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Business Information Industry Association

BUSINESS INFORMATION FORUM 2011

As part of **Incisive Media's** new **Online Information Asia Pacific event**, we will be holding the **Business Information Forum 2011**

This intensive one day forum will address a number of key issues of interest to both users and information professionals. The program will look at the current state of business information markets, both globally and regionally and discuss the availability and reliability of financial and legal information in Asia.

March 24th, 2011 - Online-Information Asia-Pacific, Hong Kong Convention Centre : Room S426 - 427

09:30 - 09:40 **Welcome by David Worlock, BIIA Chairman**

09:40 - 11:00 **State of Business Information: A global and regional perspective. The session will be moderated by David Worlock**

In this session we will discuss the current state of business information markets, both globally and regionally, and comment on specific trends, like the development of workflow modeling or the push towards improved governance, risk management and compliance environments. We will question current business models and examine the impact of new access devices and distribution channels.

- Steve Goodall, Outsell Inc. USA; ○ Klaus Pfeifer, Thomson Reuters Asia
- Doug Kaplan: Lexis Nexis Japan

11:00 - 11:15 Break

11:15 - 12:45 **The Future of Trade Credit and Trade Finance and Implications for Information Services, moderated by Dr. Chris Kuehl, Armada Corporate Intelligence**

Trade credit and trade finance are the largest sources for short term capital. Prior to the financial crisis credit management focused largely on the extension of credit and credit lines in support of revenue growth. When the 'credit freeze' hit trade credit and trade finance, the emphasis switched quickly from credit granting to risk mitigation and liquidity management, requiring new approaches, new tools and real time information. In this session we will examine which credit management practices and information tools did work, which did not and the implication for trade credit, trade finance and information post financial crisis. Panel discussion with:

- Jerome Peze, President Tinubu Square, Paris, France;
- Kuresh Sarjan, Head of Global Trade & Supply Chain, Bank of America, Hong Kong
- Anthony Scriffignano, The Dun & Bradstreet Corporation, USA

12:45 - 02:00 pm Lunch Break at the Exhibit Hall

Afternoon Session March 24th, 2011 2:00 pm to 4:30 pm

2:00 - 3:00

Open Discussion Forum: Eliminating Asymmetries in Information moderated by Christine Christian, Managing Director, Dun & Bradstreet Australia

There is a strong linkage between economic growth and the financial sector. A well-functioning financial sector provides individuals, SMEs and companies with access to credit. Nevertheless access to credit is directly linked to the availability of reliable, accurate and timely information.

Unfortunately asymmetries in information in developing markets impair access to finance in particular for SMEs, with the effect of retarding economic growth. Eliminating asymmetries in information is an important mission of the financial services industry and the business information industry. The International Finance Corporation (IFC) World Bank Group has made a number of recommendations to the G20 finance agenda which are information related.

- o Tony Lythgoe, IFC World Bank Group; o William Lim, Credit Bureau Singapore;
- o Parag Patki, SMERA – SME Rating Agency of India

3:00 - 3:15 pm Break

3:15 - 4:15

Open Discussion Forum: Eliminating Information Asymmetries – A challenge and opportunity for the business information industry moderated by Christine Christian. Join a number of credit and information executives in an open discussion:

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| <ul style="list-style-type: none">o Dr. Chris Kuehl, Armada Corporate Intelligence; NACM's Chief Economisto Xiaolai Wang, Credit Reference Center of the PBCo Vicky Han, Sinotrust | <ul style="list-style-type: none">o Tony Lythgoe, IFC (World Bank Group)o Jerome Peze, Tinubu Squareo Joshua Peirez, The D&B Corporationo William Lim, Credit Bureau Singaporeo Parag Patki, SMERAo Rory Matthews, Veda Advantage |
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Eliminating asymmetries in information is a key mission of the IFC World Bank Group. The IFC concentrates on three pillars of financial infrastructure: Payment Systems & Remittances; Credit Reporting Systems; Secured Transactions/Collateral Registers.

The open discussion will focus on core issues identified in the IFC report "**Scaling-Up SME Access to Financial Services in the Developing World**". The report was prepared for the G20 finance agenda, and was presented at the G20 Summit in November 2010. The participants in this discussion will deal with the causes of information asymmetries and to suggest potential solutions. Opportunities for the business information industry lies in the building of reliable data sources on SMEs to strengthen financial infrastructure and the ability for all credit grantors to extend credit to SMEs. The business information industry can also assist the SMEs to better manage finances, trade credit and accounts receivables.

4:15 - 4:30

Closing Remarks – David Worlock, Chairman BIIA

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David Worlock, Chairman Business Information Industry Association Asia Pacific – Middle East Ltd. (BIIA) and Senior Research Fellow at Outsell Inc.

David Worlock is a co-founder of BIIA. As Co-Chair of Outsell Leadership Programs, David Worlock uses his extensive information industry experience to support Outsell's strategy and business objectives worldwide. David manages Outsell's Leadership Councils in the US and Europe, a member-service for CEOs and senior executives of media publishing and information-provider firms. A respected thought leader, he speaks frequently at industry conferences and advises clients worldwide. David founded Electronic Publishing Services

Ltd. (EPS) in 1985, a research and consultancy company working with the digital content industry in developing strategies for products and markets in consumer and business sectors. Outsell acquired EPS in 2006.

Christine Christian, Dun & Bradstreet Australasia

Christine Christian is Managing Director of Dun & Bradstreet Australasia and is recognized as one of Australia's leading authorities on business information & debt management practices. As CEO of Dun & Bradstreet Australasia Pty Ltd (DBA), Ms Christian has specialized in this rapidly growing industry for over 15 years, both in Australia and overseas.

Today, Ms Christian is one of Australasia's most respected business commentators. She is frequently quoted in national and international media and is a sought-after keynote speaker at conferences and seminars throughout the region. She holds a BA from the University of Melbourne and is a member of a number of associations both in Australia and internationally. Ms Christian initiated the foundation of BIIA and served as its Chairman for the first two years after its foundation. She continues to serve on the board of directors of BIIA



Steve Goodall, Outsell Inc. USA

As Executive Vice President, Steve is dedicated to enriching the Outsell experience for clients through expanding the company's capabilities and enhancing its operations. Drawing on his 30+ years of experience as a researcher and information industry executive.

Steve has 30 years' experience with J.D. Power and Associates. President of the firm from 1996-2008, Steve led its rapid growth through a focused strategy of new product development, international expansion, brand building, talent acquisition, and infrastructure improvement.

Steve holds an MBA from the University of Southern California. He also has two bachelor's degrees from California State University, Chico, in psychology and in business administration (concentrating in marketing). ***Outsell is a Bronze Sponsor of the BIIA Forum 2011***



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Doug Kaplan, LexisNexis Asia Legal

Doug Kaplan is Chief Executive Officer of LexisNexis Asia, Legal. He is responsible for developing strategies to expand the adoption of on-line information-based products and services, including e-filing and practice management solutions that further the company's strong growth in the region.

A 20-year veteran in media and technology in Asia Pacific, Mr. Kaplan was previously President, Asia for RealNetworks, where he was responsible for expanding their footprint across the region while driving new consumer product launches in Japan, China, Singapore, Australia, and Korea. Prior to RealNetworks, Mr. Kaplan held management positions with technology and information businesses in both the U.S. and Asia. Mr. Kaplan lives in Japan and has extensive experience working throughout Asia and is bilingual in English and Japanese, with conversational Korean, French and German. He holds a Bachelor of Arts degree in Economics and Asian Studies from the University of California (Berkeley).



Dr. Chris Kuehl, Managing Director - Armada Corporate Intelligence USA

Chris Kuehl is the co-founder and Managing Director of Armada Corporate Intelligence, a company created in 1999 to provide strategy foundation, competitive intelligence, business analysis and economic forecasting for corporate clients. He publishes regularly: Business Intelligence Briefs – a daily distributed through Chambers of Commerce throughout the US focused on US economic and business issues. Strategic Intelligence Briefs – a daily distributed through World Trade Centers and international business organizations focused on global economic and business trends. Fabrinomics – a bi-weekly industry analysis produced by the Fabricators and Manufacturers Association. Chris analyses and comments on the results of the Credit Management Index (CMI) for the National

Association of Credit Managers (NACM). Chris is the Chief Economist for Fabricators and Manufacturers Association and the NACM. Chris serves on the Board of Directors of BIIA.

William Lim, Credit Bureau Singapore

Mr William Lim is the Executive Director of Credit Bureau Singapore and was in the team that established the company. He is a member of the board of Dun & Bradstreet Singapore, Dun & Bradstreet Malaysia (D&B), Infocredit Holdings and Credit Bureau Malaysia Sdn Bhd. D&B Singapore is part of the Dun & Bradstreet Worldwide Network. The Credit Bureau Malaysia is an establishment by the Credit Guarantee Corporation, a Bank Negara Malaysia majority owned entity.



A lawyer by training, he was previously with the Singapore Legal Service serving as a Deputy Registrar, Magistrate and District Judge before leaving for private practice. He left practice to join the company in 1999. He has been on the National Trust Council, formed by the Infocomm Development Authority of Singapore, since its formation in 2001.

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Tony Lythgoe, International Finance Corporation (World Bank Group)

Tony Lythgoe heads up IFC's Financial Infrastructure department, incorporating the global Credit Bureau Program and Collateral Registries. He manages a team of 7 senior specialists operating in more than 60 countries and is a member of the global Standard Setting Committee on credit reporting. Tony joined the IFC in 2002 working on a wide variety of technical assistance projects across Asia, Africa and Eastern Europe.

Tony Lythgoe began his career in the financial services industry as a lending officer within a leading UK high street bank, then moving to a major international bank with roles as a senior credit officer and retail portfolio manager. His involvement with credit bureaus began in 1992 when he moved to CCN (now Experian) as a credit scoring consultant specializing in bureau scores and application processing / strategy management. In 1995 this experience was used to help establish Equifax Europe's Decision Solutions business based in London.



Parag Patki, SME Rating Agency of India Limited

Parag Patki is Chief Executive Officer of the SME Rating Agency of India Ltd, a joint venture between Indian financial institutions and Dun & Bradstreet India. SMERA is India's first Rating agency that focuses primarily on the Indian Micro, Small and Medium Enterprise (MSME) segment. SMERA's primary objective is to provide Ratings that are comprehensive, transparent and reliable. This would facilitate greater and easier flow of credit from the banking sector to MSMEs.

Prior to becoming CEO of SMERA, Parag was director of business development at Dun & Bradstreet India responsible for setting up D&B's credit information services in India and in the Middle East. He also held management positions at RICO and Xerox.



Jerome Peze, Tinubu Square, France

Jerome Peze is Chief Executive Officer of Tinubu Square SAS, which designs and manages innovative solutions for credit risk management, credit insurance and receivables financing intended for companies and Multi-National Groups. Since the ASP (Application Service Provider) "Risk Management Center" platform was launched in 2002, Tinubu Square has been constantly improving its functional perimeter and has been increasing its performances. Mr. Peze is also a Senior Advisor to Morgan Stanley on Credit Insurance & Factoring.

Before founding Tinubu Square, Jerome Peze held senior management positions at Euler – Hermes, the world's largest credit insurer; Renault; Paribas Group; SCOA and Arthur Andersen. He is an Advisor for International Trade (CCE, appointed by French Government) and a Major in the French Army (Operational Reserve).

Education: Stanford Business School (MS Sloan); IHEDN (Promotion St. Exupery); INSEAD (YMP), ESC Reims (DESCAF), Certified Accountant

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Klaus Pfeifer, Thomson Reuters Hong Kong Ltd

Klaus is the Managing Director of Thomson Reuters Hong Kong Ltd. since 2006. He is responsible for North Asia, including Hong Kong, Japan, Korea and Taiwan.

Klaus joined Thomson in 2000 as Managing Director for Westlaw Deutschland, based in Frankfurt, Germany. In this role he was responsible for setting up a Westlaw online service for German lawyers.

Prior to joining Thomson, Klaus worked for Redmond Technology Publishing, producing software, online and print training materials for Microsoft and he also led the successful turnaround of a local German consumer publisher. With over fifteen years experience in the online and publishing industries, Klaus has a proven record in developing market-facing operations.



Kuresh Sarjan, Bank of America Merrill Lynch

Kuresh Sarjan is Managing Director & Head of Asia Trade and Supply Chain Finance at Bank of America Merrill Lynch responsible for the firm's Asia Pacific Global Trade & Supply Chain Finance line of business. In his role, Kuresh provides strategic direction and execution with a strong team of highly qualified Trade & Supply Chain specialists located across the region. In a 15 year career with the firm, Kuresh has served in a leadership roles in Corporate Banking spanning Client coverage and Treasury services.

Kuresh is an MBA and Engineering graduate. He has hosted a number of client events and writes extensively on the subject of Global Trade. Kuresh also serves as the Co-Chair of Financial Services Committee of the American Chamber in HK.



Dr. Anthony Scriffignano, The Dun & Bradstreet Corporation USA

Anthony Scriffignano is currently D&B's VP of Global Data Strategy. In this role, he leads the evolution of global strategies, contributes as a thought leader, and regularly spends time with key customers and delivers presentations regarding emerging trends in data. He has extensive background in linguistics and advanced computer algorithms and has leveraged that background as the primary inventor on several patents for D&B.

Scriffignano holds a Ph.D. in Leadership and Change from Antioch University, where he completed a dissertation entitled *Strategic Asymmetric Multicultural Alliances in Business*. He received an M.B.A. from Columbia University, where he was awarded the Jack N. Popper Award for Achievement. He also holds a B.S. and an M.A. in Computer Science from Montclair State University.

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Joachim C Bartels, Business Information Industry Association Asia Pacific – Middle East Ltd. (BIIA)

Joachim C. Bartels is an information specialist with global business experience (operations, planning, M&A, divestitures, market & key account development). He spent most of his career in business-to-business, direct marketing and business information services environments. He pioneered new information concepts, new business models and set up businesses in emerging markets with continually changing political and economic environments. Bartels held line and staff management positions at the Dun & Bradstreet Corporation (D&B) in the USA, and spearheaded D&B's entry into Asia and Eastern Europe.

Bartels is founder and chairman of Intrepid Explorers, Inc. (IEI), a US based information content consultancy (www.intrepidex.com) which is a co-founder and guarantor of BIIA.

Professional affiliations: SIIA - Software and Information Industry Association, based in Washington DC, FCIB, a global association of executives in Finance, Credit and International Business and the UK based International Institute for Strategic Studies.

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The IFC has been supporting BIIA Forums since 2006. BIIA and the IFC are cooperating on important issue in financial infrastructure and commercial credit reporting.