



BNY MELLON

International Payment and Trade Services Seminar
October 17 – 25, 2009

Saturday, October 17, 2009

Arrive in Cairo, Egypt

Casual Attire

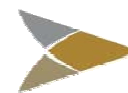
Hotel Location: Sheraton Dreamland & Conference Center Wahat
 Road 6th of October City, Cairo, Egypt Tel:
 20 2 385 95000 Fax: 20 2 385 95100

Seminar Location: Movenpick Hotel Cairo-Media City 6th
 of Oct. District, PO Box 39 Elhay
 Elmotamayez 00, Giza Egypt

Sunday, October 18, 2009

Business Casual Attire

7:30 a.m.	Breakfast	
8:15 a.m.	Boarding Time	
9:30 a.m.	Egyptian Museum Tour	
12:30 p.m.	Leaving for SE Zone (Lunch on the Bus)	
2:00 p.m.	SE Zone Presentation + Q & A General Authority for Economic Zone North West Gulf of Suez 3 rd Sector Ain Sokhna	Ahmed Amin, Vice Chairman, SE Zone
2:45 p.m.	Sokhna Port Visit	
3:45 p.m.	Egypt TEDA Industrial Zone Presentation	
4:15 p.m.	Egypt TEDA Industrial Zone Visit	
6:00 p.m.	Depart for Dinner	



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Monday, October 19, 2009

		<i>Business Casual Attire</i>
7:30 a.m.	Breakfast	
8:30 a.m.	Boarding Time	
9:00 a.m.	Welcome and Opening Remarks	Richard Brown, MD Head of Sales, Asia Tarek Sherlala, MD Global Client Management Egypt and North Africa
9:15 a.m.	Introduction	All conference participants and BNY Mellon staff
10:00a.m.	Coffee break	
10:15 a.m.	Treasury Services Overview	Richard Brown, MD Head of Sales, Asia
11:00 a.m.	Funds Transfer and Trade Operations Business Continuity	S.W. Chu, MD—North Asia Treasury Service Manager
12:00 noon	Lunch	
2:00 p.m.	North Africa updates	Soha Ali, VP North Africa
3:00 p.m.	Latin America presentation	John Hernandez, MD Head of Sales, Latin America
4:00 p.m.	Coffee break	
4:15 p.m.	Trade between U.S. and Emerging Market	David Cook, VP Trade Sales
6:00 p.m.	Dinner	



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Tuesday, October 20th, 2009

Business Casual Attire

7:30 a.m.	Breakfast	
8:30 a.m.	Boarding Time	
9:00 a.m.	European Union Overview	Michael Burkie, VP Marketing Development Manager
10:00 a.m.	Coffee break	
10:15 a.m.	Gulf Region presentation	Maninder Bhandari, MD Middle East and Africa
11:15 a.m.	Group Pictures	
12:00 noon	Lunch	
2:00 p.m.	Egypt/Yemen Overview	Hana Moharam, VP Egypt and Yemen
2:30 p.m.	Turkey Region presentation	Maninder Bhandari, MD and Head Middle East and Africa
3:30 p.m.	The Value of Integrated Treasury Thinking	Michael Burkie, VP Marketing Development Manager
4:00 p.m.	Coffee break	
4:15 p.m.	SWIFT Presentation	David Hennah, SWIFT Supply Chain Solutions Markets Division
6:00 p.m.	Dinner	



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Wednesday, October 21st, 2009

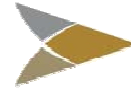
Business Casual Attire

7:00 a.m.	Breakfast	
7:30 a.m.	Boarding Time	
9:00 a.m.	GTR Conference, North Africa Trade and Investment Conference JW Marriott Hotel Cairo Ring Road, Mirage City Cairo, 11757 Egypt http://www.exportagroup.com/events/conferences/2nd-Annual-North-Africa-Trade-&-Investment-Conference_196/programme/	
5:30 p.m.	Drink Reception hosted by BNY Mellon	
7:00 p.m.	Dinner	

Thursday, October 22, 2009

Business Casual Attire

6:45 a.m.	Breakfast	
7:30 a.m.	Boarding Time	
9:00 a.m.	National Bank of Egypt Head Office Visit NBE Tower, 1187 Cornich El Nil Street	
10:00 a.m.	Islamic banking presentation	NBE Islamic Banking Desk
11:00 a.m.	Investment and Environment and Opportunities	NBE Al Ahli capital
12:00 noon	Lunch	Hosted by NBE, 36 th Floor
2:00 p.m.	Egyptian Stock Exchange EGX ; An opportunity in a Turbulent Time	Dr. Mohamed Omran, Vice Chairman
3:00 p.m.	Egyptian Investment Policy and Environment	Mr. Ahmed Elswedy, Chairman of the ECBC
6:00 p.m.	Dinner	



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Friday, October 23, 2009

8:00 a.m.	Breakfast	<i>Casual Attire</i>
9:00 a.m.	Seminar wrap up	S.W. Chu, MD North Asia T.S. Manager,
9:10 a.m.	Seminar questionnaire	Victoria Orłowski, VP Treasury Service, Event Manager
9:20 a.m.	Final Q&A	
12:00 noon	Lunch	
2:00 p.m.	Networking session – Papyrus production factory and Souk visit	
6:30 p.m.	Dinner	

Saturday, October 24, 2009

8:00 a.m.	Breakfast	<i>Casual Attire</i>
8:30 a.m.	Alexandra culture exploring	
3:00 p.m.	Free activity	
6:30 p.m.	Dinner	

Sunday, October 25, 2009

Departure
