



# BIIA's 10th Anniversary Business Information Conference

Park Lane Hotel, Hong Kong — October 29th & 30th 2015

## Conference Program



# BIIA's 10th Anniversary Business Information Conference

## Welcome to BIIA's 10th Anniversary Business Information Conference



**About the conference:** The purpose of this conference is to provide a neutral, open forum through which business information users, regulators, and government and public information sectors can debate and resolve common issues with members of our industry. Another important purpose is to network, building a bond amongst members in the interest of effective industry advocacy.

Our committee has produced a great program in which important topics will be presented and discussed:

In the **Business Information Track**, we present a number of key topics that relate to the future of trade credit and the implications for business information. It involves an interactive discussion with a major user group, the credit insurance industry. We also present new initiatives such as the Legal Entity Identifier (LEI) and the business information segment, Governance, Risk & Compliance.

In the **Overarching Business Issues Track**, we will discuss issues which impact the business information and consumer credit information segment. The audience will learn about the threats posed by **cyber crime** and how **big data and predictive analytics** take center stage in our industry

The **Consumer Credit Information Track** involves panel discussions concerning current and emerging industry and policy issues. As part of the **Consumer Credit Information Track**, we are holding a pre-conference **workshop** for credit bureau executives on the topic of data standards.

While we are taking this opportunity to celebrate the 10th anniversary of our association, we will not dwell on the past, but to discuss current and future developments which impact all stakeholders.

We also want to thank our founding members who remained stalwart supporters during the past 10 years, our new members, as well as the many volunteers and contributors to [www.biiia.com](http://www.biiia.com).

Finally, many thanks to our sponsors for their generous support of this conference.

Enjoy the conference

Joachim C. Bartels, Managing Director, BIIA

We thank our **Platinum Sponsor** **Dun & Bradstreet** for their support since the foundation of BIIA

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Co-produced in Partnership with the  
International Credit Insurance & Surety Association (ICISA)  
and the Hong Kong Knowledge Management Society



## Welcome Message From Our Chairman

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Dear fellow members, guests and speakers,



In this fast-paced, ever changing world few things remain serviceable after ten years. Yet you are gathered together to celebrate ten years of the BIIA, which remains focused, growing and useful after a decade of development. Maybe we were too early ten years ago? Maybe we have all been iterative in our behavior, changing the organization to fit our requirements as time goes on?

Certainly this anniversary is a tribute to our co-founders, the loyalty of our members, volunteers and the driving force, Joachim Bartels, whose perseverance, ambition and unquenched enthusiasm has been the engine that has powered us to this point. The global industry owes him a huge debt of gratitude.

And it remains true that the challenges we faced a decade ago have not gone away—they have simply become tougher and even more challenging. We said in 2005 that the industry needs a voice in the region. After a decade of advocacy the voice is needed even more, but now it is respected and influential. We said then that the industry needed a way of communicating with users, especially those who may be tomorrow's competitors, and we can point to real progress here. We said that we needed to report the industry news and collate analysis upon it, and Joachim Bartels has given us one of the best industry web sites and a constant build in coverage and usage. We said that our voice needed to be heard in governmental and parastatal debate on industry regulation, and now it certainly is.

I cannot be with you at this meeting and that is a huge source of personal regret, especially since this is the first such meeting that I have missed. But would I be with you I would be urging you all for your thoughts and feedback on how we change and develop for the next ten years. In terms of markets, technology, business models, user expectations, data availability and new product development we must be aware that despite the disruptive turmoil of the last decade, we are likely to see greater and quicker change in the years to come. Our duty is to make BIIA fit for purpose then, and all leadership, ideas and contributions are welcome as we seek to build the utility which will serve you for the next ten years.

A warm welcome to you all, and enjoy the conference to the full.

David Worlock, Chairman, BIIA

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### Meet our Directors



Adrian Ashurst  
Worldbox



Mark Cochrane  
Business Strategies Group



Mike Cutter  
Veda



David Knowles  
Creditsafe



Enrico Lodi  
CRIF



Dan Meder  
Experian B2B



Ruth P. Stevens  
Consultant



Lawrence Tsong  
TransUnion



Peter Villa  
Schufa



Lawrence Yee  
Entrepreneur

# Conference Program

October 29, 2015 Registration opens at 13:00 – Room Harbour East & West, 28/F

14:00 – 14:10



**Welcome by Mark Cochrane**, BIIA Director & Chairman of the Program Committee

Mark is Managing Director of Business Strategies Group Hong Kong – a co-founder member of BIIA

**Message from the Chairman: David Worlock**

David is co-chair of seven Outsell Leadership Councils, a member-service for CEOs and senior executives of media, publishing and information-provider firms. Outsell is a co-founder of BIIA.



## Business Information Track

14:10 – 15:50



**Key Note Address and Panel Discussion on the Future of Trade Credit and the Implications on Information**

**Robert Nijhout**, Executive Director of ICISA - International Credit Insurance and Surety Association

The future of trade credit and the implications on information: The strength and value of the trade credit insurance industry was demonstrated during the recent global financial crisis. Credit insurers were able to fulfil their obligations towards clients and showed how public players are not competitors but complementary to private underwriters.

“The death of trade on open account has been predicted many times before ....”  
What is today the current state of the trade credit insurance market and its outlook? What serious issues or concerns could influencing this outlook?



**Panel Discussion: The state of business information in Asia from the perspective of the user community and information providers**

**Moderator: Richard Wulff**, Group General Manager of QBE's Credit, Surety and Political Risk and Chair of ICISA's Asia Subcommittee

## Panelists:



Adrian Ashurst  
Worldbox



David Buxton  
Arachnys



Anthony Scrifignano  
Dun & Bradstreet



Xiaolei Wang  
Credit Reference Center  
(PBOC)

## Conference Program (continued)

### 15:50 – 16:10 Networking Break

16:10 – 16:55



#### Governance, Risk & Compliance

**Speaker: Phil Cotter**, Managing Director Risk at Thomson Reuters

Due diligence in the supply chain. How to provide best-of-class information, technology and services with the common goal of managing business risk and driving business value?

### 17:00 – 20:00 Reception & Dinner



#### Key Note Address: **Winning the War on Financial Crime: The Promise of an Integrated, Analytics- and Risk-Based Approach**

**Dr. Andrew Jennings**, Senior Vice President and Chief Analytics Officer at FICO

Dinner Sponsored by:



The latest figures indicate that fraud losses continue their upward march. Losses in 2014 reached \$16.3 Bn, up 19% on the prior year. The projected figure for 2020 is \$35.0 Bn. While the rate is rising slower relative to total spend, the problem is not going away any time soon.

Unfortunately, the problem of financial crime is just a symptom of a larger set of conditions. Issuers today face three interrelated challenges: the competitive urgency to leverage Big Data, the proliferation of data breaches, and the goal of improved customer service. Business information lies at the heart of all three – and is also central to the solution. In my remarks I will look ahead at some of the ways that data and technology can come together to tackle these daunting problems.

## October 30, 2015 Overarching Business Issues Track

### 08:00 – 9:00 Networking (Coffee)

09:00 – 9:05 **Welcome: Mark Cochrane**, BIIA Director & Chairman of the Program Committee

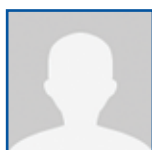
### 09:05 – 10:30 Big Data and Predictive Analytics

**Panel discussion: Moderator Dr. Anthony Scriffignano**, SVP, Chief Data Scientist at Dun & Bradstreet



From data to insights – BIG data and predictive analytics are changing the information landscape – Implications on marketing and risk assessment.

Industry experts suggest that as much as 80% of data being created is not used in business decision-making because of an inability to understand structure or embedded meaning. Compounding the imperative to develop new skills is the very real fact that much innovation is being done not for traditional business problems, but for fraud and other types of malfeasance.



**Sujatha Venkatramanan**  
Consulting Director,  
APAC – Global Consulting  
Practice at Experian  
Asia Pacific



**Dr. Andrew Jennings**  
Senior Vice President and  
Chief Analytics Officer at FICO



**Matt Turner**  
CTO, Media and  
Publishing, MarkLogic

10:30 – 11:00

## Networking Break

11:00 – 11:30



### Legal Entity Identifier and its implications on business information

**Speaker: Michael Ritter**, Head of Central Credit Register at the Deutsche Bundesbank its representative in the Regulatory Oversight Committee (LEI ROC) of the GLEIS and furthermore represents Europe in the LEI ROC Executive Committee.

A Legal Entity Identifier (LEI) is a unique ID associated with a single corporate entity. The lack of a standard identification system for financial counterparties makes it difficult for financial firms to develop a consistent and integrated view of their exposures, such as in the case of default of counterparty. This is a challenge not only for firms, but also creates an obstacle for regulators to aggregate and share information to effectively monitor risks.

Will it become a worldwide standard? What are the opportunities for the business information industry?

11:30 – 12:15



### Cyber Security: Accidents will Happen – Is your Business Prepared?

**Peter Bullock**, Partner at Pinsent Masons, Hong Kong

Business leaders are often ignorant of the risks of a cyber security breach. Why shouldn't they be? The investment that businesses have made in technical and legal people should make such issues go away. Nevertheless recent incidences show they don't!

The speaker will take you through some of the biggest cyber issues facing businesses today; from preparation for a response to an attack, the first 48 hours after an attack/breach is discovered, dealing with the authorities, understanding media/customer/investor reactions and cleaning up the aftermath.

12:15 – 14:00

## Networking Lunch

### Networking Lunch and Keynote: Are You Ready to Navigate the New Privacy?



**Fatemeh Khatibloo**, Forrester, principal analyst serving customer insights professionals

Empowered customers expect services whenever and wherever they want them. Smartphones, social media, and sensors enable companies to collect data that extends far beyond conventional business contexts.

So is privacy dead? Hardly. In fact, now that customers are in the driver's seat, your company's approach to privacy is poised to be a major competitive differentiator. In this session, Fatemeh will describe:

How privacy is being redefined, and what it means our modern digital age. The role context plays in shaping progressive privacy practices. How you can implement contextual privacy to build trust and better customer experiences

## Consumer Credit Information Track

14:00 – 15:30



### Industry Panel Discussing Key Business Issue

**Moderator Tony Hadley**, Senior VP for Government Affairs and Public Policy at Experian – Chair of the BIIA Regulatory Committee

Session Sponsored by:



Regulators in Asia Pacific and other global regions are seeking greater transparency into the operations of the consumer credit reporting industry. They seek transparency relating to bureau data collection and use practices, transparency into how credit bureaus interact with and educate consumers, and, finally, transparency into the processes by which credit bureaus ensure the integrity, quality and accuracy of data.

This panel of experts will examine these complex issues and discuss whether the formulation of common data standards can support bureau development toward reaching greater levels of transparency with regulators, consumers and entities that use credit data. Finally, the panel will discuss the role non-traditional credit data, including information from social media, might play in assessing credit-worthiness.



**Enrico Lodi**  
General Manager  
CRIF Credit Services



**Lawrence Tsong**  
President APAC TransUnion



**Peter Villa**  
Chief Operating Officer  
of Schufa, Germany



**Dr. JC Parrenas**  
Senior Advisor, Nomura Securities  
Co. Ltd. & ABAC Delegate to the  
APEC Finance and Central Bank  
Deputies Meeting



**Dr. Michael Turner**  
Founder, President and  
CEO of PERC

15:30 – 16:00

## Networking Break

16:00 – 16:45



### Closing Keynote:

**FINTECH (Financial Technology) a Disrupter in the Financial Sector and Implications on Credit Information**

**Alex Trott**, Managing Director – Financial Services, Greater China at Accenture, Hong Kong

FINTECH is already fundamentally changing the ways individuals and businesses are managing money, making payments and borrow in funds for all sorts of purposes.

It will fundamentally change information flows. Less borrowing in the banking sector means less information will be pooled by credit bureaus. FINTECH companies are sourcing their own data outside current information data pools. Rather than more information pooling, it appears that we are heading towards more data fragmentation. Will this be the end of the credit bureau business model or will FINTECH companies will be open to co-operation?

16:45 – 17:00

Closing Remarks Meeting Adjourns

# Pre-conference Workshop

## BIIA APCCIS Workshop on Data Standards for the Asia Pacific Credit Bureau Industry



October 29th 2015, 09:00 am to 12:30 pm  
Park Lane Hotel, Hong Kong

The purpose of the workshop is to determine whether standardization of data and formats would be of benefit to credit reporting institutions and data users. Standardization is also seen as a facilitator for greater information sharing between private credit bureaus, public credit registries, collateral registries and other government institutions such as National ID databases. This would be in the interest of region-wide efforts to provide Financial Inclusion to SMEs and Microbusinesses. It would also permit exchange of credit data across borders between credit bureaus.

The workshop is organized by BIIA APCCIS (BIIA's regional initiative for Asia-Pacific Consumer Credit Information Services) and invites leaders from the Credit Bureau Industry, Public Credit Registries, Regulators and credit professionals from the banking, power, water and telecom utilities to attend this workshop. The workshop will be facilitated by the International Finance Corporation (IFC – World Bank).

The potential gains from standardization have increased with the move toward paperless, online and digital access for reporting institutions and data users. Standardization would also help service providers develop new products and tools for lenders. As there are capacity challenges in many emerging economies, the standardization of data and data management practices and services could lead to economies of scale for delivery of lower-cost credit information and reporting systems.

The above recommendations came from the recent 2015 Asia-Pacific Forum on Financial Inclusion, hosted by the Philippine Government and organized by the APEC Business Advisory Council (ABAC) which focused on specific issues relating to the development of credit bureaus, credit information and reporting systems and enabling small and medium enterprise (SME) access to finance through improved secured transactions systems. BIIA board and committee members participate in APEC / ABAC Forums.

Included in the discussions will be the experiences from the Indian and European credit bureau sector and the European Central Bank's AnaCredit project (analytical credit dataset). AnaCredit is a core set of analytical granular credit data to be shared, on a need-to-know basis, across the European System of Central Banks (ESCB).



**Chair and Moderator of the Workshop: Tony Lythgoe**, IFC (World Bank Group) Principal Financial Specialist & Head, Financial Infrastructure IFC

BIIA and its regional committee APCCIS have invited a number of renowned industry experts to participate in the discussions:

- **Peter Sheerin**, BIIA – APCCIS\* Committee Chair (organizer)
- **Neil Munroe**, President ACCIS and member of the BIIA Regulatory Committee
- **Tony Hadley**, Senior VP for Government Affairs and Public Policy at Experian – Chair of the BIIA Regulatory Committee
- **Michael Ritter**, Head of Central Credit Register at the Deutsche Bundesbank
- **JC Parrenas**, Senior Advisor, Nomura Securities Co. Ltd. & ABAC Delegate to the APEC Finance and Central Bank Deputies Meeting
- **Michael Turner**, Founder, President and CEO of PERC
- **Peter Villa**, COO Schufa and Director of BIIA
- **Enrico Lodi**, General Manager CRIF Credit Services and Director of BIIA

This event precedes the **BIIA 10th Anniversary Business Information Industry Conference**, which commences on October 29th 2015 at 2:00 pm and ends on October 30th at 5:00 pm.

Workshop Sponsor: 



## BIIA Behind the Scenes

### Meet Our Hong Kong Office Management and Staff:

BIIA members salute the tireless efforts of the staff of Business Strategies Group for organizing this great event. Business Strategies Group is a co-founder of BIIA and manages BIIA's Hong Kong office.



From left to right: Mark Cochrane (BIIA Director), Kerry Wong, Ankie Deng, Jess Wong, Hayley Zeng and Evan Li.

### Meet Our Editorial Staff:

Thanks to our editorial staff [www.biaa.com](http://www.biaa.com) has become one of the leading industry portals on the subject of business information. The BIIA Newsletter now 10 years old enjoys a wide readership.



**Benni Chui**  
Entrepreneur and  
a start-up consultant



**Rhodri Yorath Williams**  
Retired Master Mariner  
British Royal Navy



**Beryl Bartels**  
Co-editor of the  
BIIA Newsletter

### Meet Our Committee Chairs:



**Tony Hadley**  
Regulatory Committee



**Ruth P. Stevens**  
Marketing Committee



**Mark Cochrane**  
Program Chair



**Peter Sheerin**  
APCCIS Committee

## BIIA Mission

The **Business Information Industry Association** strives to:

- Provide a neutral, open forum through which business information users, regulators, and government and public information sectors can debate and resolve common issues.
- Promote the information content industry by demonstrating the value of information for businesses and national economies.
- Serve as a resource on industry standards, trends, technological developments, and policies.
- Advocate a legal regulatory environment beneficial to the industry.
- Provide a valuable platform for networking.



In line with its mission, BIIA sponsors forums where users, regulators, and academics meet with information industry executives to discuss critical issues. We also represent members in summits on international standards and regulations, such



as a World Bank taskforce to develop the General Principles for Credit Reporting. BIIA is a standing member of the World Bank International Committee on Credit Reporting, which recently published its recommendations on Facilitating SME Financing through Improved Credit Reporting.

BIIA and its members collectively represent an industry position as expressed by its code of conduct, best demonstrated practices and a self-regulatory framework.

## About BIIA

**The Business Information Industry Association** (BIIA) is a trade association for providers of a wide range of business information services that assist other businesses to manage growth and to reduce risk. Our members' services spectrum includes information content, platforms, workflow software, decision systems, compliance and risk assessment tools.

BIIA provides a neutral open forum for its members to debate and resolve common issues with users, regulators, government and the public information sector. BIIA advocates a legal regulatory environment that benefits the industry.

BIIA was formed in 2005 in Hong Kong by several leading information content companies and consultancy firms. Our initial purpose was to promote and protect the emerging business information industry in Asia, but our global reach has expanded. Today BIIA has over 60 members and is affiliated with a large number of related industry associations. BIIA also welcomes members from the user community, regulatory agencies and public sector information.

Through our portal, [BIIA.com](http://BIIA.com), we provide a wealth of information for members, users, regulators and the general public on the latest developments in business information and its value for users and national economies as a whole.

The BIIA library contains over 6,200 posts covering important company announcements, expert opinions, white papers and presentations. BIIA portal has become an important resource on standards, trends, technological developments and policies.

## About Our Partners

### The International Credit Insurance & Surety Association

The International Credit Insurance & Surety Association (ICISA) provides a forum for the continuous exchange of ideas and information, in order to support improving and developing the specialised services its members give the business world. This includes the exchange of views and experience about trading conditions and developments in particular industrial and trade sectors as well as markets, the exchange of information about credit risks and co-operation through reinsurance arrangements. ICISA is based in Amsterdam, The Netherlands. [www.icisa.org](http://www.icisa.org)



### The Hong Kong Knowledge Management Society

The purpose of the Society is to provide a forum for professionals concerned with or interested in knowledge management theory and practice. The Society provides an infrastructure and network for professionals in this field in Hong Kong. The HKKMS collaborates with academic institutions and like-minded professional organization in Hong Kong and in the region. [www.hkkms.hk](http://www.hkkms.hk)



## Meeting Room Allocation

Date	Time	Function	Location
29 October 2015	09:00 – 12:30	Pre-conference Workshop	Room Harbour East & West, 28/F
29 October 2015	13:00 – 14:00	Registration	Reception of Harbour East & West, 28/F
29 October 2015	14:00 – 17:00	Main Conference	Room Harbour East & West, 28/F
29 October 2015	17:00 – 20:00	Reception & Dinner	Park Lane Room III-V, 27/F
30 October 2015	08:00 – 17:00	Main Conference	Room Harbour East & West, 28/F
30 October 2015	12:15 – 14:00	Networking Lunch	Park Lane Room III-V, 27/F

## BIIA Membership Spanning the Globe

### BIIA Full Members



### BIIA Associate Members



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