

An abstract graphic on the left side of the page, consisting of a dense web of thin white lines connecting various sized blue circles, resembling a molecular structure or a network diagram. The circles vary in size, with some being significantly larger than others. The lines are thin and white, creating a complex, interconnected pattern against the blue background.

# ct week

INTERACTIVE • TAILORED • THINKING

7-8 MARCH 2018 • SINGAPORE

MEDIA KIT



INTERACTIVE • TAILORED • THINKING  
7-8 MARCH 2018 • SINGAPORE

## CTWEEK

CTWeek is a unique conference for the region's most sophisticated treasurers and CFOs. The format is quite different from a typical conference, with the audience congregating in The Hub for keynote presentations and networking. Intimate and interactive master classes are led by our Content Partners in breakout rooms, with content and feedback based on our AudienceIntelligence tracking system, and from the input of our advisory panel of selected treasury executives. We are inviting treasury and finance professionals from across Asia-Pacific to attend this exclusive event to learn about, discuss and debate the latest developments in the marketplace and explore ways to bring greater innovation to their operations.

## CORPORATE TREASURER

*CorporateTreasurer* delivers breaking news, analysis and exclusive case studies to the most prominent and influential treasurers in Asia-Pacific. Focusing on cross-border issues, *CT* specializes in regulatory matters, treasury, cash management, and trade finance content that is targeted to the needs of large Asian corporates, multinational companies and their supply chains

## IN-DEPTH MASTERCLASSES

Building on the success of the 2017 event, CTWeek 2018 will continue to innovate – bringing in-depth, interactive discussions and advanced case studies together for the region's CFOs and treasurers in an intimate setting. Each day will showcase four different topic master classes, to be repeated throughout the course of the event. The format allows for each delegate to attend each of the master classes, in the order of their choosing. Master classes are kept small – less than 50 people per room – to allow for a more interactive and personal discussion.

## GREATER AUDIENCE INTERACTION

This starts before the event even begins. We're asking all delegates to pre-submit questions for each of the topic master classes prior to the event so that the session speakers can best fit their discussions to their audience. The smaller and more intimate master classes mean more room and time for audience interaction and participation. Real-time feedback based on delegates' own key treasury concerns will help the audience work through their own real-life corporate issues

## THE HUB

All networking coffee breaks and lunch will take place in the central Hub space, where delegates can meet with sponsors, visit exhibition booths, and share their key take-aways from the day's discussions. Special interest talks and impromptu interviews will also take place on the main stage in the Hub during the breaks.

## SCHEDULE

### DAY 1

9:00 Registration and morning refreshments

9:30 **Morning keynote** Wai Yee CHOO, Deputy Director, National Trade Platform Project Office, MAS will speak on **The role of government in the digitisation of trade, and the challenges and opportunities this creates**

#### 10:00 Session 1

Liquidity and cash management	Business intelligence - In real time	Optimising working capital - The next Frontier	
-------------------------------	--------------------------------------	--	--

11:00 Networking coffee break

#### 11:30 Session 2

Liquidity and cash management	Business intelligence - In real time	Optimising working capital - The next Frontier	
-------------------------------	--------------------------------------	--	--

12:30 Lunch

13:30 **Tech Talk:** Philipp Kristian Diekhoner, Fortune 500 Innovation and Digital Strategy Leader will speak on **Redefining risk – How B2B financial technology is driving innovation in global finance.**

#### 14:00 Session 3

Benefit from innovations in treasury technology	Compliance & regulations - Establishing the rules for doing business	Treasury 2.0 - Robotic process automation and more	FinTech in action - International payments transformed
---	--	--	--

15:00 Networking coffee break

#### 15:30 Session 4

Benefit from innovations in treasury technology	Compliance & regulations - Establishing the rules for doing business	Treasury 2.0 - Robotic process automation and more	FinTech in action - International payments transformed
---	--	--	--

16:30 CT Awards evening

## SCHEDULE

### DAY 2

9:00 Registration and morning refreshments

9:30 **Tech Talk:** Vladislav Solodkiy, Managing Partner, Life.SREDA Venture Capital Fund will give a talk **On the way to the first crypto-friendly FinTech bank.**

#### 10:00 Session 1

Benefit from innovations in treasury technology	Compliance & regulations - Establishing the rules for doing business	Treasury 2.0 - Robotic process automation and more	FinTech in action - International payments transformed
---	--	--	--

11:00 Networking coffee break

#### 11:30 Session 2

Benefit from innovations in treasury technology	Compliance & regulations - Establishing the rules for doing business	Treasury 2.0 - Robotic process automation and more	FinTech in action - International payments transformed
---	--	--	--

12:30 Lunch

13:30 **Afternoon keynote** Sharon Yeo, Co-Founder, TalentTribe Asia will discuss **Staffing your company for innovation.**

#### 14:00 Session 3

Liquidity and cash management	Business intelligence - In real time	Optimising working capital - The next Frontier	
-------------------------------	--------------------------------------	--	--

15:00 Networking coffee break

#### 15:30 Session 4

Liquidity and cash management	Business intelligence - In real time	Optimising working capital - The next Frontier	
-------------------------------	--------------------------------------	--	--

16:30 Close of event and cocktails

## TOPICS

### OPTIMISING WORKING CAPITAL - THE NEXT FRONTIER

As companies scale in size and globalise, maximising working capital performance and optimising cash flows can be challenging. How can treasurers play a more active role in managing their working capital and supply chain risk?

Content Partner



### BENEFIT FROM INNOVATIONS IN TREASURY TECHNOLOGY

As the treasurer's role continues to evolve and expand, technology is becoming a vital component of the modern treasury function. Emerging innovations are increasingly playing a critical role in this transformation, helping cash managers achieve their operational and strategic objectives of optimising capital, improving efficiency, and mitigating risk.

Content Partner

**J.P.Morgan**

### COMPLIANCE AND REGULATIONS - ESTABLISHING THE RULES FOR DOING BUSINESS

Compliance and regulations embed certain principles and concerns, and establish the rules of doing business that eventually change business dynamics. Some changes can lead to new opportunities while others can strain relationships with banks and also with companies across the supply chain. In this session, we will highlight KYC and AML regulatory developments in payments, trade & supply chain finance and in virtual currencies and "ICO" tokens that could have roles in the future of digital working capital

management. With ever-emerging regulations and compliance, treasurers need to constantly understand their company's potential regulatory exposures and must be able to identify and establish techniques to help with this process of realignment with changes.

Content Partner



### FINTECH IN ACTION - INTERNATIONAL PAYMENTS TRANSFORMED

Corporate treasurers have long complained about their experience with international payments. Pressing issues include lack of traceability of payments, the speed to reach the final beneficiary, and the unpredictability of the transaction costs. Disruptive new technology such as blockchain has been touted as the solution for a host of treasury challenges, including the more efficient and transparent delivery of payments

across the globe. This session will explore what new solutions are available to corporate treasurers and the pros and cons of adopting them as part of your operations.

Content Partner



## TOPICS

### BUSINESS INTELLIGENCE - IN REAL TIME

Managing critical financial information across time zones and businesses is painful. This session explores how real-time (Saas) technology-led solutions for cash positioning, cash forecasting, bank fee analysis, and more can revolutionise your data and your workplace culture.

Content Partner



### TREASURY 2.0 - ROBOTIC PROCESS AUTOMATION AND MORE

Digital technologies, big data, and analytics are changing the landscape of business at an incredible pace and is in everything we do. For the first time in history, technology is pervasive enough and cheap enough that everyone is using it with little or no learning curve, creating business models and opportunities. With such accelerating change, what is the impact on technology, treasury, and talent?

**Deloitte.**

### LIQUIDITY AND CASH MANAGEMENT - NAVIGATING THE CHALLENGES, HARNESSING THE OPPORTUNITIES

At the core of every treasurer's role is to ensure cash is available in the right place, at the right time. How can a treasurer optimise preservation of capital, adequate liquidity, and portfolio diversification while at the same time achieving yield? With ever more liquidity management tools and products on the market how do treasurers stay on top of all of their options and select the best solution for their company? Combined with shifting regulatory, tax and legal landscapes impacting treasurers, what is coming next? All these challenges and more are addressed in the context of a treasurer's daily function. This session will explore these topics in an interactive and engaging format providing you with the necessary framework to manage a nimble, efficient and effective treasury organisation.

Content Partner





INTERACTIVE • TAILORED • THINKING  
7-8 MARCH 2018 • SINGAPORE

## GENERAL INFORMATION

### AMY ROTMAN

Conference Content Director

Corporate Treasurer

Direct: +852 3175 1917

Email: [amy.rotman@haymarket.asia](mailto:amy.rotman@haymarket.asia)

### CHRIS BLAND

Business Development Director

Corporate Treasurer

Direct: +852 2122 5235

Email: [chris.bland@haymarket.asia](mailto:chris.bland@haymarket.asia)



**CorporateTreasurer**