



6th Annual Cross-Border Distribution Conference

Harnessing innovation to enhance opportunities for investors and fund managers

30th January 2018
European Convention Centre Luxembourg

Agenda

- 08:30 – 09:00 **Registration and welcome coffee**
- 09:00 – 09:15 **Welcome & opening remarks by the Hosts and Chairman**
Lou Kiesch, Partner, *Deloitte Luxembourg*
Jacques Elvinger, Partner, *Elvinger Hoss Prussen*
Yuri Bender, Editor-in-Chief, *Professional Wealth Management (PWM), Financial Times*
- 09:15 – 09:45 **Keynote Opening Address**
Marc Chandler, Global Head of Currency Strategy, *Brown Brothers Harriman*
Introduced by: Baptiste Aboulian, Managing Editor, *Ignites Europe*
- 09:45 - 10:05 **EU Address: Integrating EU capital markets**
Sven Gentner, Head of Unit for Asset Management, DG FISMA, *EU Commission*
Introduced by: Baptiste Aboulian, Managing Editor, *Ignites Europe*
- 10:05 – 10:35 **Keynote dialogue**
Claude Marx, Director General, *Commission de Surveillance du Secteur Financier*
Interviewed by: Lou Kiesch, Partner, *Deloitte Luxembourg*
- 10:35 – 11:00 Coffee break
- 11:00 – 11:45 **Regulatory Panel: Removing the barriers to seamless fund distribution in the EU**
Facilitating the cross-border distribution of investment funds is a key priority for the EU Commission. Why is it taking so long to move from policy to practice? What are the key challenges and how can they be overcome?
 - Aligning the interests of investors and intermediaries across distribution channels
 - Will the Commission's moves to strengthen the ESAs lead to more consistent, integrated supervision? How close are national authorities to achieving supervisory convergence?
 - What are the barriers to online distribution between markets and how can they be removed?

- What's next for UCITS and AIFM frameworks to further facilitate cross-border distribution?

Martin Moloney, Special Advisor, Regulatory Policy, *Central Bank of Ireland*

Martin Parkes, Managing Director, Global Government Affairs and Public Policy, *BlackRock*

Richard Stobo, Head Investment Management Team, *ESMA*

Jean-Marc Goy, Counsel for International Affairs, *Commission de Surveillance du Secteur Financier*

Vincent Ingham, Director of Regulatory Policy, *EFAMA*

Moderator: **Lou Kiesch**, Partner, *Deloitte Luxembourg*

11:45 – 12:30 **Discussion: Playing to win - is it time to reinvent asset management for the new global economy?**

Complacency is no longer an option. Persistent low returns, evolving demographics, rising client expectations as well as pressure on fees and increased regulation are all challenging fund houses to rethink and reboot their business to drive future profitability. What changes are needed to transform asset management firms into powerful, efficient competitors?

- Reconnecting with the client base – how are investor expectations evolving?
- Key product innovations from traditional to alternative, from passive to active
- Assessing the industry response to and appetite for the PEPP
- Where next for fees across as profits come under pressure?
- Mega managers or boutiques – how important is a strong brand?

Peter Branner, Chief Executive Officer, *SEB Investment Management*

Alan Miller, Co-Founder & Chief Investment Officer, *SCM Direct*

Jeremy Soutter, Global Head of Strategic Development, *Carne Group*

David Suetens, Executive Vice President, Country Head, Luxembourg, *State Street*

Diana Mackay, Joint CEO, *Mackay Williams*

Moderator: **Yuri Bender**, Editor-in-Chief, *Professional Wealth Management (PWM), Financial Times*

12:30 – 14:00 Lunch

14:00 – 14:15 **Outlook for the US, one year into the Trump era**

Stuart Fross, Partner and Business Lawyer, *Foley and Lardner LLP*

Introduced by: **Baptiste Aboulian**, Managing Editor, *Ignites Europe*

14:15 – 15:00 **Panel: Digitizing fund distribution – where next?**

Technology is having a profound shift on the fund distribution landscape. As the industry and its investors seek cheaper, faster, transparent and more secure ways of doing business, where do fund managers, brokers and service providers see the opportunities and challenges of this increasingly digitised environment?

- How is digital changing the customer experience?
- Are we witnessing the end of the disintermediation of fund distribution as systems such as Blockchain gain traction?
- From B2C to B2B in robo-advice – where are the opportunities and what are the limitations?
- How can cyber risk be managed as technology takes centre stage?

Steen Foldberg, Head of Luxembourg, Managing Director, *Aberdeen Global Services*

Emilie Allaert, Head of Operations and Projects, *The LHoFT Foundation*

Andre Jaekel, Head of Digital Offering and Project Lead, *Deutsche Asset Management*

Serge Weyland, Chief Executive Officer, *Edmond de Rothschild Asset Management Luxembourg*

*Moderator: **Baptiste Aboulian**, Managing Editor, *Ignites Europe**

15:00 – 15:30 **Investor Dialogue – Integrating ESG into the investment process**

Burkhard Varnholt, Global Deputy Chief Investment Officer, *Credit Suisse* and Chief Investment Officer, *Swiss Universal Bank*

In dialogue with **Yuri Bender**, Editor-in-Chief, *Professional Wealth Management (PWM)*, *Financial Times*

15:30 – 16:00 Coffee break

16:00 – 16:50 **Panel: Brexit – what next?**

The UK's divorce from the EU will potentially have the single biggest impact on cross-border financial services in a generation. Is the fund industry ready for impact?

- Preparing for the changes ahead – what are the priorities as regards distribution, passporting, delegation and marketing?
- How are investors likely to be affected by the transition?
- Is the UK likely to become a 3rd country? How will delegation be organised in a post-Brexit world?
- Who are the likely winners and losers from Brexit?

Gina Miller, Co-Founder, *SCM Direct*

Jean-Louis Laurens, International Ambassador, *AFG*, & Chairman, *Unigestion France Asset Management*

Luc Frieden, Partner, *Elvinger Hoss Prussen*; Former Minister of Finance, Luxembourg

Christophe Girondel, Global Head of Institutional and Wholesale Distribution, Member of Executive Committee, *Nordea Asset Management*

*Moderator: **Yuri Bender**, Editor-in-Chief, *Professional Wealth Management (PWM)*, *Financial Times**

16:50 – 17:00 Closing remarks and close of conference

Jacques Elvinger, Partner, *Elvinger Hoss Prussen*

Yuri Bender, Editor-in-Chief, *Professional Wealth Management (PWM)*, *Financial Times*

17:00 – 18:00 Cocktail