

# 3rd Annual SME Banking & Financing: A step forward

Strengthening the ties between existing SME customers and fostering new relationships to advance your SME portfolios through formulated products & services

Kuala Lumpur, Malaysia

15th & 16th October 2008

#### Exclusively for REVIEWASIA magazine readers:

Quote "REVIEWASIA" when you register with Catherine Foo at CatherineF@marcusevanskl.com / +603 2723 6757 and get a 10% discount off the delegates fee.

#### Attend this informative event and gain practical insights into:

- Accessing the latest developments in SME banking and within the SME markets regionally and internationally
- Formulating alternative risk management and mitigation in SME lending
- Enhancing your SME banking portfolio through strategic customer-centric product development
- Distinguishing your products with value-added services to support the growing needs of the current SME markets
- Growing your market share with your existing SME customer while attracting new ones
- Benchmarking against experienced and renowned regional and international banks through successful case studies and interactive panel discussions

#### Some past "SME Banking & Financing" delegates have to say:

*"The insights I obtained from this conference exceeded my expectations."*  
Project Manager  
**Rabobank Indonesia**

*"Very good overview of SME with Asian perspective and what can be done to serve this sector better."*  
Executive Marketing Officer  
**Himalayan Bank**

*"The course overall was quite interesting and would help me in setting up the mobile banking strategy."*  
E-Banking Manager (IT)  
**Commercial Bank of Dubai**

*"Bringing together the SME banking practices and experiences in one place from the diverse economy has given the insight and platform to move forward in the sector."*  
Head of Business Bank  
**Global Bank Ltd.**

*"All growth depends upon activity. There is no development physically or intellectually without effort, and effort means work."*

Calvin Coolidge

SMEs in Asia face complications in acquiring market intelligence and beneficial business information, lack of innovation and securing capital and funding. Banks and financial institutions need to develop suitable products and services to support SMEs from all areas in order to grow in every level of its business growth cycle – from start up to success.

  
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#### Your distinguished chairperson:

**Y.Bhg. Dato' Hafsah Hashim** CEO  
**Small and Medium Industries Development Corporation (SMIDEC), Malaysia**

#### Featuring case studies and expert presentations by:

**Dato' Syed Amin Aljeffri** President  
**SME International (Malaysia)**

**Tursina Yaacob** Associate Director  
**KFH Research Limited (Malaysia)**

**Foo Lee Hsia** General Manager, SME Banking  
**Standard Chartered (Malaysia)**

**Nor Azam M.Taib** GM of Business Banking  
**Bank Islam (Malaysia)**

**Muklesur Rahman** Deputy Managing Director & Head of SME  
**Eastern Bank Ltd. (Bangladesh)**

**Bhuvnesh Khanna** Head of SME  
**HSBC (India)**

**Vijay Chandok** Head of SME Banking  
**ICICI Bank (India)**

**Rey Orsolino** Head of SME Banking  
**Rizal Commercial Banking Corp (Philippines)**

**Chulla Malawwethantri** Head Emerging Corporate - Negombo Branch  
**National Development Bank Plc. (Sri Lanka)**

**Govinda Gurung** Senior Manager  
**Global Bank Ltd. (Nepal)**

**Karl Godderis** Project Manager, Merger & Integration Team  
**PT. Bank Rabobank International (Indonesia)**

**Farrokh Dhanboora** SME Manager  
**Emirates Bank NDB (UAE)**

**Joyce L. So** SAVP & Head of Corporate Relationship Group  
**Security Bank (Philippines)**

**Hany Abou-El-Fotouh** First Vice President Corporate Governance & Compliance Group Head  
**Arab Banking Corporation (Egypt)**

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For more information and registration,  
please contact **Catherine Foo**  
Tel: +603 2723 6757  
Email: CatherineF@marcusevanskl.com  
**www.marcusevans.com**

# 3rd Annual SME Banking & Financing: A step forward

KL-BK1027 Please write in BLOCK LETTERS

## Sales Contract

Please complete this form immediately and fax back to

**CATHERINE FOO**

**Fax: +603 2723 6699**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Company Size:  1-9  10-24  25-49  50-99  
 100-249  250-499  500-999  1000+

## Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: / /

This booking is invalid without a signature.

## Fees

- Conference fee** @ USD1995 + GST / VAT (if applicable) per delegate
- Premier Plus** - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price
- Online Documentation** - USD295. You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

**Indemnity:** Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

## Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Sarah Faradilla** on (603) 2723 6600 or e-mail sarahf@marcusevanskl.com

 conferences

## Register Now

Code:E

Contact Marketing at **marcus evans**

**Tel:** +603 2723 6757

**Fax:** +603 2723 6699

**Email:** catherinef@marcusevanskl.com

**Date:** 15th & 16th October 2008

**Venue:** Kuala Lumpur, Malaysia

## marcus evans

CP 21 Suite 2101, Level 21 Central Plaza  
34 Jalan Sultan Ismail, 50250 Kuala Lumpur  
Malaysia  
www.marcusevans.com

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**Confirmation Details:** After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

## Terms & Conditions:

- Fees are inclusive of program materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is nonrefundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
- Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
- Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
- Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
- Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the courts in Kuala Lumpur. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
- Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.