

## ASIFMA Conference 2019:

# The Future State: Cost Efficiencies, New Technologies, and Operational Challenges

2-3 April 2019 | Hong Kong

## Event Factsheet

**Dates:** Tuesday-Wednesday, 2-3 April 2019

**Location:** JW Marriott Hong Kong (JW Marriott Ballroom, Level 3)

### Objective:

To create a flagship annual event in Asia for technology and operations that is designed by the industry for the industry where the industry (sell-side, buy-side, regulators, law firms, consultants and media) can come together once a year to meet and discuss important issues impacting this area. The conference will identify key tech & ops related shared challenges that the industry is facing and bring market participants together to help solve these.

### Program format:

Two-day conference with keynote speeches, panels, three streams (technology, operations, markets), as well a practical/technical sessions/case studies and sponsored workshops (45 min sessions) and learning labs (15-20 min Ted talks) with ample time to network. Consider sponsored luncheons. All sponsored slots proposals vetted through Program WG.

ASIFMA will also think of a document/ paper/ thought leadership piece that we can launch at the event and have a separate meeting with the relevant regulator (e.g. SFC/ HKMA) on that paper at the sidelines of the conference.

### Speaker profile:

Industry experts and senior representatives from sell-side and buy-side communities from technology, operations and COOs, senior representatives from relevant law firms/ consultants/ vendors, global and Asian policy makers, regulators, central banks.

At ASIFMA, we are committed to ensuring **diversity and inclusion** in our workplace and this policy is applied in all areas of our business including speaker roles at our events and conferences. We wish to work with members and partners who share this same commitment and are willing to support this policy.

### Sponsorship:

To effectively engage this esteemed audience and connect with the global and regional community, various sponsorship packages with speaking slot inclusion and advertising opportunities are open to ASIFMA members and non-members for more brand and marketing exposure as well as increasing lead generation. It is expected that mainly vendors/ consultants/ law firms will be attracted by sponsorship.

This will be supplemented by sponsored workshops and sponsored learning labs during the breaks. Limited exhibit opportunities would be available as well.

### Delegate profile:

Expecting 200-300 industry experts (senior tech/ ops/ COOs), sell-side and buy-side representatives, high-level regulators, policy makers, initially by invitation and then marketed to a wider audience.

### Delegate fees:

Admission is complimentary for selected senior regulators, media and confirmed speakers BUT not institutional investors or corporate treasurers as this is not a trading event. Discounted rate for members of ASIFMA and the conference endorsers with full rates for non-members.

The delegate fee structure is as follows:

	Early-bird Rates by 31 Jan 2019		Standard Rates	
	Non-transferrable	Transferrable	Non-transferrable	Transferrable
Members/ Guests of Endorsers	USD300	USD350	USD350	USD400
Non-Members	USD400	USD450	USD450	USD500

Rates are set lower than competitors and in consultation with the COO Markets Committee/ Post Trade Committee/ Fintech Working Group and the Program Working Group. Offer of multi-pass discount (e.g. buying a minimum of 10 passes) for member firms will be studied. Sponsorship packages include a fixed number of delegate passes.

### Marketing:

The conference is promoted through engagement of ASIFMA members in Asia and internationally, and by leveraging the contacts and connections of the conference Endorsers, Media Partners, AFME and SIFMA. The conference website is at [www.asifma.org/tech-ops2019](http://www.asifma.org/tech-ops2019).

### Media:

The event is open to the press (unless specified). For all media inquiry, please contact Corliss Ruggles ([cruggles@asifma.org](mailto:cruggles@asifma.org)).

## Reference:

### SIFMA 2019, 6-9 May, 2019, Boca Raton, Florida

- 900+ delegates (ISV, Law firms, consultants, Banks, Buy-side, Regulators, Media)
- 4 days with up to 7 streams simultaneously; ends each day at 1pm for networking; a 'destination conference'
- 2018: 23 Sponsors (Diamond: Broadridge, Fidelity, Tata Consultancy Platinum: Deloitte, Donnelley Mediant, PwC; Gold: IBM, Shawdow; Silver: Accenture, BNY Mellon, DST, FIS; Sponsors: AIM, Agreement, Appian, Computershare, DTCC, Fannie Mae, Freddie Mac, Gresham, KPMG, Thomson Reuters, Trax) - – mainly vendors consultants but some infra
- 2018: 46 Exhibitors (Agreement Express, Appian, BNY Mellon, BNY Mellon Pershing, Broadridge, Charles River, CGI, Cusip, Deloitte, Donnelley, Doxim, Dreyfus BNY Mellon, DST, eClerxMarkets, eMoney, Equity Institutional, EY, Fannie Mae, Fidelity, FITS, Financial Information Incorporated, Financial Technology Solutions, FIS, Freddie Mac, Globe Tax, Gresham, Inteli Clear, HELI, Matrix, MSRB, NRI, En-Tier, Oyster, Pricing Direct Inc, PwC, Reach, Shadow, Silver Cost Basis, Smarsh, Talisys, Tata Consultancy Services, TCS, Thomson Reuters, UMB, Vestmark, Wolters Kluwer)

### AFME 2018, 20-21 September 2018, London (1<sup>st</sup> Edition)

- 300+ delegates (Law Firms, Consultants, Banks, Buy-side, Regulators, ISV, Media)
- 2 days with 2 streams at certain points in the program
- 14 sponsors (Lead Sponsor: PwC; Partners: HSBC, Morgan Lewis; Associate: Bankex, Blocktrade, Broadridge, CLS, Droit, Eigen, Ledger, Linklaters, LPA, Luther, Oliver Wyman) – mainly ISVs, but some law firms and consultants
- 4 endorsers (Europlace, AFG, EEA, IIB Council)
- 17 media partners (Allaboutrisk, Asset Backed, Bay Pay, BBI, BNC, Debtwire, Economic Journal, Fintech Finance, Fintech Futures, Fintech Weekly, Global Banking & Finance, Global Capital, ICO Battle, ICO Buffer, ICO Holder, Market Inspector, TechFoliance)
- Supported by Tech and Ops Committee