

macd Swiss Banking Focus 7th February 2008

The Swiss Banking Focus studies topics which are relevant to Swiss based banks, and the changes which are taking place in Switzerland.

Speakers

Daniella Baker, Marketing and Communications Manager, FIX Protocol Limited
<http://www.fixprotocol.org>

Kevin Houstoun, Co-Chair of the FPL Global Technical Committee, Consultant to HSBC

Lorenz Neher, Swisscom <http://www.swisscom.com>

George Macdonald, Co-Chair of the FPL Global Fixed Income Committee, Macdonald Associates <http://www.macd.com>

Eugene O'Herlihy, Head of Sales EMEA, NYFIX <http://www.nyfix.com>

Edouard Ryst, Head of network solutions, ULLINK <http://www.ullink.com/>

Jane Sidnell, Head of Continental Europe, EMXCo <http://www.emxco.com/>

David Vincent, CTO and Co-founder Smart Trade <http://www.smart-trade.com/>

FIX Protocol

The event will include industry leading speakers from the FPL Community, and these representatives will be on hand to answer any questions that you may have about the FIX Protocol, or about how your firm can participate in FPL.



Agenda

Time	Auditorium
08:30	Welcome and Coffee
09:15 – 09:30	Introduction (In German) <ul style="list-style-type: none"> - Changes in the Swiss market place in 2008 and beyond - VCA, a high level overview - glox plans for VCA <p>George Macdonald, Macdonald Associates</p>
09:30 – 10:20	Digital Certificate Services (In German) <ul style="list-style-type: none"> - Secure Remote Access for Customer and Partners with digital Certificates - Secure and reliable Transactions with digital signature - Preparation and treatment of electronic documents for compliant archiving according Swiss Regulation - Available Certificate Classes and registration requirements - Certificate Lifecycle Management <p>Lorenz Neher, Swisscom</p>
10:20 – 10:40	Coffee Break

10:40 – 11:10	<p>Broker connectivity</p> <ul style="list-style-type: none"> - achieving efficiencies through STP - algorithmic trading <p>Edouard Ryst, ULLINK</p>
11:15 – 12:00	<p>FIX 5.0 and SP1</p> <p>Service Pack 1 has many major enhancements including:</p> <ul style="list-style-type: none"> - Improved functionality for exchange quotation models and order routing - Enhanced Listed Derivatives reference data support for Options, Futures, and Options on Futures - Application level sequencing with advanced support for market data recovery <p>Kevin Houston, Co-Chair of the FPL Global Technical Committee</p>
12:00 – 13:00	Lunch
13:00 – 13:40	<p>Technical Challenges Around Liquidity Management</p> <ul style="list-style-type: none"> - smart order routing - dark liquidity pools - aggregation <p>David Vincent, Smart Trade</p>
13:45 – 13:55	<p>FPL Overview</p> <ul style="list-style-type: none"> - FPL Objectives - Current members and organizational growth - Benefits of membership - Achievements and goals <p>Daniella Baker, FIX Protocol Limited</p>
13:55 – 14:50	<p>FAST</p> <ul style="list-style-type: none"> - FIX Adapted for Streaming <p>Kevin Houston, Co-Chair of the FPL Global Technical Committee</p>
14:50 – 15:10	Coffee Break
15:10 – 15:40	<p>Creating efficiencies in fund trading</p> <p>Jane Sidnell, EMXCo</p>
15:45 – 16:15	<p>Europe's ever-changing landscape: exploring trading strategies</p> <ul style="list-style-type: none"> - What are the forces at play that challenge traditional infrastructures? - What is driving the emergence of non-displayed 'dark' venues? - How do market members navigate these various venues of liquidity? - What does this mean to the Swiss financial community? <p>Eugene O'Herlihy, NYFIX</p>
16:15 – 16:45	<p>Questions and Answers</p> <ul style="list-style-type: none"> - General SWX Swiss Exchange, VCA, NYFIX and glox questions <p>Chris Landis, Head of IT SWX Swiss Exchange Eugene O'Herlihy, NYFIX George Macdonald, Macdonald Associates</p>

16:45 – 17:00	Glox and Macdonald Associates - Changes in the glox service 2008 and 2009 - New markets being added - New features George Macdonald, Macdonald Associates
17:00 – 20:00	Evening Drinks

Free Attendance

The one day event is free to attend. You simply need to register for those elements that interest you.

You may attend the whole day, or register for just those elements that are of interest to you. In the gaps between presentations that are of interest to you, you may discuss with the people present to get a deeper understanding of the topics.

Additional workshops can be organised if required to cover topics such as an introduction to FIX. Please let us know if you would be interested in some workshops.

There will also be plenty of opportunities to talk to the people present.

There will also be the possibility to meet representatives from both FIX Protocol Limited and Macdonald Associates and to learn more about both companies.

Location

The conference will be held in the SWX Swiss Exchange Convention Point:

ConventionPoint
Selnaustrasse 30
P.O. Box
CH-8021 Zurich

www.conventionpoint.ch

Contact Details

Contact: George Macdonald
george.macdonald@macd.com



Switzerland:
Macdonald Associates AG
Staubergasse 4
CH-8124 Maur

Germany:
Macdonald Associates GmbH
Oppenhoffallee 103
D-52066 Aachen

UK:
Macdonald Associates Ltd
6, Cecil Aldin Drive
Reading RG31 6YP

Tel. +41 44 980 67 91

Tel. +49 241 445 970

Tel. +44 118 945 28 62