

9th Annual
**Retail Banker International Asia
Trailblazer Summit and Awards 2018**

THURSDAY 1ST MARCH 2018, SINGAPORE



Defining the Future of Retail Banking

RBI Asia Trailblazer Summit and Awards 2018 will host a very high calibre Speaking Faculty to deliver presentations on, perspectives about and insights into the most pressing industry themes. With modernisation changing the face of banking, the Summit will focus on 4 key themes to dissect the challenges, pinpoint the opportunities and address the practical considerations for achieving the objective of remaining a relevant and engaging bank.

The 4 Key Themes of the 2018 Summit are:

1. Advancing bank strategy to compete in a changing, competitive market
2. Optimizing talent management to increase efficiency and maximise on talent
3. Building an innovative and collaborative approach to your digital journey
4. Securing your services and customers against modern threats and fraudsters

2018 Speaking Faculty

Doug Blakey, Editor, **Retail Banker International**

Neal Cross, Chief Innovation Officer, **DBS**

Jaishankar Srinivasan, Chief Operating Officer, **Deutsche Bank**

Sandeep Deobhakta, Division Head - Retail Banking Division, **VP Bank**

Anurag Mathur, Head of Retail Banking & Wealth Management, **HSBC**

Andrew Chia, Head of Retail Banking, **Standard Chartered**

Lim Kuo Siong, CIO Singapore, **Maybank**

Shirley Ramli, Head of Wealth Product, **ANZ Retail & Wealth Asia**

Suman Sharma, Head of Learning – Retail Bank, **Standard Chartered**

Ramesh Narayanaswamy, Group Chief Information and Operations Officer, **CIMB Bank**

Krishnan Subramaniam, Co-Founder, **Option3**

Mandy Gallie, Vice President Global Issuer Loyalty, **Mastercard**

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Summit Program	
8:00 – 8:45	<i>Registration & refreshments</i>
8:45 – 8:55	<u>Chair’s opening remarks</u> Doug Blakey, Editor, Retail Banker International
8:55 – 9:00	<u>Lead Partner Opening Remarks</u>
9:00 – 9:30	<u>Keynote Opening Presentation</u> Outlining development strategies and regulatory policies to better manage risks, enhance efficiency and strengthen competition in the financial sector <ul style="list-style-type: none"> • Providing a retrospective on achievements made in the banking sector in Singapore to justify how far things have come • Outlining the role of Singapore in the wider APAC banking industry to define responsibilities for further developing the region • Optimizing regulations to not only increase security and compliance but to further develop innovation • Creating healthy competition between banks and from third parties to drive the wider industry forwards and deliver exceptional services Session Reserved for Keynote Speaker
9:30 – 10:00	<u>Lead Partner Presentation</u> Tackling significant global regulatory reform to overcome challenges and sweeping changes and meet expectations of customers and shareholders for service, transparency and return-on-investment <ul style="list-style-type: none"> • Outlining the greatest opportunities for long-term, sustainable growth in an uncertain market • Deciphering top inefficiencies in operating models to prioritise resources for evolution • Balancing regulatory compliance with customer needs and shareholder expectations to ensure you deliver a fully transparent and profitable service • Defining the trend for tomorrow to ensure you not only deliver today but prepare for tomorrow

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<p>10:00 – 10:45</p>	<p style="text-align: center;"><u>CxO Panel</u></p> <p>Join leading APAC retail banking CEOs as they share their extensive experience, current opportunities and challenges, and future predictions. Topics to be discussed include:</p> <ul style="list-style-type: none"> • Addressing the changing marketplace in APAC to define your banking strategy ensuring increased wallet share • Establishing innovative strategies to engage the un- and under-banked across APAC to maximise your customer pool • Assessing talent potential and reality in your bank to define strategies for attracting and retaining the best and ensuring workforce efficiency • Adapting your services with the changing expectations of the customer to build your bank for optimal retention and acquisition • Unpacking your Fintech potential to decipher strategies for incubation and partnership • Looking for the next big thing – ensuring you are equipped for today while preparing for tomorrow <p>Lim Kuo Siong, CIO Singapore, Maybank Andrew Chia, Head of Retail Banking, Standard Chartered Shirley Ramli, Head of Wealth Product, ANZ Retail & Wealth Asia Krishnan Subramaniam, Co-Founder, Option3</p>
<p>10:45 – 11:15</p>	<p><i>Refreshments & networking</i></p>
<p>11:15 – 11:45</p>	<p style="text-align: center;"><u>Keynote Digital Presentation</u></p> <p>Defining digital for retail banking – encompassing all aspects of a holistic digital bank to deliver digital change for your operations and your customers in a rapidly changing market</p> <ul style="list-style-type: none"> • Becoming a future bank – outlining key indicators which make a future bank to determine steps needed to take to reach your goal • Appreciating your customer needs to ensure you deliver services which align with their expectations • Determining your talent gap to ensure employee skills and expertise align with overarching digital transformation strategy • Sifting through technology offerings to determine how far you can develop internally and where specialised vendor services will enhance your offering <p>Sandeep Deobhakta, Division Head - Retail Banking Division, VP Bank</p>

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11:45 – 12:15	<p>Adapting loyalty programmes to meet complex demands of modern consumers</p> <ul style="list-style-type: none"> • Sharing insights and results from research conducted in Asia Pacific end 2017 • Reviewing the fundamental tenants of loyalty • Understanding the changing landscape with the rise in digital, e&m commerce • Crafting effective loyalty programs to create a greater level of customer involvement and personalization <p>Mandy Gallie, Vice President Global Issuer Loyalty, Mastercard</p>
12:15 – 13:15	<p>Lunch</p>
13:15 – 14:15	<p style="text-align: center;"><u>Traditional Debate</u></p> <p style="text-align: center;">This house believes that banks are losing the battle with fraudsters</p> <p>In this session our panellists will each present their case arguing for or against the house motion. Topics to be discussed include:</p> <ul style="list-style-type: none"> • Debating whether banks are delivering a proactive or reactive response to growing security threats • Weighing bank effectiveness in preventing and dealing with fraudsters to decipher wins and losses • Deliberating whether regulation and compliance is a help or a hindrance • Discussing whether banks are best placed in the current and future security environment to protect customer data, money and interests <p>13:15 Opening Audience Vote 13:15 – 13:35 Opening Remarks 13:35 – 14:05 Moderated Debate 14:05 – 14:15 Closing Remarks 14:15 Final Audience Vote</p> <p>Ramesh Narayanaswamy, Group Chief Information and Operations Officer, CIMB Bank Position Available for Event Partner</p>
14:15 – 14:45	<p style="text-align: center;"><u>Fireside Interview</u></p> <p>In this session, a leading figure in the APAC banking industry will share their personal and professional experiences from an established position. Join our speaker on the journey of their career to gain expert insights and hear first-hand how the industry has, and will continue to,</p>

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	<p>change and the evolving position for traditional banks within this ecosystem.</p> <p>Conversation between Neal Cross, Chief Innovation Officer, DBS and Doug Blakey, Editor, Retail Banker International</p>
<p>14:45 – 15:15</p>	<p><i>Refreshments & networking</i></p>
<p>15:15 – 16:30</p>	<p style="text-align: center;"><u>Quick-Fire Case Study with Audience Q&A</u></p> <p style="text-align: center;">Building a bank to attract loyal customers and employees ensuring you are prepared for the changing APAC landscape</p> <p>Driven by a highly competitive landscape, and banks’ performance rising in both their employee and customer engagement, it is now more crucial than ever before to ensure both parties are given up most attention.</p> <p>During this session four banks will share their best-in-class case studies of innovative and enterprising initiatives which have lead them to becoming a top choice for the best talent while acquiring and retaining loyal customers.</p> <p>Each bank will present their case for 20 minutes, followed by a 30 minute Q&A with the moderator and audience. Topics to be discussed include:</p> <ul style="list-style-type: none"> • Defining the initial objective to justify your initiative • Road mapping the process to define key indicators for success • Overcoming key challenges in your journey to preserve and achieve a winning program • Sharing where are you now and what next to ensure both employees and customers stay engaged for the long-term <p>15:15 – 15:35 Jaishankar Srinivasan, Chief Operating Officer, Deutsche Bank 15:35 – 15:55 Anurag Mathur, Head of Retail Banking & Wealth Management, HSBC 15:55 – 16:15 Suman Sharma, Head of Learning Retail Bank, Standard Chartered 16:15 – 16:45 Moderator and Audience Q&A</p>
<p>16:45</p>	<p style="text-align: center;"><u>Chair’s summation</u></p> <p style="text-align: center;">Doug Blakey, Editor, Retail Banker International</p>

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Retail Banker International Asia Awards, Evening Event

The awards are a strictly invite only event and treated as separate to the day Trailblazer Summit – to ensure you are registered for the evening awards please contact Mr Rozaini Salleh at Rozaini.salleh@globaldata.com

Dress code – Black tie

18:30 – 19:20	Registration and Drinks Reception - All guests to be seated by 19:15
19:20 – 19:30	Welcome & Opening Remarks Douglas Blakey, Editor, Retail Banker International
19:50 – 20:20	AWARDS: Product and Service Awards Presented by Douglas Blakey, Group Editor Consumer Finance, Retail Banker International <i>Excellence in Mass Affluent Banking</i> <i>Excellence in Service Innovation</i> <i>Excellence in SME Banking</i> <i>Best Initiative in Financial Inclusion</i> <i>Best Mortgage Offering</i> <i>Best Loan Offering</i> <i>Best Savings Plan Offering</i> <i>Best Card Offering</i> <i>Best Payment Innovation</i> <i>Best Retirement Product and Service Initiative</i>
20:20 – 20:50	Dinner Continues
20:50 – 21:30	AWARDS: Process and Strategy Awards Presented by Nirav Patel, Regional Director - APAC, GlobalData <i>Excellence in Loan Origination</i> <i>Excellence in Client On-Boarding and Communication</i> <i>Excellence in Business Model Innovation</i> <i>Dynamic Third-Party Collaboration</i> <i>Best Innovation Programme</i> <i>Excellence in Customer Centricity</i> AWARDS: Marketing and Communications Awards Presented by Douglas Blakey, Group Editor Consumer Finance, Retail Banker

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	<p>International</p> <p><i>Best Social Media Marketing Campaign</i> <i>Best Digital Marketing Campaign</i> <i>Excellence in Internal Communications</i> <i>Excellence in Social Media - Customer Relations and Brand Engagement</i> <i>Best New Product Service or Innovation Launch</i> <i>Best Loyalty Programme</i> <i>Most Creative Marketing Collaboration</i> <i>Best Marketing Campaign – Overall</i></p>
<p>21:30 – 21:50</p>	<p>Dinner Continues</p>
<p>21:50 – 22:30</p>	<p>AWARDS: Channel Innovation Awards Presented by Nirav Patel, Regional Director - APAC, GlobalData <i>Most Innovative Branch Offering</i> <i>Best ATM Innovation</i> <i>Excellence in Internet Banking - Overall</i> <i>Excellence in Internet Banking - Cross Border</i> <i>Excellence in Mobile Banking - Overall</i> <i>Excellence in Mobile Banking - Customisation</i> <i>Best App for Customer Experience</i> <i>Best Mobile Wallet Initiative</i> <i>Best Multi-Channel Offering</i> <i>Excellence in Omni-Channel Integration</i></p> <p>AWARDS: People Awards Presented by Douglas Blakey, Group Editor Consumer Finance, Retail Banker</p> <p>International <i>Best Staff Training and Development Programme</i> <i>Excellence in Employee Engagement</i> <i>Best CSR Initiative</i></p> <p>Trailblazer 2018 - Institution Trailblazer 2018 - Individual</p>
<p>22:30 - Late</p>	<p>Closing Remarks Douglas Blakey, Editor, Retail Banker International END OF AWARDS – GROUP PHOTOS</p>