Asia Longest Drive Golf Challenge

Take one golf simulation machine, one driver, and a lot of men with balls to spare, then you have all the ingredients of the TradeTech Golf Longest Drive Challenge. In 2006 Ben Radclyffe of UBS was the winner. Will he defend his title successfully again? Longest drive wins a magnum of champagne plus bragging rights until TradeTech Asia 2009.



11.00 Examining The Potential Impact Of Alternative Execution Venues (AEVs) On The Asian Markets - Threat or opportunity?

Singapore, Hong Kong, Australia and Japan - the Asian marketplace to waking up to AEVs. How will these potential new entrants affect trading Asian equities? *Tony Mackay joined Instinet in 1995 serving in Hong Kong, Japan and Europe. In 2004, Mr. Mackay was appointed President and Managing Director of Instinet Europe, during which time he spearheaded the establishment of Chi-X.*

- Tony's presentation addresses:
- the impact of AEVs in other regions/markets and lessons to be learned to benefit the Asian markets
 - how AEVs will need to adapt to suit the unique characteristics of the Asian markets
 - how new entrants in Asia will benefit the international trading community

Tony Mackay, Chief Executive Officer Chi-X Chairman
Chi-X Europe Limited

11.30 Analysing The Rise Of Alternative Execution Venues (AEVs) In Asia And How Exchanges Are Responding To The Challenge To Their Dominant Status

So are AEVs a ripple in the pond or a major structural change in the trading landscape? To discuss this we welcome two of Asia's leading established exchanges, the SGX and HKSE, one of the Australian AEVs, AXE ECN (whose CEO Greg Yanco formerly worked at the ASX), and Credit Suisse, one of the leading proponents of electronic trading in the region.

- Reviewing the impact of the introduction of AEVs in Asia - what has been the response and uptake by the buy side?
- Learning from the US and European experience
 - what market share can we expect to see AEVs take in Asia and why?

- are the exchanges in Asia too powerful and the barriers to entry too great?
- Modernising the exchanges: what do they need to do to meet the increasing needs of the buy side and combat the rise of AEVs?
 - understanding the probable impact of the latest technology changes that the exchanges are introducing

Panelists:
Greg Yanco, Chief Executive Officer, AXE ECN

Brook Teeter, Director, Head of AES Sales, Asia Pacific, Credit Suisse

Eric Yip, Head of Cash Clearing, Hong Kong Stock Exchange (HKSE)

Bob Caisley, Chief Information Officer, Singapore Stock Exchange (SGX)

Moderator:
John Lee, Editor, The Trade

12.10 Who makes money from Dark Pools. An examination of the economic realities for all participants of Dark Pools.

Dark pools, the latest phenomena out of the States, have made their way East and are rapidly taking up roost in Asia. While long considered several years behind the US in terms of execution sophistication, dark pools, possibly because of their success in the US and Europe have made it out to Asia a lot faster than it took its processors - DMA and algorithms. The fact of the matter is that everyone - from sellside, to buy side, to exchanges and vendors, is aware that changes are afoot. A quick glance at conference agendas and the various trading journals is positive proof. However, rather than discuss the question of whether we're ready or not, Ned Phillips, CEO of BlocSec - CLSA's own darkpool, will answer the questions people really care about - how do you make money off a dark pool?

- The who what where when and why of the benefits of dark pools
 - Why build one, Who benefits, How much can you make or save
- Whats in it, or in store for the exchanges
- An examination of various pricing structures

Ned Phillips, Chief Executive Officer BlocSec

12.30 Learning From Best Practice - How Can Regulators Enable And Encourage The Equity Trading Environment Whilst Minimising Risks And Protecting Investors?

Even their most hardened critics will begrudgingly admit that the role of the regulator is a role where you can't please all of the people all of the time. But how do you walk that tightrope between helping the trading environment whilst safeguarding the various stakeholders? Former Chairman of FTSE International, Deputy Chief Executive of the London Stock Exchange (LSE) and currently Chief Executive Officer of the Hong Kong Securities and Futures Commission, Martin Wheatley's interview with John Lee covers:

- Understanding how different regulatory models differ and what this means for their respective trading landscapes
- Debating how much cross border harmonization is practical and desirable
 - reviewing recent cases of cross jurisdictional issues
- What measures are regulators doing to combat front running and prevent market manipulation?

Martin Wheatley, Chief Executive Officer, Hong Kong Securities and Futures Commission

Interviewed by:
John Lee, Editor, The Trade

13.00 Networking Lunch And Opportunity To View Exhibition

Make the most of the concurrent tracks by bringing your teammates. Specifically designed team discounts mean you can save serious money when you book with your whole team. . . With every session covered by you and your colleagues, you can really start to leverage the real life experiences that the speakers explore. . .

PARALLEL STREAMED SESSIONS

Stream A Trading Asia's Developing Markets

14.20 Chair's Opening Remarks
John Lee, Editor, The Trade

14.30 From Tiger Cubs To Tigers: Searching For The Next Emerging And Frontier Markets In Asia

One of the big themes in Asia in 2008 is how trading opportunities are opening up outside the main established markets. DMA in India and Malaysia, relaxed restrictions in China, crossing networks in Korea, many buy side and brokers are looking at emerging markets as the next big opportunity. To set the scene we welcome Jan Friedrich of the Economist Intelligence Unit who examines the following issues:

- Defining and identifying the key emerging and frontier markets in Asia and where the market consensus is on the next big opportunity
- Evaluating which markets are the most open to foreign investment
- Analysing regulatory barriers for market entry into Asia's frontier markets

Jan Friedrich, Senior Economist, Economist Intelligence Unit

15.00 Trading Speed And Accessibility: Evaluating How Full Direct Market Access (DMA) Has Altered The Malaysian Derivatives And Equities Market

In a recent issue of The Trade Asia Yusli Mohamed Yusoff, CEO of Bursa Malaysia, predicted that 'Full DMA will change the trading landscape of the Malaysian capital market'. 6 months on is this the case? Topics discussed in this panel include:

- Assessing the impact of DMA on latency reduction
- Capitalising on the growth in online trading
- Accommodating basic algos - understanding what's possible and what isn't
- Identifying what limitations still remain in improving trading activity
- To what extent can the Bursa Malaysia make a technology 'jump' to catch up on the adoption curve?

Panelists:
Chai Yit Sheng, Institutional Sales, RHB Investment Bank

Shin Kao Jack, Technology and Trading Analyst, OSK Research

Omar Merican, Chief Operating Officer, Bursa Malaysia (pending final confirmation)

15.40 Afternoon Networking Break And Opportunity To View Exhibition

Stream B Technology At Your Trading Desk

14.20 Chair's Opening Remarks
Gabe Butler, Director Sales & Trading, ITG

14.30 Re-Thinking The Relationship Between Alternative Trading Systems (ATS's) And Exchanges

New entrants such as Liquidnet have disrupted the market equilibrium. The relationship between the exchanges and new ATS's will never be the same again. But what will this mean in practice? In his presentation David takes a visionary look at how we can expect to see relationships develop encompassing:

- Re-evaluating the industry dynamic between the ATSs and exchanges in Asia
- Examining the lessons that can be learnt from Europe and the US
- What impact will fragmentation have on relationships?
- What new business models can we expect to see develop?

David Klinger, Managing Director, Liquidnet Asia

15.00 In Conversation: Understanding The Role Of Transaction Cost Analysis (TCA) In Measuring And Reducing Costs In The Pan-Asian Trading Environment

Continuing on some of the themes outlined in the opening address on the challenge of trading Asia, this session looks in greater detail at the use of TCA in enabling cross border trading with two of Asia's leading experts. In their conversation they will discuss:

- Identifying the challenges of managing costs across multiple markets
 - what are the practical solutions available?
- Determining the regulatory impact of cross border trading
- Applying TCA to cross border trading
 - using TCA to identify outlier costs
- Sourcing liquidity effectively and efficiently by exploring the use of smart order routing algos to trade across the exchanges

Glen Gee, Regional Director ITG

Richard Coulstock, Head of Equity Dealing, Prudential Asset Management

15.40 Afternoon Networking Break And Opportunity To View Exhibition

Stream C Trading And Volatility In Today's Markets

14.20 Chair's Opening Remarks and Address
A Trader's Insight: Calculating Market Reversals - Have We Reached The Bottom?

- Learning lessons from the ongoing credit crunch - what do past market reversals tell us?
- Understanding the implementing asset rotation strategies
- Examining the flight from equities to other classes such as fixed income
- What lessons can technical analysis teach us?

Rakesh Shah, Head of Trading Strategies, Ten Point Trading

14.50 Exploiting Quantitative Management Techniques In Volatile Trading Environments

The use of quantitative management in Asia is an increasingly recurrent theme. Giovanni delves deeper into this and looks at current quantitative management techniques including:

- Effectively utilising quantitative dynamic factor models
- Understanding how to achieve best and most efficient execution in global equity markets
- Pinpointing the factors which have an impact on global share prices
- Evaluating how to weight these factors dynamically each time period
- Ongoing lessons from the August 2007 quant trading crisis

Giovanni Belliosi, Chief Executive Officer, FGS Capital

15.20 Successful Strategies For Trading In Periods Of Higher Downside Volatility

Recent market fluctuations have made dealing with volatility an increasing concern for traders and portfolio managers. James' presentation delves into some of these reasons including:

- Examining potential causes of volatility
- Understanding and measuring the effectiveness of the following strategies investors can adopt to cope with periods of higher downside volatility
 - buy and hold (dollar cost averaging) in individual securities
 - tactical reallocation amongst asset classes
 - distressed investing
 - trend following
- Adopting a disciplined adaptive approach to volatility management

James Philip Coppola III, President & Chief Investment Officer, Choice Alternative Investments

PARALLEL STREAMED SESSIONS

Stream A Trading Asia's Developing Markets

16.20 **Discussing The Benefits Of Adding Liquidity And Providing Anonymity When Trading The Korean Equities Market**
There are more dynamics involved in competition between liquidity pools than many think. One option that has passed regulatory muster is a partnership approach between full service firms as providers of flow to independent crossing facilities. KoreaCross, launched this April, is essentially a platform for institutional investors owned by Instinet and fed by Samsung Securities allowing both block trades and VWAP, which looks set to radically alter the Korean equity trading market. Issues debated in this session include:

- Understanding the market nuances in the Korean trading landscape
- Dealing with issues caused by lack of anonymity
- Analysing the impact of crossing networks in Korea

Panelists:
Christian Chan, *Head of Electronic Trading, Instinet*

SK Lee, *Institutional Equity Sales, Samsung Securities*

Senior representative,
Korea Stock Exchange (pending final confirmation)

16.50 **Capitalising On China's Increasingly Changing Investment Landscape**

Asset managers are ramping up their operations in China. With QDII and QFII regulation China looks set to soon be seen on the same level as more established Asia markets. To examine what the ramifications are we welcome Chris Ryan, Chief Executive Officer of Fidelity Investments China. In his address Chris covers:

- Pursuing international institutional business and QDII opportunities in China - to unlock the greatest potential?
- Exploring the pros and cons of JVs in China
- Understanding what innovative products will most appeal to and broaden the clientele in China

Panelists:
Chris Ryan, *Managing Director Asia (ex-Japan) Fidelity Investments*

17.20 **Emerging Markets Debate: Opening Up New Markets And Promoting Opportunities To Foreign Investors And Asset Managers**

To wrap up our discussions for Stream A we welcome a panel of buy side experts to give you the inside track as to where they see the opportunities in Asia's emerging markets as diverse as China, The Philippines and The Middle East, where they evaluate:

- Advancing electronic trading in emerging markets - what initiatives are currently being undertaken and what still needs to be done?
- Identifying and measuring the success of measures that have been undertaken to open up markets to foreign investors - what have been the implications on trading opportunities?
- Overcoming the challenges of accessing liquidity in historically 'thin' trading environments
- Emerging exchanges:
 - Who are their role model exchanges?
 - What products services are they bringing out?
 - What consolidation do they think will happen?

Panelists:
Augusto M. Cosio, Jr, *Vice President, First Metro Investment Corporation*

Darren Tay, *Head of Trading, Fullerton Fund Management*

Imran Ahmed, *Managing Director, Asset Management, Mashreq Bank*

Charles Kimball, *Chief Research Consultant, Boser Asset Management*

18.00 **Chair's Closing Remarks**

18.00 **TradeTech Asia 2008 Around Asia Networking Reception**

Please join our Cocktail Reception, themed on the drinks and delights of Asia. Whether you are interested in sampling a Cabernet Sauvignon from New Zealand, Chilli Crab from Singapore, or San Miguel from the Philippines, this is a perfect opportunity to network with traders, brokers, exchanges and technology providers you most want to meet. After a busy day of thought provoking panel discussions and insightful presentation, you can unwind by sharing a drink with your key contacts as you discuss the issues raised during the day and any implications for your business.

20.00-23.00 **Inaugural TradeTech Asia Awards and Gala Dinner 2008**

Stream B Technology At Your Trading Desk

16.20 **Gaining And Maintaining A Competitive Advantage Through Innovative Liquidity Discovery Techniques Across Different Trading Venues**

Whether its established or emerging markets, price discovery in a rapidly changing landscape is a key challenge facing trading organisations in Asia. To discuss the latest developments we welcome Peter Reilly, Regional Head of Enterprise Information at Thomson Reuters who in his presentation looks at:

- Identifying the challenges of collecting and building composite data from different trading venues
- Assessing the impact of market data volumes on the buy and sell side and the importance of latency, service and venue support
- Evaluating the latest tools for making sense of the huge amount of data available
- Understanding end to end implications for real time data feeds and the supporting technologies for automated trading.
- Coping with the difficulties of rising administration and development costs

Panelists:
Peter Reilly, *Regional Head Enterprise Information, Thomson Reuters*

16.50 **Defining The Next Generation Of Algos In Asia - What Does The Buy Side Want And Are The Sell Side Delivering?**

In a recent The Trade Asia survey the buy side cited speed, cost and anonymity as being their main drivers behind using algorithms. But how does this translate into meeting the increasing demands of the trader when it comes to algos? To discuss this we are joined by a mixture of leading buy and sell side players who debate:

- Overcoming the technical and operational challenges of building algorithms across a heterogeneous Asian market
- How successful are algos in Asia at 'not leaving a footprint in the market' - can smart algos be gamed?
- Examining the practicalities and benefits of smaller hedge funds using algos
- Co-existing with discretionary strategies: how can algos support rather than supplant the discretionary trader?
- Examining the opportunities in Asia for 2nd Tier brokers
- The rise of the super algo - benefiting from effectively combining more than one algo

Panelists:
Vedant Mimani, *Managing Partner Atyant Capital*

Michael Crockett, *Head of Trading, Brazos Capital Management*

Giovanni Belliosi, *Chief Executive Officer, FGS Capital*

Hank Terrebrood, *Chief Executive Officer Asia Pacific, Pali International*

17.50 **Chair's Closing Remarks**

18.00 **TradeTech Asia 2008 Around Asia Networking Reception**

Please join our Cocktail Reception, themed on the drinks and delights of Asia. Whether you are interested in sampling a Cabernet Sauvignon from New Zealand, Chilli Crab from Singapore, or San Miguel from the Philippines, this is a perfect opportunity to network with traders, brokers, exchanges and technology providers you most want to meet. After a busy day of thought provoking panel discussions and insightful presentation, you can unwind by sharing a drink with your key contacts as you discuss the issues raised during the day and any implications for your business.

20.00-23.00 **Inaugural TradeTech Asia 2008 Awards and Gala Dinner**

Stream C Trading And Volatility In Today's Markets

15.50 Afternoon Networking Break And Opportunity To View Exhibition

16.30-18.00 **Buy Side Heads of Trading Summit**

You: A buy side head trader looking to solve top level challenges and discuss tactics for boosting the performance of your trading operations in an exclusive, senior level environment of only your fellow buy side head traders

The event: A 90 minute, invitation-only session for head traders and deputy heads of trading to collaborate and brainstorm with each other as our buy side roundtable moderators lead interactive discussions around the challenges making the biggest impact on your desk's trading performance. You'll not only walk away with new strategies and ideas to implement immediately upon your return, you'll also further develop long-lasting relationships with other top level traders.

Please Contact Us To Secure Your Invitation!

Open to Buy Side heads of trading only. Each table will be hosted by one head of trading. Choose from either:

Mastering The Fine Art Of Selecting, Measuring And Reviewing Brokers

Hosted by: **Kent Rossiter**, *Head of Trading Asia Pacific, RCM*
Kent joined RCM in May 1999 as the Head of Regional Asia Pacific Trading and is based in Hong Kong, which is one of RCM's 3 trading desks globally. As at end 2007, RCM managed approximately US\$165bn

Or

Measuring The Effectiveness Of Internal Crossing Engines And Dark Pools - Under What Conditions Do They Best Make Sense To Deploy?

Hosted by: **Todd Prado**, *Director of Asia Trading, Janus Capital*
Todd joined Janus Capital from Fidelity in Japan 8 years ago. Todd currently runs the Janus Capital trading desk based in Singapore.

Or

Determining The Impact Of Regulation On Asian Market Microstructure

Hosted by: **Mark Northwood**, *Head of Asia Trading, Fidelity Investments*
Mark Northwood, is Head of the Hong Kong-based equity, trading desk, which manages trading in the markets of this region for Fidelity's funds worldwide. He joined Fidelity in 1999.

18.00 **Chair's Closing Remarks**

18.00 **TradeTech Asia 2008 Around Asia Networking Reception**

Please join our Cocktail Reception, themed on the drinks and delights of Asia. Whether you are interested in sampling a Cabernet Sauvignon from New Zealand, Chilli Crab from Singapore, or San Miguel from the Philippines, this is a perfect opportunity to network with traders, brokers, exchanges and technology providers you most want to meet. After a busy day of thought provoking panel discussions and insightful presentation, you can unwind by sharing a drink with your key contacts as you discuss the issues raised during the day and any implications for your business.

20.00-23.00 **Inaugural TradeTech Asia Awards and Gala Dinner 2008**

"Tradetech provides excellent subject matter and a great opportunity to discuss the latest industry trends"

Richard Nelson,
Vice President & Head of Dealing,
Alliance

Announcing the Inaugural TradeTech Asia Awards and Gala Dinner 2008

Date : 19 November 2008
Time : 8pm

The Gala Dinner is included with the conference registration fees.

The Shangri-La, Singapore

After 3 successful years as Asia's leading electronic trading conference its time for all of us to recognise the achievements of the industry and to showcase the very best of the best. Worldwide Business Research is proud to announce their inaugural Trade Tech Asia Awards and Gala Dinner 2008.

Relax, wine and dine at Asia's premier industry event for showcasing excellence in the Asian electronic trading industry. The Awards will be open to all financial services professionals active in Asia in equities and Award nominations are encouraged from ALL industry participants.

Categories for 2008:

- Best (Standard & Alternative) Execution Venue of the Year
- Most Innovative Product Of The Year Or Use Of Product (open to buy and sell side)
- Best Asian Vendor of the Year (i.e. for data, OMS or EMS)
- Outstanding Individual Contribution to Electronic Trading Award

Winners will be chosen by a completely objective panel of experts. To ensure objectivity none of the judges firms can be nominated for any category.

The Judging Process:

A panel of industry Judges has been assembled to assess all the nominations in a rigorously independent and impartial process managed by WBR. The judges, drawn from the ranks of industry practitioners and thought leaders, will evaluate all the nominations to determine the shortlist, and selected a winner in each category, with the results kept confidential until the Awards ceremony.

Judges for 2008

Our distinguished judges for 2008 include some of the most experienced people in the industry. WBR would like to thank the following individuals for their contributions:



Ned Phillips
Chief Executive Officer
BlocSec



Neil Katkov
Group Head of Asia Research
Celent Japan



John Honeyman
Vice President Asian Equity - Senior ECS Sales
JP Morgan



Richard Coulstock
Head of Equity Dealing
Prudential Asset Management



John Lee
Editor
The Trade

Nominations:

For more information about how to nominate yourself / your client please call Andrew Thake on +65 6408 9210 or at athake@wbresearch.com . Alternatively go to www.tradetechnasia.com

Nominations close on September 30th 2008.

Sponsorship opportunities:

For more information about sponsoring an award or taking a table, please contact Pete Mitchell Tel: +971 4 365 4118 pete.mitchell@wbr.ae



Thursday 20 November 2008

PLENARY SESSION

08.00 Registration and Morning Coffee

08.50 Chair's Opening Remarks

Matthew Samelson, Senior Analyst
Aite Group

(For Matthew's bio please see his masterclass details on page 7)

09.00 Inside The Boardroom: Examining How The Buy Side Are Adapting To The Changing Investment Environment In Light Of Current Economic Conditions

So how are Asia's fund managers and hedge fund managers changing their investment strategies in a continued period of economic uncertainty? This panel brings together four leading players from across Asia to discuss their investment outlook in 2009 and beyond. They discuss:

- Examining the current health of the Asian market and the global forces impacting the Asian economies
- Predicting portfolio structures of the future that will maximise investment objectives
 - best practices to understanding and defining the future role of the trader within these investment parameters
- Assessing the relative merits of active vs passive management
- Responding to the regulatory pressure in the Asian market: What does the future hold for the investment management business model?
- Thrive, survive or demise: What lies in store for the dealing rooms of the future?

Panelists:

Deborah Ho, Chief Executive Officer,
DBS Asset Management

Andrew Ballingal, Chief Investment Officer,
Ballingal Investment Advisors

Alex Ng, Chief Executive Officer HK and Asian Hub,
Fortis Investments



Ajay Bagga, Chief Executive Officer,
Lotus Asset Management



Moderator:
Matthew Samelson, Senior Analyst
Aite Group

09.40 Past, Present And Future: FIX 16 Years On

Our second guru of the morning is Jim Leman. Jim spent years leading global electronic trading and external connectivity, global operations management and regulatory groups at Citigroup, HSBC and the New York Stock Exchange and their affiliate, Jim is a founding member of the FIX (Financial Information Exchange) Industry committee; he led the global creation of the FIX committee in Europe, Japan, and Asia. His address covers:

- Understanding FIX's achievements to date
- Identifying what FIX still needs to achieve
- What have been the key learning points in the FIX story?



Jim Leman, Head of Capital Markets & Principal,
Westwater Corporation

10:10 The Big Debate: Competition Or Confusion? Is Fragmentation Good For Asia?

Returning to fragmentation we now come probably to the question that lies at the heart of TradeTech Asia 2008. With the growth of AEVs there are in theory more choice and opportunity for the buy side. But with this comes fragmentation. The question is do the benefits of competition outweigh the downside of fragmentation? Issues discussed in this session include:

- Dealing with the following challenges:
 - Widespreads
 - Need to reduce trading costs
 - Aggregation of liquidity
- Justifying the usage of dark pools - what is the real value add in terms of reducing costs and cutting down tick sizes?

- How effective are dark pools at sweeping for liquidity?
- Are the market drivers behind alternative execution venues in Asia the same as Europe?
- "Not all dark pools are equal" differentiating between the new kids on the block: Evaluating the USPs of the AEVs in Asia
- Examining the dark pools effectiveness at dealing with block trading orders
- Have the benefits of fragmentation and dark pools been overstated?

Panelists:



James Rae, Director, Head of AES Sales, SE Asia
Credit Suisse



Matt McKeith, Head of Equity Dealing,
First State Investments

Rob Smith, Managing Director Asia,
GETCO



Mark Wheatley, Managing Director,
Equity Trading Asia, Merrill Lynch

Moderator:



Robert Rooks, Business Development Manager APAC,
Chi-X

10.50 Morning Coffee And Business Card Network Exchange

In this 50 minute interactive session, participants will rotate between a series of cocktail tables and exchange business cards in a fun and informal environment. Ensure you meet all of your fellow conference delegates in this fast paced networking session. Be sure to bring plenty of business cards as your forge new and meaningful industry contacts.

PARALLEL STREAMED SESSIONS

Stream A Plenary Session continued

11.40 Feedback From The Heads of Buy Side Trading Summit

Want to hear first hand what issues your customers are facing? Want to know what you can do to better to deliver upon their expectations? Then come along to the summary of our Heads of Buy Side Trading Summit where you will hear first hand on what was discussed in our private closed door summit. Discover fresh insights into the market and understand how you too can benefit from what was discussed by applying it to your business tomorrow.



Kent Rossiter, Head of Trading Asia Pacific,
RCM

12.00 Assessing, Understanding And Integrating Equity Derivatives Into Your Trading Strategy

Guru is an overused term but Matt Andresen is a guru. His first claim to fame was as one of the first three employees at the groundbreaking Island ECN, rising to the position of President and CEO before selling it to Island in 2002. He is currently President of Citadel Execution Services, an affiliate of Citadel Investment Group, LLC. Citadel manages over \$12 billion from its headquarters in Chicago and offices in San Francisco, New York, London, and Tokyo. Citadel Execution Services routes 500,000 options contracts a day and executes over 100 million shares a day on behalf of Retail Brokerage firms. In his presentation Matt looks at:

- Deploying equity derivatives as both a hedging and speculative instrument
- Identifying the additional functionality required at your trading desk for equity derivatives
- What additional equity derivatives products can we expect to see introduced in the future?



Matt Andresen, President,
Citadel Execution Services

12.30 Tapping Into New Sources Of Liquidity: Evaluating The Impact Of Sovereign Wealth Funds (SWFs) On Asia's Economy

SWFs are expected to increase six fold by 2015 and thus become a major liquidity source. To discuss SWFs and how it will impact liquidity we welcome Carl Linaburg is Vice President and Cofounder of the Sovereign Wealth Fund Institute. He is credited for the development of the Linaburg-Maduell Transparency Index, a method of rating levels of disclosure for sovereign wealth funds worldwide.

- Quantifying how SWFs will grow the pool of liquidity in the Asian market place
- Compiling reliable data on the SWF portfolio mix - what is their investment appetite like and how do they manage their investment process?
- Measuring the transparency of sovereign wealth funds within the region



Carl Linaburg, Deputy Director,
Sovereign Wealth Fund Institute

13.00 Networking Lunch And Opportunity To View Exhibition

14.20 Afternoon Chair's Opening Remarks

Neil Katkov, Group Head of Asia Research, Celent Japan

Neil Katkov, based in the firm's Tokyo office, is Managing Director of Celent's Asia Research group. His area of expertise include the Asian financial services industry, financial services distribution channels, and compliance issues including anti-money laundering and business continuity planning.

14.30 Predicting How New AEV Entrants Will Alter The Australian Trading Landscape

At the time of going to press there was speculation in the trading press about when the Australian Securities & Investment Commission (ASIC) would make their announcement on whether they would allow licences for ECNs (Electronic Communications Networks) to operate. The situation should be clearer by November when our panel of experts will debate:

- Is there enough room for four liquidity providers in Australia?
- Coping with fragmentation: hindrance or help?
- Increasing the liquidity in Australia or divide and conquer? Predicting how the battle for execution will pan out
- Examining measures undertaken by the ASX - are they enough?

Panelists:



Greg Yanco, Chief Executive Officer,
AXE ECN



Mark Howarth, Chief Operating Officer - Asia,
Chi-X



Mac Barry, Head of Trading
Lazard Asset Management

Moderator:



Neil Katkov, Group Head of Asia Research,
Celent Japan

15.10 Case Study: Examining The Latest Cash Market Initiatives Being Introduced By The Hong Kong Stock Exchange

Eric Yip is the Head of Cash Market of Hong Kong Exchanges and Clearing Limited (HKEx) responsible for managing the business and market infrastructure for equity trading and cash market products such as derivative warrants, callable bull/bear contracts, exchange traded funds and debt securities. In his presentation he looks at:

- Examining recent infrastructure initiatives that the HKEx have introduced to facilitate trading and facilitate best in class
 - capacity upgrade
 - latency improvement
 - introduction of closing auction
 - facilitation of listed funds and structured products
- Analyzing latest market composition, trends and competitive landscape
- What are the up coming initiatives of HKEx?



Eric Yip, Head of Cash Clearing,
Hong Kong Stock Exchange

Stream B Trading Asia's Emerging Markets

11.40 Afternoon Chair's Opening Remarks

Matthew Samelson, Senior Analyst
Aite Group

12.10 Where Are We 6 Months Post SEBI's DMA Announcement In India? Evaluating The New Market Structure In India And The Opportunities This Has Created For The Buy And Sell Side

In July the first DMA trade was done on the National Stock Exchange of India. Many expect the arrival of DMA to act as the catalyst for electronic trading in India. To discuss these issues we welcome representatives from the Indian regulator, one of India's main exchanges and a leading buy side user of DMA:

- Analysing the take up of electronic trading in India over the last year
- Encouraging adoption of electronic trading: what future initiatives are the exchanges and the regulator planning to undertake?
- Overcoming the dual buy side concerns of transparency and information leakage

Panelists:



TC Nair, Whole Time Member,
Securities and Exchange Board of India (SEBI)



Rajnikant Patel, Managing Director,
Bombay Stock Exchange



Vedant Mimani, Managing Partner
Atyant Capital

Moderator:



Matthew Samelson, Senior Analyst
Aite Group

12.40 Indonesia Case Study

- Examining the impact of the merger of the two exchanges on servicing the buy and sell side
- Reviewing what technical improvements have been done to improve latency and resilience
- Analysing what services the buy and sell side are demanding in Indonesia



Muhammed Senang Sembiring, Trading Director,
Indonesia Stock Exchange

13.10 Networking Lunch And Opportunity To View Exhibition

The last three papers in this stream looks at case studies of three of Asia's truly frontier markets, Pakistan, Middle East and Mongolia. All have their own set of unique challenges and opportunities.

Pakistan Case Study

- How advanced is the Pakistan equity market in terms of electronic trading?
- How is the Karachi Stock Exchange performing vis-à-vis the Pakistan economy?
- Predicting the ongoing impact of political instability



Sarah Khan, Vice President - International Equity Sales,
BMA Capital Management

14.30 The Middle East - Frontier Or Emerging Market? Exploring The Role Of The MENA Asset Management Industry In A Vibrant Capital Market And Its Implications For Those Looking To Trade Its Markets

The Middle East is one of the fastest growing and exciting equity markets. To give us a one stop shop overview of the opportunities in this region we welcome Imran Ahmed who heads up asset management at Mashreq Bank. In his presentation Imran will look at:

- Examining and quantifying the institutional equities marketplace of MENA and its inner workings
- Identifying the underlying economic themes which drive the MENA market - is it just the oil?
- Understanding how brokers and their commission structure operate in the Middle East
- Overcoming the following challenges of trading in the Middle East
 - access liquidity
 - obtaining high quality market data
 - corporate governance



Imran Ahmed, Managing Director, Asset Management,
Mashreq Bank

15.20 Mongolia Case Study

- Reviewing strategic alliances that have been built with likes of the KRX, HKSE and SGX to develop and promote technology and software reform
- What other initiatives are being undertaken to make Mongolia a well functioning and attractive places for international investors
- Ensuring appropriate checks and balances for overseas investors




Davaasambu Sanduijav, Senior Vice Director,
Mongolian Stock Exchange


Stream A: Trading Asia's Established Markets


15.40 **Panel** **Modernising The Japanese Equity Trading Landscape - Examining The Latest Developments**
Japan is globally one of the largest equities markets, but it also remains one of the most frustrating in the eyes of some with concerns over regulation and the efficiency of the existing exchanges. This debate brings together leading players in Japan who debate:

- Examining the strides Japan is taking to modernize its equity trading landscape - does Japan want to maintain its role as a leading Asian and world financial centre?
- Quantifying the impact that FIEL and JSOX have had on how the buy side and sell side conduct business
- Is Japan making resurgence or does the future for equity trading lie in Hong Kong and Singapore?
- does location matter anymore?

Panelists:

 **Tomoyoshi Uranishi**, Senior Executive Officer, Tokyo Stock Exchange

 **Takashi Nakamura**, Head of Trading, Tokio Marine Asset Management

 **Kotaro Yamazawa**, Executive Director, Osaka Securities Exchange

Moderator:

 **Neil Katkov**, Group Head of Asia Research, Celent Japan

16.20 **Close of Stream A, Afternoon Networking Break, Opportunity To View Exhibition And Announcing Winner of the TradeTech Asia Longest Drive Golf Challenge**


Stream B Trading Asia's Emerging Markets

15.40 **Panel** **Accessing Vietnam - Identifying Practical Steps That Investors And Traders Can Do To Capitalise On The Next Asian Tiger**

Vietnam is one of Asia's most vibrant and fastest growing countries. As such the opportunities for asset managers and brokers alike have grown considerably over the last 12 months. In this session we explore:

- Reviewing the current investment climate in Vietnam
- Regulatory update - what is being done to encourage the growth of the funds management and trading marketplace in Vietnam?
- Identifying the opportunities for the international buy and sell side looking to capitalize on the Vietnam growth story
- Reviewing the impact to the local fund industry with the entry of international players


Panelists:

 **Andy Ho**, Managing Director & Head of Investments, Vina Capital

 **Johan Nyvene**, Managing Director, Ho Chi Minh Securities

Senior representative, Ho Chi Minh Stock Exchange

Moderator:

 **Matthew Samelson**, Senior Analyst, Aite Group


LOCKNOTE SESSION

14.20-16.20 **The Technology Roundtable**

You: A CTO, Head of IT or Senior IT professional wanting an informal discussion with fellow practitioners on issues facing you in the front office, middle office and back office.

The event: A 2 hour, session for you and your industry colleagues to debate issues such as trading architectures, latency, grid computing and latency

Hosted by:

 **Gordon Brown**, Regional Head of IT, Prudential Asset Management

16.50 **Panel** **Closing Panel Discussion: Where Is The Empowerment Of The Buy Side Leading And How Is It Altering The Buy And Sell Side Relationship**


To wrap up TradeTech Asia 2008 we take a step back and see what the key takeaways from the event have been and most importantly trying to get a feel as to where the buy side / sell side relationship is heading. Issues under discussion include:

- Re-imagining the buy side / sell side relationship and predicting how we can expect to see market structure change going forward
- Understanding how the sell side of the future will look in Asia
- Communicating and understanding each other's requirements
- Where is the war for talent in the trading community taking us?


Panelists:

 **Michael Crockett**, Head of Trading, Brazos Capital Management

 **Anthony Brooker**, Senior Vice President, Head of Electronic Trading Sales Asia, Lehman Brothers

 **Brian W Mitchell**, Head of Dealing & Portfolio Control, Baring Asset Management (pending final confirmation)

Moderator:

 **Matthew Samelson**, Senior Analyst, Aite Group

17.30 **Chair's Closing Remarks**

18.00 **End Of TradeTech Asia 2008**

Pre Conference Masterclasses

Providing you with more depth knowledge on a particular aspect of electronic trading, our three masterclasses are run by some of the industry's leading practitioners. To ensure interactivity places are limited to no more than 30 participants and are strictly on a first come first served basis. Lunch will also be served to participants attending the masterclasses on 18th.

Tuesday 18 November 2008

Masterclass A - Mastering Dark Pools And MTFs (Multilateral Trading Facilities)

Registration 08.30

Masterclass runs from 09.00 to 12.30 including networking breaks

This masterclass is your opportunity to benefit from a deep dive perspective into the opportunities and challenges of using dark pools and MTFs. Find out what the experience has been of leading European and US trading desks in capitalizing on the new market landscape to enable your team to achieve ever better results and best execution.

Issues covered will include:

- Integrating dark pools / MTFs into your trading strategy: understanding what's available and what's most appropriate for your firm
- "Trusting the medium": preserving anonymity and dealing with information leakage concerns of the buy side
- Selecting and implementing post trade measurements to evaluate the effectiveness of dark pools
- Effectively integrating OMS/EMS systems with dark pools
- The rise of 'co-opetition': increasing collaboration amongst dark pools / MTFs - what will this mean for the buy side?
- Dark pools algorithms: understanding how Smart Order Routing technology can be deployed to intelligently sweep liquidity across dark pools whilst achieving best price and execution
- Lessons to be learnt from Asian, European and American experiences of dark pools

About your masterclass leader:

 **Matthew Samelson**, Senior Analyst, Aite Group

Matt Samelson is a Senior Analyst at Aite Group, LLC, specializing in equity market structure, trading venues, and transaction cost analysis. He brings to Aite Group a wealth of experience in global equity sales and trading. He has in-depth knowledge of trading strategy formulation, algorithmic trading, transaction cost measurement and management, trading venues and market mechanics.

Masterclass B - Mastering Cutting Edge Technical Trading Techniques

Registration 13.30

Masterclass runs from 14.00 to 17.30 with breaks for tea and coffee


This masterclass looks at understanding and implementing some of the cutting edge technical trading techniques employed by hedge funds and matching this with the herd mentality of markets. For managers this information is invaluable in selecting and understanding the techniques of today's successful money managers.

Not only will this course enhance your knowledge of the trading techniques and strategies employed, it will give you the practical steps required for you carry out the analysis directly. The techniques are looked at from a practical perspective with both the advantages and disadvantages discussed.

Issues covered include:

- Understand the latest technical strategies employed by professional fund managers.
- Trend following concepts and contrarian technical trading strategies.
- Match price, time and volume information to predict turning points.
- Setting up and using advanced charting software.
- Learn the practicalities of sector rotation for fundamental research.
- Liquidity trading concepts for advanced traders.
- Update your technical trading skills.

About your masterclass leader

 **Rakesh Shah**, Head of Trading Strategies, Ten Point Trading

Rakesh Shah is the Head of Trading Strategies at Ten Point Trading Ltd, which is a trading consultancy and investment management firm. He has 15 years of experience using both fundamental and technical analysis techniques and started his career in Corporate Finance in 1992. In 1996 at BZW he worked on the leveraged currency trading desk and in 1998 he established a Margin Trading Desk at ABN AMRO Bank London. In 2001 he moved to Wall Street working with Credit Agricole Indosuez, CARR Futures. Finally working at Deutsche Bank as a Director he left to trade independently in 2004. He regularly speaks on CNBC.

Post Conference Masterclass

Friday 21st November

Masterclass C - The Origin And Practical Implications of Multi Asset Class Trading

Registration 08.30

Masterclass runs from 09.00 to 12.30 with breaks for tea and coffee

This masterclass provides you with a comprehensive understanding of the causative factors that have generated the emerging interest in adopting and executing a multi asset class strategy. In this class we will explore the range of asset classes that are open for consideration.

Issues covered will include:

- The motivation to achieve improved alpha returns
- How commodities, foreign exchange and energy trading are complementing traditional asset classes like equities and fixed income
- The leadership exhibited by hedge funds to embrace more diverse asset classes and related strategies
- How exchanges have adopted multi asset class product mixes to diversify revenues and offer more complex trading strategy capabilities
- Why the establishment and embracing of standards like FIX accelerate the building of a global highway that can carry all asset class trades to their destinations.
- Coping with a mushrooming sea of market data and coping with using it effectively in a millisecond trade execution world
- The role played by technology vendors in rising to complex user demands and the diversity of products that democratize the proliferation of strategies
- Dealing with not only selecting the right mix of multiple asset classes but also implementing those decisions by using the right products from those available.
- Discussing the growth of the use of quantitative techniques and the unique data points being incorporated to meet new asset class needs
- Reviewing the impact of the growth on the marketplace of these strategies and their impact on your business whether you use them or not

About your masterclass leaders:

 **Jim Leman**, Head of Capital Markets & Principal, Westwater Corporation

Jim is a Principal and Head of Capital Markets group at Westwater Corp, a Management & Information Technology firm. Jim is involved in advising clients to manage their access to liquidity and reengineering trading & connectivity platforms. Prior to Westwater, Jim worked at the NYSE as an Internal Auditor for 9 years; then Jim worked at Citigroup for 22 years (initially Solomon Brothers, then Solomon Smith Barney, and Citigroup); then Jim served as a President of SunGard Brass and later moved on to join as head of HSBC's Equities Program Trading group.

 **Ravi Manchi**, Principal, Westwater

Ravi Manchi is a Principal at Westwater; he is responsible for Business Strategy and Global Delivery. Ravi's in-depth business knowledge on several aspects of Financial Services; for the past 17 years Ravi has assisted many organizations with the business strategy and technology transformation; leading to deployment of enterprise-wide solutions. Ravi has managed major initiatives within the areas of Trading, Connectivity, Straight-through-Processing, Risk Management, Clearance & Settlement, Business Intelligence (MIS) and Compliance solutions. Ravi has provided strategic planning and implementation expertise in many business areas throughout Capital Markets and Banking.

Its Not Too Late To Participate - Sponsor TradeTech Asia 2008!

For over 10 years, we have been helping our clients achieve important business goals. Conference sponsorship offers a wide range of benefits irrespective of the size of your company and the level of your presence.

"Many thanks for an excellent event last week at TradeTech Europe. BNP Paribas values the partnership we have with WBR and TradeTech, which enables us to continue to push our brand and product offering at a high quality event."

Alexandra Foster, Global Execution Services, BNP Paribas

Contact Pete Mitchell for details on tailored sponsorship packages to meet your needs on +971 4 365 4118 or pete.mitchell@wbr.ae

Don't take our word for it - here is what our clients have to say about past events:

"TradeTech Asia gave us the opportunity to interact with, and gain insights from, key personalities from the region's equities markets. This was an unmissable gathering."

Franciso Lim, CEO, Philippine Stock Exchange

"TradeTech provides excellent subject matter and a great opportunity to discuss the latest industry trends."

Richard Nelson, Vice President & Head of Dealing, Alliance Bernstein

"The forum was very well organised and the selection of the venue was fantastic."

Biren Mehta, Head of Derivatives, JM Financial Asset Management

Talk to us – As conference experts, we know how to best utilise events to promote, develop and generate business for our clients. If you have any questions, whether general or specific, we would be happy to help you to answer them.

Why Sponsor?

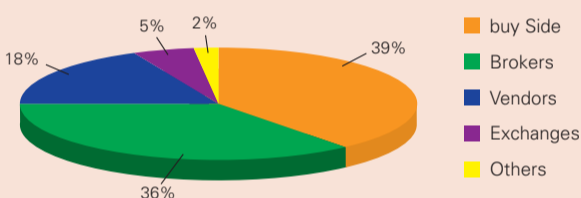
WBR's TradeTech brand is widely respected as the leading international conference series on equity markets. With conferences held annually across Asia, Europe, Middle East and USA our database is one of the most extensive in the industry and will get your name in front of global decision-makers!

Let TradeTech Asia 2008 be your marketing platform!

TradeTech Asia is a comprehensive conference and exhibition that brings together the entire equities trading value chain with leaders from the buy side, sellside and solution providers. The explicit focus is on equity trading and market structure and how to optimise the use of new technologies to deliver superior investment performance in this rapidly evolving marketplace.

TradeTech Asia 2008 offers an unmatched platform for organisations to identify and exploit business opportunities with customers and partners from both the buy side and/or sellside, depending on their particular business focus.

Delegates breakdown of Tradetech events in 2007



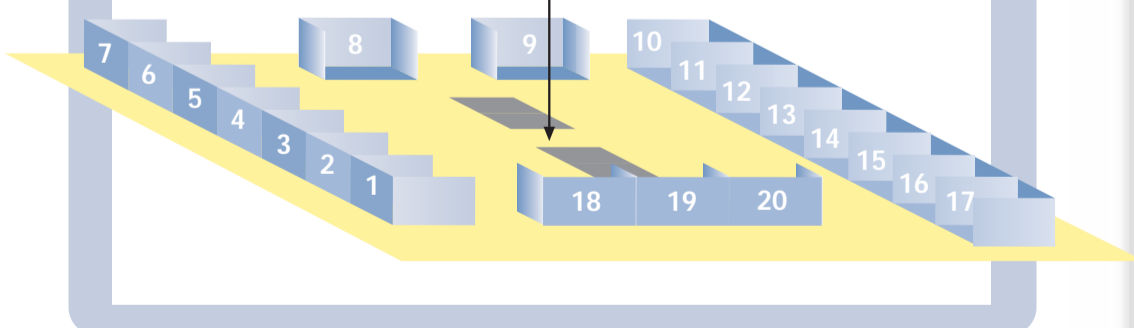
For further information on sponsorship and exhibition opportunities at TradeTech Asia, please contact: **Pete Mitchell** at Tel: +971 (0)4 365 4118 or email: pete.mitchell@wbr.ae

Floorplan

Only Two Stands Remaining!

Citi	Thomson Reuters	FlexTrade
Instinet	Credit Suisse	Greenline
ITG	AVAILABLE	SGCI
Lehman Brothers	Fidessa	Media
BNP Paribas	Linedata	WBR
Chi-X	AG Capital	AVAILABLE
BlocSec	TraderForce	

REFRESHMENT AREAS



Media Partners



Lead Sponsor

Citi (NYSE: C), the leading global financial services company, has some 200 million customer accounts and does business in more than 100 countries, providing consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, markets and banking, insurance, securities brokerage, and asset management. Major brand names under Citi's red arc trademark include Citibank, CitiFinancial, Primerica, Smith Barney, and Banamex. Citi, markets and banking, is a leading force in the world's capital markets and consists of three businesses: Global Banking, Capital Markets, and Transaction Services. It provides more industry-leading solutions to more clients in more countries than anyone else. No other company serving the capital markets offers Citi's geographic reach, local presence, product scope, expertise, and high standards. Citi provides clients with the global reach they seek while delivering world-class products locally. Additional information may be found at www.citigroup.com

Sponsors

BlocSec is an electronic crossing network created to provide investors with improved execution for their Asian block trades, minimizing both transaction costs and market impact. As a dark pool of liquidity, BlocSec gives traders the ability to place orders with complete anonymity, allowing zero information leakage into the market. The BlocSec platform uses cutting edge technology to provide an electronic marketplace with continuous and high speed order matching and execution.

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