

# INDUSTRY FORUM 2001

Forces of Globalisation &  
Accelerating Change in the  
Financial Services Industry



An AIBF annual industry forum bringing together local and international leaders of the financial services industry to discuss and analyse some of the critical issues that are facing the future of the industry.

A rare opportunity to hear CEO's from leading financial institutions in a One Day Forum.

**Wednesday 7 March 2001**  
**The Regent Hotel Sydney**

**INDUSTRY FORUM LEADER:**

John McFarlane CEO, ANZ, AIBF PRESIDENT

**SENIOR PRESENTERS:**

Alex Au CEO AND VICE CHAIRMAN, OCBC BANK  
Ken Borda CEO, DEUTSCHE BANK  
Jeremy Duffield CEO, VANGUARD  
Mark Lewis SNR. VICE PRESIDENT ASIA PACIFIC, IBM  
Les Owen CEO, AXA  
Vaughn Richter CEO, ING BANK AUSTRALIA

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## Overview

This Industry Forum will confront the critical issues of globalisation and accelerating change that are facing the financial services industry in Australia.

These issues are relevant to every participant in the financial services industry and are having a dramatic effect on the current direction and the future positioning of the industry. Financial service providers need to consider how they will meet the pressures of internationalising their businesses and the opportunities that result.

In order to consider these issues, the AIBF in conjunction with B@nkFin Consulting have gathered together leaders from some of the biggest financial institutions in the world to give you leading edge insights into how these issues are affecting their organisation's strategies, competitiveness and their markets.

These Executive speakers cover the gamut of the financial services industry including banking, insurance and funds management that operate in the United States, Europe and South East Asia.

This is your opportunity to be part of a unique event and should not be missed!

## About AIBF

[www.aibf.com.au](http://www.aibf.com.au)

The Australasian Institute of Banking and Finance is in its 115th year and is an education facilitator and provider of a range of services to members of the banking and financial services industry. Its role in the industry has grown in importance because of the need for members to be better informed and educated on the massive transformation that the industry has and is experiencing.

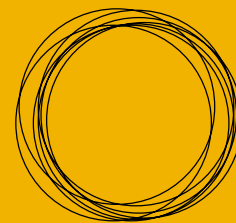
## About B@nkFin Consulting

[www.bankfin.com.au](http://www.bankfin.com.au)

B@nkFin specialises in providing strategic and marketing consulting services to financial service providers and technology companies. B@nkFin has a strong strategic relationship with the AIBF. Managing Director of B@nkFin Bryan O'Connell has worked with the AIBF for a number of years and has written a number of major articles for the Journal of Banking + Financial Services (B+FS) including his regular column known as "On the Cutting Edge."

## Industry Forum 2001 Program

8.30-9.00am	<b>Registration</b>	
9.00-9.15am	<b>Welcome – John McFarlane</b> PRESIDENT AIBF	
9.15-10.00am	<b>Mark Lewis</b> HEAD OF FINANCIAL SERVICES, IBM ASIA PACIFIC <ul style="list-style-type: none"><li>&gt; Forces of globalisation in the financial services industry</li><li>&gt; Technology as the driver of competitive advantage</li><li>&gt; New business models and roles/opportunities for banks in ecommerce</li></ul>	
10.00-10.45am	<b>Ken Borda</b> CHIEF EXECUTIVE OFFICER, DEUTSCHE BANK AG <ul style="list-style-type: none"><li>&gt; Deutsche Bank's growth as a global financial services provider</li><li>&gt; Deutsche Bank's successful strategy in the Australian financial services market</li><li>&gt; Future challenges for Investment Banks in the region</li></ul>	
10.45-11.15am	<b>Morning Tea</b>	
11.15-12.00noon	<b>Les Owen</b> GROUP CHIEF EXECUTIVE, AXA <ul style="list-style-type: none"><li>&gt; Insights into the growth of AXA as a global financial services provider in the Asia Pacific Region</li><li>&gt; Disaggregation of the value chain – AXA's role</li><li>&gt; AXA's vision for the future in the Region</li></ul>	
12.00-12.45pm	<b>Vaughn Richtor</b> CHIEF EXECUTIVE OFFICER, ING BANK <ul style="list-style-type: none"><li>&gt; INGDirect as a successful direct entrant to global markets and traditional banks- experience to date</li><li>&gt; INGDirect in Australia – key objectives and product strategy</li><li>&gt; Channel distribution strategy- are branches still needed?</li></ul>	
12.45-2.00pm	<b>Lunch</b>	
2.00-2.45pm	<b>Jeremy Duffield</b> MANAGING DIRECTOR, VANGUARD AUSTRALIA LIMITED <ul style="list-style-type: none"><li>&gt; Is bigger better in the funds management industry?</li><li>&gt; Australia's market attraction to the funds management industry and how Vanguard has successfully created a presence</li><li>&gt; Increasing competition and Vanguard's future strategies</li></ul>	
2.45-3.30pm	<b>Alex Au</b> VICE CHAIRMAN & CHIEF EXECUTIVE OFFICER, OCBC <ul style="list-style-type: none"><li>&gt; Competitive forces and direction of banks in Asia</li><li>&gt; Regionalisation of banks in Asia</li><li>&gt; Market opportunities for financial institutions particularly with the Internet and e commerce; ANZ/OCBC joint venture</li></ul>	
3.30-4.00pm	<b>Afternoon Tea</b>	
4.00-4.45pm	<b>John McFarlane</b> CHIEF EXECUTIVE OFFICER, ANZ <ul style="list-style-type: none"><li>&gt; Forces at work that are changing the industry</li><li>&gt; How cultural change can be engineered to attract and retain talent</li><li>&gt; ANZ's response to these</li></ul>	
4.45-5.00pm	<b>Open discussion</b>	
5.00-5.15pm	<b>Closing comments – John McFarlane</b> PRESIDENT AIBF	
5.15-6.30pm	<b>Cocktails</b>	



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**Mark Lewis** > General Manager, Financial Services Sector, IBM Asia Pacific. Responsibilities include integrating IBM e-business initiatives across the financial service industry. Currently resides in Singapore, holds a Bachelor of Science degree in Industrial Administration from Iowa State University, MBA in Finance from Texas Christian University and has studied advanced international business courses at Clairmont College in California. Career spans 23 years in IBM.

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**Ken Borda** > Appointed CEO of Deutsche Bank Australia and New Zealand in June 1999 having previously been Head of Investment Banking Division for Australia and North Asia. In addition to his Australasian responsibilities, Ken is a member of Deutsche Bank's Asia Pacific Board and Executive Committee and also a Director of the Sydney Futures Exchange. Ken joined Deutsche Bank (then Bain & Co.) in 1983 from private and corporate legal practice.

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**Les Owen** > Group Chief Executive of AXA Asia Pacific Holdings Limited since 1 January 2000. Prior to joining AXA, held various positions in Sun Life, one of UK's largest and most successful life assurance companies. Was appointed Group Managing Director of Sun Life in 1995 and appointed Chief Executive of AXA Sun Life in 1997 following the merger between AXA and UAP.

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**Vaughn Richtor** > Vaughn Richtor represents a new breed of banker. After a long international career, Vaughn is now Chief Executive Officer of ING Bank (Australia) where he's responsible for ING's retail banking operations in Australia. He has worked in the finance industry since 1980 and joined the ING group in 1991. Vaughn has a passion for sport as well as collecting and playing vintage guitars.

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**Jeremy Duffield** > Managing Director of Vanguard Investment Australia Ltd. Vanguard Australia is a leading provider of index fund services. Mr Duffield grew up in Melbourne, Australia and went to USA to attend university. Holds a Bachelor of Arts (Economics) with Highest Distinction from the University of Virginia and has attended Program for Management Development at Harvard Business School. Career spans 20 years with Vanguard commencing as the Assistant to the Chief Executive in 1980.

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**Alex Au** > Vice-Chairman & CEO, OCBC Bank, the second largest bank in Singapore by market capitalisation. A Public Accountant by training, he spent 29 years with Hang Seng Bank in Hong Kong, with the last 4 1/2 years as its CEO. Prior to joining OCBC Bank in September 1998, he had a short stint as Group Executive Director of Standard Chartered Bank in London.

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**John McFarlane** > CEO of ANZ, one of the four leading banks in Australia and New Zealand and is one of the top ten companies listed on the Australian Stock Exchange. Born in Scotland, graduate of University of Edinburgh, with a Master of Arts degree and MBA. Completing his accounting and corporate finance training at London Business School. Prior to ANZ, was Group Executive Director of Standard Chartered, 18 years with Citibank, began his career with Ford Motor Company in manufacturing.

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