

Structured products

NORDIC REGION 

To Register

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structuredproductsonline.com/spnordicregion2008

11-12 June 2008, Sheraton Stockholm Hotel



Embracing change and overcoming challenges in a sophisticated structured products market

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Welcome to the second **Structured Products Nordic Region** conference. Building on the success of last year's event, we have created another timely but diverse programme which has been designed to keep you abreast of the latest market developments.

Held at The Sheraton Hotel in Stockholm on June 11 & 12, **Structured Products Nordic Region 2008** brings together the leading lights of this rapidly developing market. The number of delegates and the wealth of content relevant to both the manufacturer and distributor businesses make attendance an imperative for professionals in the world of derivatives-based investments.

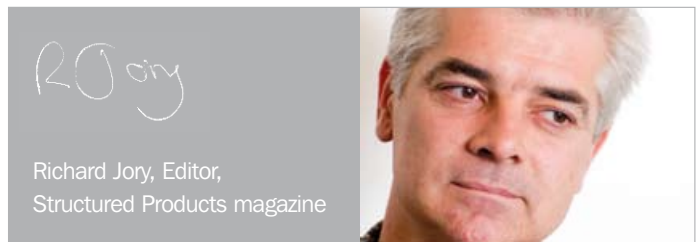
Reflecting the enhanced influence of European regulators, we include a session based on the impact of Mifid and the constraints that this new regulation has imposed on selling structured products to private clients. With an eye to the broader financial markets, we also offer an insight into the increasing complexity and sophistication of the consumer and of the products he buys.

Further sessions on indexing, commodities, and the suitability and pricing of structured products are intermingled with a view of the overall market from the private banking and asset management perspective.

Structured Products Nordic Region provides the ideal forum for meeting your clients and counterparts expanding your knowledge of the market.

We look forward to meeting you there.

Best regards



Richard Jory, Editor,
Structured Products magazine

Who should attend?

Chiefs, Global Heads, Heads, Managing Directors, Directors, Senior Vice Presidents and Vice Presidents of the following institution types should attend:

- ❖ Retail Banks
- ❖ Private Banks
- ❖ Family Offices
- ❖ Hedge Funds
- ❖ Portfolio Managers
- ❖ Asset Managers
- ❖ Wealth Managers
- ❖ Risk Managers
- ❖ Insurance Companies
- ❖ Pension Funds

Structured Products events schedule 2008



Structured Products Greece
February 2008



Structured Products Espana
February 2008



Structured Products Deutschland
March 2008



Structured Products Middle East
April 2008



Structured Products Americas
May 2008



Structured Products France
May 2008















Structured Products Nordic Region
June 2008



Structured Products Canada
June 2008



Speakers:

<p>Mikael Axelsson, Chief Executive Officer, OAK CAPITAL GROUP</p>		<p>Fredrik Brunlid, Head of Structured Products, HQ BANK</p>		<p>Steven Goldin, Vice President of Portfolio Services, STANDARD AND POOR'S</p>		<p>Joel Grönberg, Partner, SÖDERBERG & PARTNERS</p>	
<p>Annika von Haartman, Head of Unit, Prospectus and Listing, FINANSINSPEKTIONEN</p>		<p>David Hansson, Managing Director, Structured Investments Distributor Marketing, JPMORGAN</p>		<p>Sami Järvinen, Managing Director, Partner, FINACTU</p>		<p>Dan Jexin, Vice President, Equity & Fund Derivatives, NOMURA</p>	
<p>Antti Parviainen, Director, Head of Structured Products Finland, NORDEA MARKETS</p>		<p>Anders Sandberg, Managing Director, GARANTUM FONDKOMMISSION</p>		<p>Anders Malm, Partner, OREUM ADVOKATBYRÅ</p>		<p>Mathias Westling, Co-Head of Nordic and Eastern European Region, Structured Investor Products, RBS</p>	

Don't miss our complimentary workshop, led by an expert practitioner in an extended 'classroom' setting:

The basics of building and pricing structured products

Led by **Serge Lignot**, Director, Structuring and Advisory, LANDSBANKI



- ❖ Identifying the components
- ❖ The option: easy to package
- ❖ Who is paying the spread?
- more difficult to handle
- ❖ Shifting the guarantees
- ❖ Comprehension of the structure



Structured Products Ireland
September 2008



Structured Products West Coast USA
September 2008



Structured Products Asia
September 2008



Structured Products CEE
September 2008



Structured Products Switzerland
October 2008



Structured Products Italia
October 2008



Structured Products Europe
November 2008



Structured Products South East Asia
December 2008

Day 1 – Wednesday 11 June 2008

8.30	Registration and breakfast
8.50	Welcome address: STRUCTURED PRODUCTS MAGAZINE
9.00	Keynote address: The challenges of a complex market and growing sophistication/demands of the consumer Speaker to be confirmed
9.40	Masterclass: Megatrends in structured products – implications for the Nordics <ul style="list-style-type: none"> ❖ Megatrends in the structured products industry ❖ How product providers proactively strive to change the market for structured products ❖ Issues and challenges for the industry with concentrated risks and ways to de-concentrate positions ❖ Implications for the industry and a new generation of products David Hansson, Managing Director, Structured Investments Distributor Marketing, JPMORGAN
10.20	Morning break and an opportunity to visit the exhibition
10.40	Masterclass: Innovations in indexing <ul style="list-style-type: none"> ❖ Evolution of investment products and index innovation ❖ Key areas of innovation ❖ Trends in index development and use in product underlyings Steven Goldin, Vice President of Portfolio Services, STANDARD AND POOR'S
11.20	Masterclass: Investing in commodities <ul style="list-style-type: none"> ❖ Overview of major commodity groups ❖ The role of commodities in structured products portfolios Speaker to be confirmed
12.00	Masterclass: When do we implement MIFID? <ul style="list-style-type: none"> ❖ How has MIFID affected the structured products market? ❖ Complexity and risk – accepting the difference ❖ Effective and meaningful appropriateness tests ❖ Common pitfalls in marketing ❖ Can structured products be debt financed? ❖ Where do we go from here? Anders Malm, Partner, OREUM ADVOKATBYRÅ
12.40	Lunch and an opportunity to visit the exhibition
13.40	Masterclass: Structured products for cash management <ul style="list-style-type: none"> ❖ Types of products ❖ Benefits for the investor Antti Parviainen, Director, Head of Structured Products Finland, NORDEA MARKETS
14.20	Masterclass: Investor profiling and suitability of structured products <ul style="list-style-type: none"> ❖ Using structured products to match your clients' specific risk profiles ❖ What structure for what investment view for what market environment? Speaker to be confirmed
15.00	Masterclass: Structured products with emerging markets underlyings <ul style="list-style-type: none"> ❖ Why invest in emerging markets? ❖ What are the newest regions? ❖ What are the benefits of using structured products in these markets? ❖ What are the latest strategies and features used? Mikael Axelsson, Chief Executive Officer, OAK CAPITAL GROUP AB
15.40	Interactive business networking session: An effective form of networking designed to build lasting business relationships
16.10	Afternoon break and an opportunity to visit the exhibition
16.30	Masterclass: How can the end-investor benefit from equity-linked index products with capital protection? <ul style="list-style-type: none"> ❖ Using secondary markets and capital protection ❖ How does the event-driven investor become a time-driven investor? Dr. Ulf Lindberg, Financial Advisor, FACTUM FOND OCH FÖRSÄKRING
17.10	Champagne roundtable: An overview of the Nordic structured products market <ul style="list-style-type: none"> ❖ The marketing of structured products in general ❖ How do the region's regulatory bodies supervise the structured products markets? (for example; marketing issues, prospectuses, code of conducts, investor education etc.) ❖ What are the current trends in structured funds and what is next for the Nordic market? Mathias Westling, Co-Head of Nordic and Eastern European Region, RBS Annika von Haartman, Head of Unit, Prospectus and Listing, FINANSINSPEKTIONEN Tero Oikarinen, Market Supervisor, FINNISH FSA (RAHOITUSTARKASTUS) Dan Jexin, Vice President, Equity & Fund Derivatives, NOMURA Other speakers to be confirmed
17.50	Chairman's closing remarks
18.00	Cocktail reception

Day 2 – Thursday 12 June 2008

8.30	Registration and breakfast
9.00	Welcome address: STRUCTURED PRODUCTS MAGAZINE
9.00	<p>Masterclass: Structured products and MIFID: a regulator's view</p> <ul style="list-style-type: none"> ❖ When is a product non-complex? ❖ What tests whether a product is appropriate or not entail? ❖ New rules on marketing <p>Annika von Haartman, Head of Unit, Prospectus and Listing, FINANSINSPEKTIONEN</p>
9.40	<p>Masterclass: Structured products in a portfolio: the private banking view</p> <ul style="list-style-type: none"> ❖ HQ Bank's business ❖ The HQ view on structured products ❖ Structured products for different segments of private banking clientele ❖ Structured Products in "industrialized" asset management: how do we do it? <p>Fredrik Brunlid, Head of Structured Products, HQ BANK</p>
10.20	Morning break and an opportunity to visit the exhibition
11.00	<p>Masterclass: Long term asset management using structured products</p> <ul style="list-style-type: none"> ❖ Background ❖ Real examples: <ul style="list-style-type: none"> - Equity linked portfolios - Non equity linked portfolios - Asset management in a mutual fund format ❖ Future potential <p>Anders Sandberg, Managing Director, GARANTUM FONDKOMMISSION</p>
11.40	<p>Masterclass: Giving value to end investors through structured analysis</p> <ul style="list-style-type: none"> ❖ Explaining Söderberg & Partners rating methodology ❖ Separation of analysis of structure and of expected underlying market potential ❖ Requirements for ratings inclusion ❖ New developments for 2008 <p>Joel Grönberg, Partner, SÖDERBERG & PARTNERS</p>
12.20	Lunch and an opportunity to visit the exhibition
13.20	<p>Masterclass: Techniques for educating investors on the risks and attributes of structured investments</p> <ul style="list-style-type: none"> ❖ The importance of education – meeting and managing the client's expectations ❖ Improving and extending structured products reporting ❖ Providing realistic scenarios in order to assess the profit / loss potential more fully ❖ Understanding the underlying risk distributions inside the products ❖ Educating clients on the portfolio effects of adding structured products <p>Sami Järvinen, Managing Director, Partner, FINACTU</p>
14.00	<p>Masterclass: Product design and benefits of hybrid products in a volatile market</p> <ul style="list-style-type: none"> ❖ Are hybrid products the solution to post credit crunch turmoil? ❖ Value of hybrids in a portfolio <p>Mathias Westling, Co-Head of Nordic and Eastern European Region, RBS</p>
14.40	Afternoon break and an opportunity to visit the exhibition
15.20	<p>Product analysis for investor suitability</p> <ul style="list-style-type: none"> ❖ Analysis of different products ❖ Suitability for different categories of investor <p>Roland Dahlman, Head of Wealth Management, INVESTERUM</p>
16.00	<p>Masterclass: Open architecture – the benefits for investors</p> <ul style="list-style-type: none"> ❖ Does open architecture really mean more transparency and lower fees for the end investor? ❖ White labeling as a cost effective form of open architecture <p>Serge Lignot, Director, Structuring and Advisory, LANDSBANKI</p>
16.40	Closing remarks
16.50	End of conference

It is important to note that there are restrictions on representatives from investment banks and other structuring institutions attending this conference. Sell-side institutions include investment banks, structuring asset managers, consultants and technology vendors – to apply for a place from a limited number, please visit structuredproductsonline.com/events/application

For programme updates and information on how to register, please contact: **Sarika Mehta** on +44 (0)20 7968 4551 or by email: sarika.mehta@incisivemedia.com

To find out how your organisation could benefit from sponsoring or exhibiting at this event, please contact: **Peter Petkov** on +44 (0)20 7484 9730 or by email: peter.petkov@incisivemedia.com

For speaking opportunities, please contact: **Joanna Russell** on +44 (0)20 7484 9731 or by email: joanna.russell@incisivemedia.com

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11-12 June 2008, Sheraton Stockholm Hotel

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* Buy-side institutions include retail/private banks, asset managers, institutional investors, and family offices

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