

V Annual Financial Services Industry Forum - AGENDA

Wednesday, May 26th, 2004

- All day Arrivals at Miami International Airport
Transfers provided to Biltmore Hotel
Hotel/Conference Check-in.
Free Time
- 6:15 p.m. Badge pick up (Registration desk)
- 6:30 p.m. Cocktail Reception, Biltmore Hotel

Thursday, May 27th, 2004

- 7:45 a.m. Buffet breakfast
- 8:30 a.m. **General Session Opening**
ENRIQUE GODOY
Financial Services Industry, HP Latin America



Enrique is responsible for creating business value for customers through industry solutions, expertise and driving the creation of an ecosystem of partners around the HP solutions set. Enrique is also engaged with Systems Integration partners with focus on the several financial services industries. Through these engagements he works to advance opportunities including HP infrastructure in major banks, stock exchanges, investment management firms, insurance companies, and other financial services providers. Enrique started his professional career in the financial services industry and has in depth experience in the areas of corporate and retail banking. Before coming to HP he was Vice President of Operations and Technology at Bancoquia and CIO of Banco Santander in Colombia.

- 8:45 a.m. **Global and Latin America FSI Trends**
MARK SIEVEWRIGHT
Executive Advisor to the CEO, Tower Group



Mark has more than 20 years of experience within the financial services industry, beginning his career at HSBC in 1979. He was Executive Vice President of International Operations and was responsible for business development in Europe, Asia and Latin America. Mark joined TowerGroup, a REUTERS company, as President & CEO in March 2000. TowerGroup, based in Needham, MA, is the leading research and advisory firm specializing on the impact and direction of technology within the financial services sector.

- 9:30 a.m. **HP Customer Solutions Group: Global Strategy**
JIM MILTON
Senior Vice President and Managing Director, HP Americas



Jim is responsible for driving the revenue and profitability of HP's enterprise products and solutions throughout the Americas region, including the U.S., Canada, and Latin America. He is also responsible for driving penetration of the Services, Personal Systems, and Printing and Imaging businesses in HP's corporate, enterprise and commercial accounts in the Americas territory. He has 20 years of experience in the IT industry. Prior to the merger with HP, Milton was senior vice president and general manager for Compaq in North America. Milton has 20 years of experience in the IT industry. Before assuming his North America position in 2000, he was Vice President of Enterprise Sales in the U.S. He joined Compaq in 1998 with the acquisition of Digital Equipment Corporation.

- 10:15 a.m. Coffee Break

- 10:45 a.m. **Reshaping the branch in a multichannel environment**
PEDRO JOSE GARCIA
Andean Pact Country Managing Partner, Accenture



With more than 18 years in the Financial Services Industry, he has developed a sound experience in banking and insurance operations in the Latin America region. Pedro is presently engaged in multiple projects including the definition and implementation of a new Loans Operational Model at Commercebank of South Florida and the CRM strategy definition for Banco Mercantil of Venezuela. Other key experiences include a core banking solution installation at Banco del Caribe (Scotiabank affiliate) in Venezuela.

- 11:30 a.m. **ZLE Architecture in a Channel Integration Strategy - a Case Study**
FELIX VILLAMIL
President, EVERTEC, a Popular Inc. Company



Félix M. Villamil is President of EVERTEC, the technology arm of Popular Inc., a complete financial services provider and transactions processing company with operations in Puerto Rico, the United States, the Caribbean and Latin America with more than \$35.8 billion in assets. Prior to this appointment, in his capacity as Executive Vice President of Banco Popular and its holding company, Popular, Inc., since 2002, Mr. Villamil led the Operations Group of Banco Popular, Popular Inc. main subsidiary.

- 12:15 p.m. **The Banco Galicia experience**
MIGUEL PEÑA
Chief Information Officer, Banco Galicia Argentina



Miguel is CIO of Banco Galicia of Argentina one of the largest most successful banks in the country, owned and controlled by local investors. Miguel leads the areas of systems and technology at the bank and has directed multiple multimillion dollar IT investments, aimed at positioning the bank as a thought leader in the financial services industry in Argentina. In 2001 he was voted CIO of the year in a selection process managed by Information Technology Magazine, engaging the opinion of the top 50 enterprises in the country.

- 1:00 p.m. Lunch

- 2:15 p.m. **Strategic Issues in Enterprise Risk Management - Basel & Beyond**
BILL BOERUM
Strategic Manager, SAS Latin America & Caribbean



Bill is the strategic Manager in the SAS Latin America & Caribbean Business unit (LACB) specializing in solutions for market, credit and operational risk. He has been with the company for three years. He began his career with the Bank of New York. He has worked for other organizations such as Citicorp USA and Fair, Isaac & Co. Prior to joining SAS, he was Vice President of Marketing for NACIO Systems, an Internet infrastructure provider. He has spoken on the topic of credit risk management before a wide scope of credit industry associations and conferences.

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3:00 p.m. **Management of a non-tradable Mortgage Loan Portfolio**
RUBEN HARO-LOPEZ
VP of the Latin-American Credit Risk , BBVA BANCOMER



He is currently the Vice President of the Latin-American Credit Risk Methodology Group at BBVA Bancomer and Parttime lecturer at ITAM Statistics Department. He has a Ph.D. degree from Imperial College, London. Areas of interest: Bayesian Statistics, Risk Management and Monte Carlo Simulation Methods.

3:45 p.m. Coffee Break

4:15 p.m. **BOLSA DE VALORES DE MEXICO, C.V.**
PEDRO ZORRILLA
CEO of the Mexican Stock Exchange



From July of 2001, Pedro Zorrilla is the CEO of the Mexican Stock Exchange, he is in charge of the strategic direction of the stock exchange with specific responsibility for strategic planning, financial markets operation control, registration and Listing Services, market surveillance and all activities related to markets information management, as well as promotional campaigns for the stock exchange. Similarly, Pedro serves as Executive Advisor for Bursatec (the technology arm of the Mexican Stock Exchange), the Capital Markets Central Counterpart of Mexico, and is also a member of the Committee for Listing and Registry Committee of Mexico

5:00 p.m. **Technology Solutions Group's Strategy for the FSI in Latin America**
EDUARDO ARAUJO
VicePresident, HP Latin America & Caribbean, TSG



Eduardo Araujo is responsible for leading the HP Technology Solutions Group (TSG) across Latin America and the Caribbean, with focus on increasing Customer satisfaction and profitable growth. Through a well distributed and solid operation, with presence wherever our valued Customers may be, his major goal is to position HP as the global leader in IT within the Latin American region.

5:30 p.m. Adjourn
6:45 p.m. Hotel lobby, shuttle departures
7:15 pm. Group Dinner
10:30 p.m. Shuttle back to the hotel

Friday, May 28th, 2004

7:45 a.m. Buffet breakfast at Biltmore Hotel

8:30 a.m. **HP's Adaptive Enterprise Strategy for the FSI**
JOHN WALLACE
Vice President, Financial Services Industries Consulting & Integration, Hewlett Packard Services



Based in Littleton, Massachusetts, John has global responsibility for defining and managing the execution of HP's business strategy for the Financial Services Industries.

He has extensive global experience working with senior business and technology executives to develop and implement technology strategies to achieve the firms' business objectives in the areas of consumer and private banking, securities trading and capital markets, wholesale banking, securities processing and global custody.

9:00 a.m. **HP Channel Integration Solution for the FSI**
CHALMERS E. GREENLEE III
Director, Marketing & Solutions Financial Services Industries HP



Mr. Greenlee is Director, Marketing & Solutions for HP's Americas Financial Services Industries Group. He is responsible for development of new strategies to promote HP's products in the financial services sector in the Americas and for development of new strategic partnerships with channel and ISV partners. Mr. Greenlee has held various corporate and sales and marketing management positions including Director of Strategic Planning and Director of Finance Industry Marketing for Tandem and for Compaq Computer Corp. Prior to joining HP, Mr. Greenlee was a Vice President of Chemical Bank in the Investment Banking, Asia/Pacific and Corporate Divisions.

9:30 a.m. **Banco Santander Central Hispano, Brasil: Case Study**
Updated information will be posted at FSI website

10:15 a.m. Coffe Break

10:30 a.m. **Microsoft in Financial Services: The Latin America Value Proposition**
HERNAN RINCON
Enterprise & Partner Group Microsoft Latin America



Hernán Rincón has been appointed as EPG Lead for the Latin America Region of Microsoft. In this capacity Hernán has responsibility for all sales, industry marketing and services in the countries, including the verticals of Financial Services, Public Sector, Education and Communications.

Prior to joining Microsoft Hernán held several CEO positions and also worked 11 years for Unisys, the \$7.5 billion, Fortune 500, provider of information technology solutions and services, where he held several positions at the company's global headquarters, including Vice President Worldwide Information Technology (CIO) and Vice President Worldwide Financial Services line of Business.

11:15 a.m. **I-FLEX: Exploiting Channels for Competitive Advantage**
S. RAMAKRISHNAN
Chief Executive Officer of Reveleus



SR is the CEO of Reveleus and is focused on building Reveleus into a leading vendor of innovative business intelligence solutions for the financial services industry. SR comes with over 20 years of experience in global finance and technology leadership positions with Citibank. He was an early innovator in the field of data warehousing when he pioneered the implementation of Citibank Asia-Pacific data warehouse currently serving over 20 Citibank businesses.

11:45 p.m. **HDFC Bank: Case Study**
NEERAJ SWAROOP
Retail Banking at HDFC Bank

Mr. Neeraj Swaroop is Country Head, Retail Banking at HDFC Bank, and has been with the bank since April 1999. He has led the bank's thrust into Retail and has driven the bank's strategy for Retail Lending, Branch Banking and Credit Cards.

An alumnus of IIT Delhi and IIM Ahmedabad, Mr. Swaroop started his career with Pond's (India) Ltd. and subsequently worked with Hindustan Lever and Bank of America

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12:15 p.m. **Banco de Pichincha Ecuador: Core Banking rightsizing to HP Superdomes: Case Study**
ROBERT SIMPSON
Chief Information Officer, Banco de Pichincha de Ecuador



1:00 p.m. Lunch

2:15 p.m. **HP - The Vision of Adaptive Management**
NICOLO ALAIMO
Director & General Manager, Software Sales, HP Latin America & Caribbean, Customer Solutions Group.



Nicolo has held this position since May 2001. In his current position, he oversees the sales, marketing and support team for the Latin America Region in the development and execution of a cohesive Software Solution Strategy. The strategy is to provide HP customers in the region with solutions that will help to increase the operational efficiency of their businesses.

2:30 p.m. **Grupo Aval Colombia: Superb IT Management Empowering Business Execution**
Updated information will be posted at website

3:15 p.m. **PC Lifecycle Management: Adopting a Planned Refresh Strategy**
FRANCES O'BRIEN
Research Director in Gartner's Equipment Asset Management



Ms. O'Brien has more than 17 years of experience in financial and treasury operations. Prior to joining Gartner, Ms. O'Brien was employed by a small IT venture capital firm, where she was involved with the development and implementation of IT procurement and management practices. Before that, Ms. O'Brien was treasurer of Keene Corporation, a publicly traded manufacturing firm. Ms. O'Brien earned a bachelor's degree in finance from New York University.

3:55 p.m. **Final Thoughts and Conclusions for Latin America**
RUI G. DA COSTA
Managing Director, HP Latin America & Caribbean and Vice President, Customer Solutions Group



Rui is the regional Vice President and General Manager of Hewlett-Packard in Latin America. In this role, he is responsible for overseeing the direction and initiatives for the company in the region. He is also the regional director for the Customer Solutions Group, where his primary objective is to drive the sales of HP focusing on the Corporate, Enterprise and Small and Medium business customers. In September of 2001 he was appointed as the Vice President and General Manager of the Business Customer Organization. In 2002, Da Costa was named VP and General Manager for HP Latin America.

4:25 p.m. Wrap-up and closing remarks, Enrique Godoy

4:35 p.m. Adjourn

5:30 p.m. Hotel lobby, shuttle departures
6:15 p.m. Group Dinner
7:30 p.m. Marlins game at Proplayer Stadium

Saturday, May 29th, 2004

For golf tournament participants:

6:45 a.m. Buffet breakfast
7:30 a.m. Hotel lobby, shuttle departures
8:00 a.m. Golf tournament at Doral Resort & Spa.
12:30 p.m. Lunch at Doral Resort & Spa.
1:30 p.m. Departures to hotel.

For non-golf participants:

- All day departures to airport
- Breakfast during hotel hours