



the 2nd SHIPPING FINANCE SERVICE SUMMIT 2010

Nov 30th – Dec 2nd Shanghai, China

S – Seeker
F – Foresight
S – Sagacity

SFS 2010 cordially invite industry Seekers with Foresight and Sagacity to come to this great event!

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Shanghai Finance Journal

Based in Shanghai, the magazine faces to Zhejiang and Fujian province, takes a broad view at East China and covers the whole nation. We focus on reflecting financial reform trend and major theoretical and practical researches, which integrate local conception with high-quality consciousness. The mission is to promote the reform of China finance development and the construction of Shanghai International Financial Center by releasing critical insights from first-class financial experts and scholars to the public.

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Global Leaders Institute

Global Leaders Institute is the producer and organizer of top-level business events. We focus on the development and operation of the strategic, market leading business conference. We focus on the specialty spirit and professional attainment. We focus on value creation for our client. We provide 60 annual conferences across energy, finance, transportation, life science, real estate, telecom and media, etc. each year.

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Glance at SFS 2010:



Keeping Pace with International Finance Service Pattern & Accelerating Chinese Shipping Finance Market Development

Workshop:

New Legal Issues Derived from Shipping Finance

Day One:

Outlook on Shipping Industry in the Turbulent Circumstance
Detailed Needs from Submarkets and Corresponding Service

Day Two:

Enhancing the 'Soft Power' of Shipping Finance Service
Innovation and Application of New Patterns for Shipping Finance Service

Overview

268 attendees, 28 dedicated speakers, Bolster of Government's Support and Positive Comments from most participants made "Shipping Finance Service Summit 2009" a most successful and fruitful shipping finance conference in China at 2009, involving great support from many ship owners, banks, investing companies, law firms, insurance companies, shipbuilders, consulting companies, audit firms, etc.

Following the success of the previous conferences, and keeping the pace with building Shanghai as a major international Financial and Shipping Center by 2020, "Shipping Finance Service Summit 2010" will continual to exert its own influence to Shipping Finance Industry.

Shipping Finance Service Summit 2010 is the definitive CEO level strategic summit where new breakdowns, business intelligence, cutting-edge ideas, pioneering strategies really make a difference.

Who Will Benefit?

- ✧ Government Agency
- ✧ Shipping Association & Shipping Organization
- ✧ Shipowners/Shipping Companies
- ✧ Classification Society
- ✧ Banks and Investment Institutions
- ✧ Insurance & Risk Management Company
- ✧ Law Firm
- ✧ Audit Firm
- ✧ Shipping Service Providers
- ✧ Consultancy Corporation
- ✧ Research and Academic Organizations

Who Will Be There?

- ✧ President / CEO / GM
- ✧ Vice President
- ✧ Chief Financial Officer
- ✧ Investment Analyst
- ✧ Legal / Financial / Audit Consultant
- ✧ Director of Business Development
- ✧ Planning Consultant
- ✧ Academic / Expert
- ✧ Association Head

SHIPPING FINANCE SERVICE SUMMIT 2010

Outstanding Speakers of SFS 2010:



Ling Tao
Director of Financial
Stability Bureau
The People's Bank
of China Shanghai
Branch



Xiao Lin
Vice Director
Shanghai Reform
and Development
Commission



Shen Liqiang
President
ICBC Shanghai
Branch



Sun Jiakang
President
COSCO Container
Lines



Mao Shijia
General Manager
China Shipping
Development
Tanker Company



Philip Williams
Manager-Asia
Pacific
The Baltic
Exchange



Peter Kerr-Dineen
Joint Chairman
Howe Robinson



Li Li
General Manager of
Transportation
Finance Dept.
China Eximbank



Kaare Spange
Finance Director
Maersk Line-China



Moritz Mittelbach
CFO
Rickmers



Charles Reineke
Senior Vice
President, Global
Shipping Finance
Group
Sumitomo Mitsui
Banking
Corporation



Jon Connor
Director
HSBC



Paul Chang
Managing Director,
Global Head of
Shipping
ICBC Leasing



Huo Zheng Mei
President
Shanghai
International
Shipping
Arbitration Court



Gan Guande
General Secretary
Shanghai
Transportation
Trade Association



Robin Perkin
Head of Global
Shipping Coverage &
Investor Solutions
RBS Corporate
Banking Division



Michiel Steeman
Senior VP, Senior
Credit Officer
Shipping
DVB



Russell Beardmore
Regional Head,
Shipping Finance,
Middle East & North
East Asia
Standard Chartered
Bank



Martin Rüegg
CEO
AXA Corporate
Solutions
Assurance, Hong
Kong Branch



Dimitris Belbas
Managing Director,
Head of Shipping
Finance
Seafin Pte Ltd



Mark Westley
Managing Director of
Shipping Finance
Société Générale
Asia Ltd



Rob Heijliger
Head of
Asset Based
Finance - Asia
ING Bank



Chris Kidd
Partner
Ince & Co



Keith Ghwee
Director
-Projects
VShips Capital
Partners



Philip Wang
Senior Partner
Beijing Juntai Law
Firm



Li Anding
General Secretary
Shanghai Society
for Finance and
Banking



Julien Duquenne
Regional Head of
Shipping Finance for
Asia Pacific
Natixis



Huang Lei
Deputy General
Manager of
Shanghai Branch
PICC

Confirmed Chinese Players:

- * COSCO Container Lines
- * China Shipping Development Tanker Company
- * SINOTRANS
- * HOSCO Group
- * Nanjing Ocean Shipping Co., Ltd.
- * China-Polish Shipping
- * Jin Jiang Shipping
- * SITC
- * Nanjing Tanker
- * ZOSCO
- * Ning Bo Marine
- * Minsheng Industrial (Group) Co., LTD
- * The People's Bank of China Shanghai Branch
- * The Export-Import Bank of China
- * Industrial and Commercial Bank of China
- * Bank of Communications
- * Bank of China
- * Shanghai Pudong Development Bank
- * ICBC Leasing
- * Minsheng Financial Leasing
- * CMB Leasing
- * Hua Rong Leasing

Highlights of 2010 Event:

- * **30+** hot topics to support your business with new ideas
- * **35+** speakers from the Shipping Finance Industry and related industries
- * **100+** financial service providers showcasing financial solutions
- * **250+** attendees from renowned shipping finance and service companies
- * A selection of unique seminars to accelerate your learning
- * **Dialogue**, experiences and contacts from all around the world
- * **Question** the experts on challenging issues in the discussion panels
- * **Networking** with professionals coming together to inspire each other

Conference Agenda



Tuesday, November 30th, 2010

WORKSHOP

New Legal Issues Derived from Shipping Finance

1330 Registration

1400 Analyzing Key Points in Related Laws of Ship Trading Financing and Leasing

- ☐ How to handle the breach of ship S&P contracts?
- ☐ How to better manage ship financing and leasing risks in the legal aspect?

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1430 Developing Arbitration—Expanding Shipping Service to Improve the Connotation and Denotation of the Relevant Rules

- ☐ Exerting the influence of arbitration
- ☐ How to deal with shipping disputes in an effective, reasonable and professional way.

Huo Zhengmen, President

Shanghai International Shipping Arbitration Court

1500 The Application of BIMCO Standard Contracts

- ☐ How to use BIMCO Standard Shipbuilding Contract?
- ☐ How to combine it with the feature of Chinese market?

Chris Kidd, Partner

Ince & Co

1530 Coffee Break

1600 Panel Discussion: How to Effectively Control the Risk of Shipping Companies?

- ☐ Legal issue of mortgage financing for ships under construction
- ☐ Credit risk management in shipping finance
- ☐ Utilizing marine insurance to distribute the risk
- ☐ Finding complex shipping finance products to control risk

Dimitris Belbas, Managing Director, Head of Shipping Finance

Seafin Pte Ltd.

Michiel Steeman, Senior VP, Senior Credit Officer Shipping DVB

Martin Rüegg, CEO

AXA Corporate Solutions Assurance, Hong Kong Branch

1650 Q&A

1700 End of Workshop

Wednesday, December 1st, 2010

0830 Registration

0900 Opening Remarks

Li Anding, General Secretary

Shanghai Society for Finance and Banking

Outlook on Shipping Industry in the Turbulent Circumstance

0910 Orientation of Maritime Insurance Service in Chinese Market

- ☐ Analysis of shipping insurance market in China
- ☐ Development of offshore re insurance in China
- ☐ Blueprint of Shanghai Insurance Center

China Insurance Regulatory Commission (Confirming)

0930 Steady Progress in Developing Shanghai Yangshan Port Offshore Financial Pilot Zone

- ☐ From International Offshore Financial Center to Shanghai's Development
- ☐ Shanghai Yangshan Port Offshore Financial Pilot Zone plays a key role in building Shanghai as an international financial center

Ling Tao, Director of Financial Stability Bureau

The People's Bank of China Shanghai Branch

0950 New Breakthrough of Shanghai International Comprehensive Shipping Development Pilot Zone

- ☐ Operating mode of pilot zone
- ☐ Functional innovating service

Xiao Lin, Vice Director

Shanghai Reform and Development Commission

1010 Expanding International Cooperation, Building up China's Own Shipping Finance Brand

- ☐ Development of international shipping finance market
- ☐ Momentum of Chinese shipping finance market
- ☐ Study and Innovation—Establishing China's own shipping finance brand

Shen Liqiang, President

Industrial and Commercial Bank of China Shanghai Branch

1030 Coffee Break

Conference Agenda



Wednesday, December 1st, 2010

1050 How to Seize the Opportunity of Global M&A in Shipping Industry

- ☐ The M&A tides is coming
- ☐ Comparison of the benefit and disadvantage
- ☐ The opportunities of M&A to Chinese shipping companies

Sun Jiakang, General Manager
COSCO Container Lines

1110 Enhancing and Upgrading Integrative Finance Service

- ☐ Service from Baltic Exchange
- ☐ From FFA to forecast the development of financial derivatives
- ☐ Development of BDI Index in the future

Philip Williams, Manager Asia Pacific
The Baltic Exchange

1130 Enlightenment for Shipping Finance through Integrating Shipping Industry Chain

- ☐ Funding and investing condition of China Shipbuilding Industry Investment Fund
- ☐ New mode of undertaking abandoned ships for leasing
- ☐ New Outlook brought by shipping industry chain's integration

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1150 Q&A

1200 Luncheon

Detailed Needs from Submarkets and Corresponding Service

1400 Container Market

- ☐ Global excess shipping capacity constrains market recovery
- ☐ Reasonable reallocation of resource for optimizing container trading structure
- ☐ Changes of financial demand in container market

TBA

1420 Tanker Market

- ☐ Analysis of international oil taker market
- ☐ Opportunities and challenges of "Oil Shoulders"
- ☐ Features of Chinese tanker capital market

Mao Shijia, General Manager
China Shipping Development Tanker Company

1440 Dry Bulk Market

- ☐ Analysis of dry bulk market in Asia Pacific region
- ☐ Impact of dry bulk index's downturn

- ☐ Demands of various kinds of ships and respective transaction traits

Marsoft (Confirming)

1500 Shipbuilding Market

- ☐ Financial demands of Chinese shipbuilding market
- ☐ Optimizing resource and upgrading corresponding service
- ☐ More financing channels for innovation in Chinese Shipbuilding industry

Rongsheng Heavy Industry (Inviting)

1520 Q&A

1530 Coffee Break

1550 Diversity, Value and Preservation of Shipping Finance Products in Current Market

- ☐ Market differentia and refined financial portfolio products to difference shipping companies
- ☐ Building a bridge between shipowners and shipbuilders
- ☐ Developing trends of the shipping finance market in Asia

Russell Beardmore, Regional Head, Shipping Finance,
Middle East & North East Asia
Standard Chartered Bank

1610 Panel Discussion: Utilizing Various Financing Approaches to Better Control the Financing Cost in the Volatile Economic Circumstances

- ☐ Controlling the cost from the headstream
- ☐ Efficiently control the cost for shipowners and shipyards
- ☐ Minute analysis and comparison of multiple financing channels: loan, mortgage, equity, bond and M&A...
- ☐ Avoiding blindness in investment

Charles Reineke, Senior Vice President, Global Shipping Finance Group

Sumitomo Mitsui Banking Corporation

Paul Chang, Managing Director, Global Head of Shipping
ICBC Leasing

Jon Connor, Director

HSBC

Mark Westley, Managing Director of Shipping Finance
Société Générale Asia Ltd

1650 Q&A

1700 Close of Day One

1830 Baltic Exchange Cocktail Party



Conference Agenda



Thursday, December 2nd, 2010

0830 Re registration

Enhancing the 'Soft Power' of Shipping Finance Service

0900 Credit Market: Export Credit Needs VS International Cooperation

- Exerting the booster effect of Export Credit finance to shipping industry
- The future role of Chinese Banks
- Strengthening the international cooperation

Li Li, General Manager of Transportation Finance Dept.
The Export Import Bank of China

0920 Legal Risk in Shipping Finance

Wang Shanliang, Senior Partner
Beijing Juntai Law Firm Shanghai Branch

0940 Foreign Insurance/Reinsurance Companies' Perspectives to Chinese Market

- Analysis of Chinese reinsurance market
- Pulling in Chinese insurance market
- Specific plan on shipping sector

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1000 Utilizing Capital Market to Support Shipping Investment

- Status of credit loan and equity finance
 - Institutional money from USA
 - Chinese Funds
 - PE Funds
 - KG Funds
- How to settle down the cross border investment

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1020 Q&A

1030 Coffee Break

1050 The Influence of International Ship Registration System

- Analysis of ship registration market
- Economic benefit of flag of convenience
- Needs of Chinese market

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1110 Shipbrokers: Tailoring Strategy for China Market

- Identifying the feature of global ships trading market
- The true needs of China market
- Ship brokers' role in transaction

Peter Kerr Dineen, Joint Chairman
Howe Robinson

1130 Balancing Development of Chinese Shipping Insurance Market

- New initiatives of shipping insurance service
- Probing into new insurance category
- Improving collaboration with foreign insurance companies

Huang Lei, Vice Manager of Shanghai Branch
PICC

1150 Q&A

1200 Luncheon

Innovation and Application of New Patterns for Shipping Finance Service

1400 Shipping Asset Management—A Comprehensive Service for Banks, Financers, Bondholders, Financial Owners and Investors in Shipping and Vessels

- Handling credit challenges
- Developing strategy in each of the key areas
- Creating closer cooperation between different third parties in shipping finance

Rob Heijliger, Head of Asset Based Finance – Asia
ING Bank

1420 Using Interest Rate Derivatives for Risk Management

- Using financial derivatives to protect your enterprise
- Risk analysis of the floating interest rate
- Portfolio derivatives solution of risk management

Keith Ghwee, Director Projects
V.Ships Capital Partners (Singapore)

1440 Clearing—Key Role to Consolidate FFA

- Character of Clearing in shipping market
- Feature of Clearing, compared to OTC
- Importance and necessity of Deposit System

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Conference Agenda



Thursday, December 2nd, 2010

Venue—Sunrise On The Bund

1500 Q&A

1510 Coffee Break

1540 Restructuring Debt Finance Terms

- ☐ Current trends in restructuring debt finance:
- ☐ Reviewing the credit information, syndicate, trade debt and asset potential and charters before restructuring
- ☐ Restructuring terms process – from initial discussions to final document

Dimitris Belbas, Managing Director, Head of Shipping Finance
Seafin Pte Ltd

1600 Dialogue: Exchanging Perspectives and Demands to Benefit each other

Owners' Perspective:

- ☐ What do customers expect?
- ☐ Ship Finance challenges next 10 years

Moritz Mittelbach, CFO
Rickmers

Kaare Spange, Finance Director
Maersk Line China

Bankers' Perspective:

- ☐ Foreign ship finance perspective on Chinese Shipping
- ☐ What innovative products banks can supply?

Robin Perkin, Head of Global Shipping Coverage & Investor Solutions
RBS Corporate Banking Division

Julien Duquenne, Regional Head of Shipping Finance for Asia Pacific
Natixis

1650 Q&A

1700 Closing Ceremony

Gan Guande, General Secretary
Shanghai Transpiration Trade Association

1710 Close of the Summit



ADD: No. 168, Gao Yang Road, Hong Kou District, Shanghai, China

Sunrise On The Bund is located in North Bund CBD of Shanghai China, the most dynamic district for shipping business, which is next to Shanghai International Shipping/Passenger Transport Center, and Shanghai International Cruise Port/Yacht Marina.

Designed with the combination of old Shanghai style outlook and modern fashion style decoration, Sunrise On The Bund has 151 deluxe guest rooms in different styles.



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Working closely with industry publications and media partners, advertising and editorial campaigns will be strategically positioned throughout the campaigns for maximum impact. We will work closely with relevant organizations to publicize this event.

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Our website will be continually updated and open for online registration and inquiry. Links to key industry sites will generate traffic onto our site. We invite you to link your website to ours for a more comprehensive reach. Conference updates will be emailed to a select group of clients when necessary..

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We will send out periodically separate brochure mailings and branding flyers to corporate users within the industry chain. Global Leaders Institute has a complete database of the industries we are dealing with, which allows precise targeting of key prospects.

Fax and email marketing campaigns

Printed newsletters and fax / e-mail marketing campaigns will be systematically rolled out to create awareness and drive businesses to the website. Frequency will increase to become weekly and then daily as the event approaches.

Telemarketing & Continuous News Report

A dedicated team of account managers will contact key target delegates to secure their attendance. Pre-, after as well as on-site news report on popular mass media and financial publications.



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Company _____ E-mail _____

Direct Tel _____ Mobile _____ Fax _____

Delegate 2 Name _____ Job Title _____

Company _____ E-mail _____

Direct Tel _____ Mobile _____ Fax _____

Delegate 3 Name _____ Job Title _____

Company _____ E-mail _____

Direct Tel _____ Mobile _____ Fax _____

Full Mailing Address _____

City/State/Zip Code _____ Authorizing Manager _____

Signature _____ Date _____



Visas

Visa applications are the responsibility of each delegate. However, if you require a letter of invitation, please contact Global Leaders Institute who will issue a letter of invitation and send it directly to you. You will need to submit your nationality, job title, organization, date of birth, passport number and contact details, and take the letter of invitation to your nearest Chinese Embassy/ Consulate for your visa to be issued. Please allow sufficient time for this process.

	Register & Pay by September 3, 2010	USD 1,695 per person
	Register & Pay after October 22, 2010	USD 1,895 per person
	Register & Pay after October 22, 2010	USD 2,195 per person



Group Registration

Group Registration: Book 3+ seats - SAVE 10%, Book 6+ seats - SAVE 15%, Book 9+ seats - SAVE 20%, Book 12+ seats - SAVE 25%, Book 15+ seats - SAVE 30%.

To register a group booking or to enquire for more information please call: 86-10-64724481
or e-mail: feili@e-to-china.com or fax: 86-10-64723325

Yes, we need to book _____ seats for our group!

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Card Number: _____

Please attach a copy of your credit card (both front and back sides), we require the cardholder's signed authorization below to process this payment.

Signature: _____

Expiry Date(M/Y): _____

☐ By TT (You will receive a payment notification after we get your confirmation of participation)

THE REGISTRATION FEE INCLUDES full conference documentation, two luncheons and one cocktail;

PAYMENT TERMS are 3 working days; Joining details will be sent to the delegates two weeks prior to the event;

SIMULTANEOUS TRANSLATION (from Mandarin to English and vice versa) for the entire two-day event will be provided by a professional team of translators;

CANCELLATION: Should you be unable to attend, a substitute is always welcome at no extra charge. Alternatively, we will make a prompt refund less service charge of 10% of the fee for cancellations before Sep 1, 2010. Any cancellation that is received after Sep 1, 2010 but before October 16, 2010 will bear 50% of the full liability. Cancellations received after October 16, 2010 will bear the full liability of the total conference fee.