

# TradeTech Australia 2009

Over 120+ attendees  
including 60+ buy side!

The World's Leading Institutional Equity Trading & Technology Conference  
Successfully Launched in Australia

Post Show Report &  
Sponsorship Opportunities for 2010

29th January 2009  
Westin, Sydney



TradeTech Australia struck a great balance between buy and sell side and was an excellent forum for the exchange of ideas. It was a great opportunity to meet like minded people without being subject to a hard sell. I will be back next year.

*Mac Barry, Head of Equity Dealing  
Lazard Asset Management*



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## Director's Foreword

It gives me great pleasure to give you the post show report for TradeTech Australia 2009 conference. Held on 29 January at the Westin Hotel in Sydney we were delighted that in spite of tough market conditions we still welcomed over 120 attendees.

We were especially pleased to attract an audience where over 60% were from the buy side:

### Event highlights included:

- **Guest keynote speaker:**  
**Nick Farr-Jones AM**, Former Wallabies Captain and Winner of the 1991 Rugby World Cup spoke passionately about Motivation, Leadership, Teamwork, Winning & Persistence
- **Local buy side & international perspectives:**
  - **Richard Nelson**, Senior Vice President & Head of Dealing, **Alliance Bernstein** discussed what's next for electronic trading
  - **Jon Evans**, Head of Central Trading, **JP Morgan Asset Management Japan** provided insights into trading international markets from his trading desk in Japan
  - **Mac Barry**, Head of Equity Dealing, **Lazard Asset Management** assessed the opportunities and challenges of alternative exchanges in Australia
- **Interactive and insightful roundtables:**  
Delegates had the opportunity to visit informal roundtables enabling them to jumpstart discussions on:
  - Managing the Demands of a Buy-Side Desk
  - Dealing with the Difficulties
  - Examining and Addressing Opportunities of ETFs
  - Seeking Liquidity: Leveraging FIX Through Your OMS Determining Which Also Adds The Greatest Value To Your Trading Strategy
  - Real-Time Risk Management

Over the next few pages we give you an insight into who attended, the issues discussed at the event, feedback from the event, and more importantly how you can participate in 2010.

I look forward to meeting you all again soon.

Kind Regards

**Desiree Tung**  
Executive Director  
TradeTech Australia

Very balanced conference - both buy side and sell side got a lot out of it!

*Steve Davis, Director Australian Equities - Portfolio and Electronic Trading, Credit Suisse*

Good presentation and networking opportunities

*Simon Twiss, Partner, Fortis Investments*

A well structured programme with good quality participation

*Peter Fowler, Chief Operating Officer, Chi-X*

Worthwhile, provided a forum to discuss current trading practices and future challenges

*Ross Howell, Equities Dealer Vanguard Investments Australia*

TradeTech provides an excellent subject matter and a great opportunity to discuss the latest industry trends

*Richard Nelson, Senior Vice President & Head of Dealing, Alliance Bernstein*





Bought to you by Worldwide Business Research, **TradeTech Australia** is Australia's premier equity trading summit and exhibition dedicated to high level discussion of the challenges facing the institutional equities trading community.

Designed to bring together the most prominent figures from Australia's equity trading community, TradeTech Australia attracted buy side traders and major players from the sell side, exchange and vendor communities.

## Topics discussed at TradeTech Australia included:

- Where the liquidity flows in global landscape and what this means for the Australian market
- Defining best execution
- Leveraging on dark pools of liquidity to enhance your trading performance
- What the buy-side need from the next generation of electronic trading
- The opportunities and challenges of alternative exchanges and how you can leverage on a multi-trading environment
- Trading in international markets—the view from Asia, US and Europe
- Managing the demands of a buy side desk
- Examining and addressing opportunities of ETFs
- Seeking liquidity: leveraging FIX through your OMS
- Determining which algo adds the greatest value to your trading strategy
- Real-time risk management



## Important topics with good buy side participation

*Bryan Cameron, Equity Trader, Barclays Global Investors*

## Speakers at TradeTech Australia 2009

**Greg Robinson**, Director, **Zomojo**

**Ben Valentine**, Head of Electronic Execution, **Citi Australia**

**Richard Murphy**, General Manager Equity Markets, **Australian Securities Exchange**

**Richard Nelson**, Senior Vice President & Head of Dealing, **Alliance Bernstein**

**Ben Radclyffe**, Director, Direct Execution Services, **UBS Securities Australia**

**Chris Van Rijswijk**, Implementation Manager, **Concord Capital Limited**

**Mac Barry**, Head of Equity Dealing, **Lazard Asset Management**

**Kent Rossiter**, Head of Trading Asia Pacific, **RCM**

**Olivier Thiriet**, Head of Asia-Pacific, Alternative Execution Products, **Credit Suisse**

**Peter Fowler**, Chief Operating Officer, **Chi-X**

**Kim Bang**, President and Chief Executive Officer, **Bloomberg Tradebook**

**Sam Macqueen**, Director, **Liquidnet Australia**

**Ross Howell**, Equities Dealer, **Vanguard Investments**

**Jon Evans**, Head of Central Trading, **JP Morgan Asset Management Japan**

**Nick Farr-Jones AM**, Former Wallabies Captain and Winner of the 1991 Rugby World Cup

**Adam Seccombe**, Co-head, **iShares Australia**

**Mark McBurnie**, Senior Sales Executive, **Charles River Development**

**Steve Davis**, Director Australian Equities - Portfolio and Electronic Trading, **Credit Suisse**

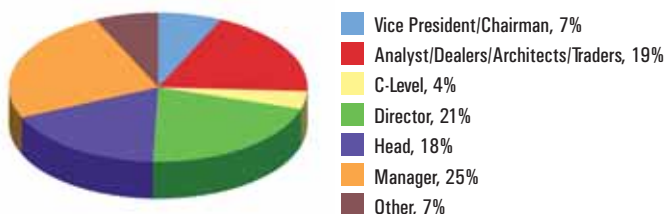
**John Doherty**, Senior Presales Consultant Apama, **Progress Software**

## Over 120 attendees from:

- Bloomberg LP
- Progress Software Pty. Ltd.
- Charles Rive Consultant
- Barclays Global Investors Australia Limited
- Australia Securities Exchange (ASX Limited)
- Liquidnet Australia Pty Ltd
- Macquarie Bank Limited
- Macquarie Bank
- Fortis Investments Management Australia Ltd
- Plato Investment Management
- Acadian Asset Management - Australia
- ING Investment Management
- Platinum Investment Management Ltd
- Perpetual Investment Management
- HFA Asset Management Limited
- BlackRock Investment Management (Australia)
- Barclays Global Investors
- State Street Global Markets
- Blue Fin Capital Pty Ltd
- MMC Capital
- Ausbil Dexia Ltd
- Dimensional Funds Advisor
- Maple-Brown Abbott Ltd
- Solaris Investment Management
- Vanguard Investments Australia Ltd
- UBS Global Asset Management (Singapore) Ltd
- Attunga Capital
- Maxim Asset Management Ltd.
- Linwar Funds Management Pty Ltd.
- Schrodgers Australia Asset Management
- Continuum Capital Management Ltd
- QIC
- GMO Australia
- Eley Griffiths Group
- Sonray Capital Markets
- Pegasus Asset Management
- Goldman Sachs JBWere
- Dimensional Fund Advisors
- Interactive Data
- Orc Software
- State Street Global Advisors; Australia; Limited
- Merrill Lynch (Australia) Pty Limited
- Karara Capital Limited
- Zomojo
- Australian Securities Exchange Limited
- Alliance Bernstein
- Citigroup Pty Ltd
- Concord Capital
- Lazard Asset Management
- RCM Asia Pacific Litmited
- Credit Suisse Securities (Japan) Limited
- Bloomberg Tradebook LLC
- Bloomberg L.P.
- ICMI Speakers & Entertainers
- iShares
- Charles River Development, Inc.
- Credit Suisse First Boston
- Progress Software
- JP Morgan Asset Management Japan Limited
- UBS Securities Australia Ltd
- JP Morgan Securities Ltd
- AIMS Financial Group
- Commonwealth Bank of Australia
- State One Stockbroking Ltd
- Simcorp Asia Ltd.
- Zomojo Pty Ltd
- ITG Australia Limited
- Saxo Bank A/S
- TradingScreen Incorporation
- IMC Pacific Pty Ltd
- GMO Australia Limited
- Citigroup
- Russell Investment Group Pty Ltd
- Charles River Development
- Chi-X Australia
- Trayport Limited
- Macquarie Securities Australia Ltd
- Accountancy Invest
- Pengana Capital Limited
- Arnott Capital Pty Ltd
- Ellerston Capital
- Southern Cross Equities Limited
- Mercer
- Fortitude Capital
- One Profile Communications
- Fortis Investment Partners Pty Ltd
- ICAP Australia Pty Limited
- Aussie

## Attendee Profile

### Delegate Profile:



### Company Profile:



# TradeTech Australia 2010

Looking Forward to

## Next Year

## The Benefits of Sponsorship

### A Unique Opportunity

TradeTech represents a unique opportunity for a limited number and select group of sponsoring organisations. Those firms sponsoring the event will be able to highlight their expertise and thought leadership in the field, and introduce their executives to an audience composed of potential customers and partners.

Through its status as the sector's leading business intelligence firm, as well as its extensive track record in organising and running successful conferences in the field, WBR has achieved a reputation with TradeTech as a conference that addresses key subjects in an objective and timely manner. Delegates expect a comprehensive and objective assessment of trends, opportunities and issues that matter for their business. As a result sponsors benefit greatly from their contributions being received in the authoritative context supplied by such an environment.

There are many ways in which sponsors can become involved, offering numerous points of contact and interaction between sponsors and the audience. The event provides an effective and high-quality platform for business development with both existing and potential clients.

### What TradeTech offers...

**Direct access to an elite audience: demonstrate capabilities and expertise to customers and prospects**

The conference will provide sponsors with **direct access to an elite audience of important decision makers**. The conference is carefully structured and designed to provide sponsors with a valuable opportunity to showcase their capabilities and expertise and to develop valuable new business relationships.

### Identify your business as a leader in the field

Partnering with TradeTech as a sponsor enables your organisation to take a leadership role in the conference **and brands your company as a key provider of services and solutions for the institutional equity trading**

**marketplace**. The high quality of the speaker line up and the level of the debate offers a first rate context in which to present your organisation and its offerings to the sector and the market.

### Targeted business development

We will arrange particular meetings with the people you want to talk to at the event, should you wish. By sponsoring TradeTech, you can be confident that you will **walk away with qualified leads that lead to new business now and well into the future**.

### Unmatched marketing coverage: delivering pre-event exposure and post event continuity

WBR's contact network and database is second to none in the field, ensuring that sponsors are able to leverage considerable marketing resource through their sponsorship. Depending on your needs, we will be able to produce and **deliver tailored marketing initiatives** in the run up to the conference that will highlight key messages, as well as post event exposure to reinforce relationships and visibility.

### Long Term Partnership, Flexibility & Opportunity

In sponsoring you will be establishing a long-term relationship with WBR - the producers of TradeTech in which **we will continue to put you together with decision makers and business opportunities long after the conference ends**. WBR will collaborate closely with your team to ensure you exceed your new business development objectives. You have **complete control to create any customised package for your sponsorship**.

**For more information on sample packages please turn over...**

## Sample Sponsorship Packages

There are a wide range of sponsorship packages open to you at TradeTech 2010, including exhibiting, speaking or even chairing/moderating part of the conference agenda, high profile branding opportunities.

### The Basic Exhibition Package

**Two free delegate** places for members of your staff to attend the conference and associated entertainment. This does not include your speaker who is also welcome to attend. These delegate places give you enough people on site to network effectively with the attendees.. Delegate places usually cost \$2695 per person.

**A 3m by 2m exhibition space.** This acts as a focal point and a place to conduct meetings.

Access to a full delegate list, with contact details, two weeks before the event takes place. This allows you to premarket to the attendees and to contact people in advance and arrange meetings with them. This is of course only available to sponsors.

A customised mailing for up to **500 people**, on your letterhead, telling them about your role at TradeTech 2008. This is paid for and organised by us. This is a very powerful profile raising tool.

An insert in to the delegates documentation pack. This is handed out to all delegates on the morning of Conference. This ensures that everyone at the event has your contact details and corporate information.

We will include your logo and speakers details in the TradeTech Australia 2010 conference brochure. The brochure has a print run of around 10,000 copies and will be sent out to Heads of Dealing and Trading from all over Europe.

We will also include your logo on the TradeTech 2008 website with a link through to your site. The website will receive significant traffic in the run up to the event, this represents a very high value publicity vehicle for your business.

A full and final delegate list after the event. This is for you to follow up with people, and again is only available to our sponsors.

### The Double Sized Exhibition Space

With over 100 exhibiting companies expected at TradeTech Australia 2010 it is important to make sure that you stand out from the crowd. One powerful way to achieve this is to take a double sized exhibition space (6m by 4m) which acts as a very powerful meeting space.

### Sponsorship Opportunities:

These are a small sample of the dynamic sponsorship options that we have available at TradeTech Australia 2010. You might want to consider sponsoring the lap top

bags for the delegates, water bottles sessions or lanyards for the delegate badges. These are very effective ways to ensure that your brand is "front of mind" at the conference. We also have space for a small number of ads in the official TradeTech brochure.

### The Programme

- Plenary speaking slots
- Plenary panel slots
- Stream speaking slots
- Stream panel slots
- Stream chairing slots
- Focus Day Chair
- Focus Day Speaking slots
- Focus Day panels
- Sponsoring of the guest speaker
- Seat drops

### Entertainment

- Cocktail reception
- Food stations
- Breakfast for buy side heads of desk
- Lunch – private dining with guest speaker

### Branding Opportunities

- Graffiti Wall
- WaterScreen
- Fresh Gourmet Coffee Bar
- Coffee Break
- Water Bottles
- Lap Top Bags
- Pens
- Paper
- Inserts in mailing pieces
- Poster advertising at the event on revolving tech screens
- Adverts in the show guide
- Simulators
- Massage area
- Golf Simulator
- F1 Car Stand
- Integrated Voting Pads

### Exhibition Opportunities

- Single and Double-Sized Exhibition stands

### Marketing Opportunities

- Email broadcasts
- Advertising in the brochure
- White papers on emails
- Wrap for the brochure

**For further information regarding the marketing exposure please turnover**

**Please feel free to contact Ivy Ng at +65 6408 9207 directly to discuss how we can help you achieve your business development objectives at TradeTech Australia 2010. Don't delay as many of these sponsorship packages are unique and will be sold on a first come first serve basis.**

## Marketing Opportunities

### Pre-event marketing:

**TradeTech Australia 2010 will have maximum exposure throughout the financial market place, which secure TradeTech as the leading trading and technology summit. As a sponsor or exhibitor of TradeTech you will benefit from increased visibility to a massive target market pre-event and the biggest meeting of senior buy side trading professionals from leading institutions and hedge funds in Europe at the event.**

### How:

We have an experienced and highly professional Marketing Team with activating high frequency, multi-channel campaigns incorporating **Direct Mail, Web, E-mail, Fax**, and above the line **advertising**. This enables sponsors to tap into 25 weeks of a pre-event multi **demand generation** programme.

WBR has a first rate in-house database with over 15,000 buy side and sell side names across Asia-Pacific region. We are printing a glossy A4 brochure as the main mailing piece, as well as sending out teaser direct mailings, newsletters and postcards etc...

The campaign runs over 25 weeks, includes 5 mailings, 20 email broadcasts.

### Historical and prospective media partners:

Historically partners for the event have included magazines, newsletters, websites and associations such as:

- A-Team consulting
- Albourne Village
- Bloomberg
- Bob's Guide
- City AM / City PM
- Dealing with Technology
- EdHec Asset Management Research
- Euromoney Magazine
- Euroweek
- Extra french buy side names
- Financial News
- Financial-I .com
- FINEXTRA
- FT
- FT Mandate
- Fund Action
- Funds Europe
- Global Custody
- Global Investor
- Global Money Management
- Google
- Hedge Fund
- Hedge Fund and Investment Technology
- Hedge Wire
- IMD
- Inside Market Data
- Institutional Investor
- Investor Services Journal
- IPE - Investment and Pensions Europe
- Journal of Finance
- Journal of Trading
- Money Management
- Money Management Letter (Institutional Investor)
- Risk
- Securities Industry News
- Stocks and Commodities
- STP Magazine
- Super Review
- The Economist
- The Trade
- The Trade Asia
- TNT - A Team
- Trader Monthly
- Traders Mag
- Wall Street and Technology
- Wall Street Letter
- Waters

### Online:

In addition to this, we will be coordinating a significant online presence through media partners, our own in-house e-marketing campaign and a sizable investment into search engine marketing. Thus driving key members of the financial community to the TradeTech website. TradeTech Australia is already receiving over tens of thousands of hits per week, giving you huge potential traffic for your own website.

### Telemarketing:

We have an in-house telemarketing team who over 24 weeks will make around 42,000 calls and 6,000 pitches. Many of the TradeTech team have over 7 years of experience working with the financial market and have developed over time, great relationships with key clients. You can tell us exactly who you want to meet at the event, and we can leverage the marketing resource free of charge to invite your key clients to attend the event.





*Thanks its 2009 sponsors and exhibitors for a wonderful event*

*Principal Sponsors:*

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 **iShares®**



**PROGRESS**  
SOFTWARE

There was great candid  
and open discussion  
between buy & sell side.  
Buy side was particularly  
impressive and they are  
who we want to see.

Cheryl Field, Director of Marketing,  
Asia Pacific Progress Software



**See you in 2010.....for more information please visit**  
**[www.tradetechnology.com](http://www.tradetechnology.com)**