

## FXIC Shanghai 2014 Event Agenda

### Agenda-at-a-glance

<b>December 9, 2014</b>	
8:00 AM-5:00 PM	Registration Open
9:30 AM-9:45 AM	Hosts Opening Remarks
9:50 AM-10:20 AM	The Current State Of Chinese Regulation
10:25 AM-10:55 AM	Networking Coffee Break & Snacks
11:00 AM-11:30 AM	How To Reach Chinese Clients – From The Local Perspective
11:40 AM-12:10 PM	Selecting A Compatible Broker
12:15 PM-1:15 PM	Networking Lunch Buffet
1:20 PM-1:50 PM	Start-A-Broker Workshop
2:00 PM-2:45 PM	Innovator Inquisition: Explore The Viability Of New Products In FX
2:50 PM-3:35 PM	How To Apply The Right Mix Of Liquidity
3:40 PM-4:10 PM	Networking Coffee Break & Snacks
4:15 PM-5:00 PM	Chinese Market Entry Strategies For Foreign Brokers
<b>December 10, 2014</b>	
8:30 AM-2:00 PM	Registration Open
9:30 AM-9:45 AM	Day 2 Opening Remarks
9:50 AM-10:35 AM	The Future Of RMB
10:40 AM-11:00 AM	Client Funds – The China Puzzle
11:05 AM-11:35 AM	Networking Coffee Break & Snacks
11:40 AM-12:25 PM	Shanghai Free Trade Zone: What It Means For You
12:30 PM-1:05 PM	Rethink Broker's Technology Infrastructure And Operation
1:10 PM-2:10 PM	Networking Lunch Buffet
2:15 PM-2:45 PM	Challenges And Opportunities For Opening A Chinese Office
2:50 PM-3:20 PM	Global Best Practices In A Rapidly Changing FX Market
3:20 PM-3:30 PM	Closing Remarks & Sponsor Raffle
3:30 PM-4:00 PM	Closing Networking Coffee Break & Snacks

## FXIC Shanghai Full Agenda

December 9, 2014	
8:00 AM-5:00 PM	<b>Registration Open</b>
9:30 AM-9:45 AM	<b>Hosts Opening Remarks</b>  Ian McAfee, Shift Forex Randy Zhou, FXShell
9:50 AM-10:20 AM	<b>The Current State Of Chinese Regulation</b> When operating in China in a grey area, foreign brokers need to be very careful not to upset Chinese authorities. Some brokers have had offices for several years, while others have entered and exited the market quickly. In this panel, you'll learn about the current state of Chinese regulation, its landscape, and various types of representative licenses available (AIC vs. CRBC). You will also gain best practices for maintaining a good standing with Chinese regulators.  <b>Moderator:</b> Randy Zhou, FX Shell  <b>Panelists:</b> Wu Peng, CaiFX Alan Wang, Hong Kong Exchanges and Clearing Limited David Wu, PwC China
10:25 AM-10:55 AM	<b>Networking Coffee Break &amp; Snacks</b>
11:00 AM- 11:30 AM	<b>How To Reach Chinese Clients – From The Local Perspective</b> The Chinese retail market is growing fast, but reaching this expanding audience presents a unique set of challenges for international and local brokers. This panel will feature leading Chinese brokers and other market participants in a discussion on how to best reach retail FX traders through digital and other channels as well as insights into the domestic retail FX market.  <b>Moderator:</b> Josh Zhou, BrokersToChina Consulting  <b>Panelists:</b> Grant Chan, Tong Seal Business Consulting Co., Ltd. Adam Xing Yang, WhoTrades
11:40 AM-12:10 AM	<b>Selecting A Compatible Broker</b> Broker selection is one of the most important decisions an introducing broker or money manager can make when setting up or seeking to expand its business. This panel will discuss the different liquidity, credit and technology offerings from brokers as well as other key criteria to broker selection such as commercial models, marketing support, and on-boarding issues.  <b>Moderator:</b> Liu Xiyang, Xi Yang Finance Science School  <b>Panelists:</b> Sky Feng, Admiral Markets Pavel Khizhnyak, ForexClub Boris Chung, Domino Forex
12:15 AM-1:15 PM	<b>Networking Lunch Buffet</b>
1:20 PM-1:50 PM	<b>Start-A-Broker Workshop</b> Shift Forex is a world leader in starting new brokers. The firm launches upwards of five

	<p>new FX brokers monthly around the world through its unique Start-A-Broker (SAB) program. This workshop will provide Shift's best practices, expertise and practical knowledge on how to start a new FX brokerage targeting China and address common misperceptions and mistakes that new brokers make.</p> <p><b>Speaker:</b> Ian McAfee, Shift Forex</p>
2:00 PM-2:45 PM	<p><b>Innovator Inquisition: Explore The Viability Of New Products In FX</b>        During this interactive session, up and coming technology providers will pitch their newest ideas to an expert panel of industry veterans. Our panelists will examine each idea and ask incisive questions to determine the true value of each proposition, including their strengths and weaknesses as well as potential new applications in the industry.</p> <p><b>Moderator:</b> Anthony DiSanti, Shift Forex</p> <p><b>Experts:</b>        Lachlan Green, AMI FX</p> <p><b>Technology Providers:</b>        Tim Brankin, TradeToolsFX        Gabriel Wang, XinWaiHui and InvHero</p>
2:50 PM-3:35 PM	<p><b>How To Apply The Right Mix Of Liquidity</b>        The retail FX industry is experiencing a golden age of liquidity according to many market experts. At the same time, there is a huge array of liquidity models available, including ECN, DMA, STP, RFQ as well as a host of single-provider and aggregated solutions available from banks, non-banks, high frequency firms and others. This panel will present a coherent framework for analyzing the strengths and weaknesses of these different structures and applying the right mix of liquidity to support a broker's specific business model.</p> <p><b>Moderator:</b> Evan Zhao, LiguTek China        Greg Berman, Shift Forex (English)</p> <p><b>Panelists:</b>        Jason Huang, CFH Systems Asia        Cosmo Zhu, FX Dynasty        Kurt Vom Scheidt, Saxo Bank        Amy Lee, Your Best Solutions, LTD.</p>
3:40 PM-4:10 PM	<p><b>Networking Coffee Break &amp; Snacks</b></p>
4:15 PM-5:00 PM	<p><b>Chinese Market Entry Strategies For Foreign Brokers</b>        One of the best ways to enter a new market is through local partners, and China is no different. How does a foreign broker find Chinese IBs and white label partners? What do these IBs expect in terms of rebates, marketing support, and technology? Are there other things that are important to Chinese IBs that are not as common in other geographies? A panel of industry experts will address these questions and others to help you plan your market entry strategy.</p> <p><b>Moderator:</b> Adam Sun, FX Shell</p> <p><b>Panelists:</b>        Siju Daniel, FXCM Asia</p>

	Jacob Plattner, Alpari Kevin Wang, GKFX Evan Zhao, LiguTek China
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8:30 AM-2:00 PM	<b>Registration Open</b>
9:30 AM-9:45 AM	<b>Day 2 Opening Remarks</b> Ian McAfee, Shift Forex
9:50 AM-10:35 AM	<p><b>The Future Of RMB</b>          Will the RMB replace the dollar to become the global reserve currency as the Chinese government hopes? Last year, the RMB overtook the Euro as the 2<sup>nd</sup> most used global trade currency, and the government unveiled several initiatives to expand that growth further. Additional liberalization of trade flows and a free floating RMB are another important part of this picture, and these events have the potential to be one of the most impactful changes to the currency markets this century. Learn from experts and government officials involved in China's path toward RMB liberalization and how this might affect the FX markets.</p> <p><b>Moderator:</b> Kelvin Lau, Standard Chartered Bank (Hong Kong) Limited</p> <p><b>Panelists:</b>          Jiahe Chen, Cinda Securities          John Sun, CITIC Securities International          Liangliang Ma, CEBM Group</p>
10:40 AM-11:00 AM	<p><b>Client Funds – The China Puzzle</b>          Due to restrictions on transfer of funds, getting client money out of China can be a challenge. However, many brokers have built large China businesses with significant amounts of client funds. How did they do this? This session will address payments options for China and how to move client funds to your broker.</p> <p><b>Speaker:</b>          Eric Yang, China Unionpay</p>
11:05 AM-11:35 AM	<b>Networking Coffee Break &amp; Snacks</b>
11:45 AM-12:30 PM	<p><b>Shanghai Free Trade Zone: What It Means For You</b>          In 2013, the government unveiled an expansion of the Shanghai Free Trade Zone to allow for greater flows of cross-border trade, greater freedom on currency exchange, and new regulations allowing foreign firms more direct access to Chinese clients. Learn about this new free trade zone and potential implications for brokers and institutional players to be able to directly engage with clients in mainland China.</p> <p><b>Moderator:</b> Greg Berman, Shift Forex</p> <p><b>Panelists:</b>          Richard Cant, Dezan Shira &amp; Associates          Bo Chen, Shanghai University of Finance and Economics          Gao Zhanjun, CITIC Beijing</p>
12:35 PM-1:05 PM	<p><b>Rethink Broker's Technology Infrastructure And Risk Management</b>          No brokerage or trading operations can succeed unless they have a keen strategy around their technology infrastructure and operations. This panel will provide an overview of the range of middle and back-office systems available to brokers, important criteria for selecting the appropriate technology. It will also cover key considerations in setting up and managing brokerage technology infrastructures to</p>

	<p>minimize operational risks and recover from system interruptions.</p> <p><b>Moderator:</b> Gerald Segal, Leaprate</p> <p><b>Panelists:</b>          Leon Chen, Quant Technology          Martin Lockstrom, Quant Core Capital Management          Amy Lee, Your Best Solutions, LTD.          Jason Huang, CFH</p>
1:10 PM-2:10 PM	<b>Networking Lunch Buffet</b>
2:15 PM-2:45 PM	<p><b>Challenges And Opportunities For Opening A Chinese Office</b>          Many brokers have decided that having an on-the-ground presence is important for recruiting Chinese IBs and clients. But does it make sense for you to open an office in China? During this session, you'll discover the challenges and opportunities of having an on-the-ground office, the process for opening one, where to recruit staff, and other issues to consider when launching a physical presence in China.</p> <p><b>Speaker:</b> Linda Lee, ACI</p>
2:50 PM-3:20 PM	<p><b>Global Best Practices In A Rapidly Changing FX Market</b>          The modern foreign exchange brokerage industry has evolved and matured significantly over the last decade. This session will provide an overview of the top current trends and best practices around marketing, building the sales machines, website design, client transparency, automation, and overall keys for delivering the best possible client experience.</p> <p><b>Moderator:</b> Randy Zhou, FXShell</p> <p><b>Panelists:</b>          Greg Berman, Shift Forex          Anthony DiSanti, Shift Forex</p>
3:20 PM-3:30 PM	<p><b>Closing Remarks &amp; Sponsor Raffle</b>          Ian McAfee, Shift Forex          Randy Zhou, FXShell</p>
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