

# SME Banking Asia

*Shaping the Future through Innovation in SME  
Banking & Financing*



Tuesday & Wednesday – October 14 & 15, 2008  
The Ritz-Carlton, Kuala Lumpur

## International Panel of Speakers

### Takahiro Sekido

Deputy Director & Resident Economist,  
**Japan Centre for International Finance**  
– **BANK OF JAPAN, SINGAPORE**

### Margarete O. Biallas

Manager – Access to Finance, **IFC – WORLD  
BANK GROUP**

### Farrukh Zain

Head – Business Banking, UAE, **THE ROYAL  
BANK OF SCOTLAND, UAE**

### Tashwinder Singh

Managing Director & Head Commercial  
Relationship – Global Commercial Bank,  
**CITIBANK, INDIA**

### Tamim Islam,

Assistant General Manager & Head of  
Development Department, **GRAMEEN  
TRUST, BANGLADESH**

### Rob Goudswaard

Managing Director – Regional, Rural & Small  
Business Banking, **ANZ, AUSTRALIA**

### Husni Salleh

Chief Executive Officer, **MALAYSIA  
VENTURE CAPITAL MANAGEMENT  
BERHAD (MAVCAP), MALAYSIA**

### Hamzah Saari

Head of Consumer Banking, **CIMB ISLAMIC  
BANK BERHAD, Malaysia**

### Nilanjan Ray

Head of SME Business Banking Group, **ABU  
DHABI COMMERCIAL BANK, UAE**

### Neil Katkov

Senior Vice President & Head of Asia  
Research, **CELENT, JAPAN**

### Pradeep T. Moudgal

President & CEO, **LIONS CONSULTING  
SERVICES, INC., USA**

In the last decade, the banking industry has experienced rapid growth and massive changes in both products and services, with increasing emphasis on Small and Medium Enterprises (SME). With as much as 90% of Asian Economy driven by SMEs, **banks are positioning themselves to generate new, innovative ideas and strategies to attract SMEs** and cater to the needs of this demanding segment.

This unique event will provide key financial players with the **insights and knowledge to strengthen their conventional banking style** while exploring **new strategies and methodologies** to maintain an edge with the latest developments. The keynote speakers and case studies will **address the pivotal barriers in SME Banking** and **provide innovative solutions to enhance productivity and profitability.**

Drawing an executive delegation from across Asia, this event simply cannot be missed. It is an essential platform for enhancing industry knowledge while networking with key executives in the region.

## WHAT this conference OFFERS:

- ◆ **Insights on proven SME Banking business models** from the best practitioners to help you analyze, benchmark and apply a successful SME Banking business model within your bank.
- ◆ **Optimal tools and applications to innovate products and services** with the aim of expanding your current product spectrum to attract new SMEs and foster customer loyalty.
- ◆ **Real life examples, success stories and case studies** so you can learn to overcome the obstacles prominent banks around the globe faced in establishing successful SME Business Units.
- ◆ **Knowledge sharing and idea exchange with key industry players** to share your success stories and benchmark against competitors.

### Media Partners:



## WHO should ATTEND:

*Senior Vice Presidents, Vice Presidents, General Managers, Directors, Heads, Senior Managers & Managers of:*

- ◆ **SME Banking** ◆ **Commercial Banking** ◆ **Retail Banking** ◆ **Corporate Banking** ◆ **Business Banking** ◆ **Enterprise Banking** ◆ **Marketing** ◆ **Product Development** ◆ **Relationship Banking** ◆