

# CONVERTIBLE BONDS ASIA SUMMIT 2012

Main Conference: 21 & 22 February 2012  
Pre-conference Workshops: 20 February 2012  
Venue: Amara Hotel, Singapore

[www.convertiblebondsasia.com](http://www.convertiblebondsasia.com)

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9 December 2011

*See back page for details*

## Key Speakers

**Aloke Gupte**, Head of Equity-linked Origination, Asia Pacific, **J.P.Morgan**

**Alain Eckmann**, Executive Director, Senior Portfolio Manager, **UBS Global Asset Management**

**Haidje Rustau**, Head of Convertible Bond Strategy, **Mitsubishi UFJ Securities International plc**

**Dr. Martin Kuehle**, Senior Relationship Manager, **Fisch Asset Management**

**Nathan McMurtray**, Head of Equity-Linked Origination, Asia, **Deutsche Bank**

**Sanjay Guglani**, Chief Investment Officer, **Sri Silverdale Capital Partners**

**Emma Yan**, Managing Director, **Oxleyan Capital**

**Miodrag Janjusevic**, Managing Director, Chief Risk Officer, **Sail Advisors**

**Dorian Carrell**, Analyst, Convertibles, **Schroders**

**Sujeong Lee**, Equity and Commodity Derivatives, **BNP Paribas**

**Eric Mookherjee**, Chairman, Chief Investment Officer, **Shànti Asset Management**

**Janice Dunnett**, Convertible Bonds trader, **Morgan Stanley**

**Masa Nomoto**, Co-Head of ECM/Corporate Finance, **Mizuho Securities Asia**

**Rob Chan**, Vice President, Capital Markets Origination, **Citi**

## Developing Strategies to Capitalise on Asia's Convertible Bond Market for Investors, Issuers and Structurers

### Key topics include:

- Assessing the **outlook** of **Asian convertible bond market** for 2012
- Exploring **China's rapidly growing convertible bond market**: Managing the opportunities and risks
- Credit analysis** of Asian convertible bonds: Going beyond the numbers
- Exploring the combination of three fundamental research processes in **constructing convertible bond portfolio**
- Strategies to **manage convertible bonds during market downturn**
- Examining the changing **investor base**: Understanding investors' needs and concerns

### Don't miss these expert-led workshops!

**WORKSHOP A:**  
**Exploring Various Methodologies in Measuring Convertible Bond Portfolio Risk Accurately**  
**Eric Mookherjee**, Chairman, Chief Investment Officer, **Shànti Asset Management**

**WORKSHOP B:**  
**Examining Dynamic Hedging Techniques to Offset Losses in Convertible Bond Investment**  
**Miodrag Janjusevic**, Managing Director, Chief Risk Officer, **Sail Advisors** Former Head of Convertibles Sales and Trading, **J.P.Morgan**

### Special offer for Singapore-based attendees!

Eligible **Singapore-based participants** attending the Convertible Bonds Asia 2012 qualify for the **FTS grant**. Up to **50%** of the registration fees will be subsidized. Contact us at +65 6722 9388 or email [enquiry@iqpc.com.sg](mailto:enquiry@iqpc.com.sg) for more details.

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# ABOUT THE EVENT

Dear Colleagues,

Market volatility, coupled with the intrinsic dynamic nature, has made convertible bonds hard to grasp. It is crucial that we stay ahead of the curve to develop strategies to capitalise on the convertible bond market.

**Convertible Bonds Asia 2012** brings together leading **investors**, **traders** and **issuers** in Asia to discuss the market landscape for Asia's CB market, address challenges in meeting investors' needs and strategies to manage CB in 2012 and beyond.

Key highlights at **Convertible Bonds Asia 2012** include:

- **JP Morgan's** presentation on Asia's convertible bond market outlook for 2012 – Opportunities and risks ahead
- **Schroders'** perspective on leveraging opportunities in China's rapidly growing convertible bond market through
- **Mitsubishi UFJ's** views on examining credit analysis of Asian convertible bonds beyond numbers
- **Expert panel discussion** on strategies to manage convertible bonds during market downturn
- **Deutsche Bank's** discussion on innovative convertible bond structuring strategies to meet new Asian investors' demands

Don't miss this opportunity to meet and exchange ideas with leading investors, traders and issuers around the globe and hear their opinions on market development and successful strategies.

I look forward to welcoming you in Singapore at **Convertible Bonds Asia 2012**.

Warmest regards,



**Yuyuan Chen**  
Conference Producer  
**Finance IQ – A Division of IQPC Worldwide**

## Sponsorship and Exhibition Opportunities are still open!

**Convertible Bonds Asia 2012** gives you the opportunity to reach out to convertible bonds **investors**, **issuers** and **traders** in Asia, and understand the specific business requirements for 2012 and beyond

Sponsoring this event will position your company as a thought-leader, and will provide a hard-to-attain blend of branding, positioning, association and face-to-face interaction with the decision makers that matter. Various sponsorship and branding opportunities are available at our conference, including:

- Chairing the summit
  - Leading a presentation during the summit
  - Leading a workshop
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# CONFERENCE AGENDA

DAY One Tuesday, 21 February 2012

0810 **Registration and Welcome Tea**

0850 **Chairman's Opening Remarks**

0900 **Assessing the Global Convertible Bond (CB) Market and its Implications for Convertible Growth in Asia**

- Exploring the changing global convertible trading and investment landscape to identify opportunities for growth
- Assessing the key drivers for global investors' interest towards CB compared to other asset classes
- Understanding the global CB market change's impact on convertible growth in Asia – act swiftly to maximise return and avoid losses

**Dr. Martin Kuehle**

Senior Relationship Manager  
**Fisch Asset Management**

0920 **Panel Discussion**

**Managing Convertible Bonds (CBs) in Rainy Weather: Strategies to Capitalise on Asian CBs during Market Downturn Today**

- Examining the market conditions today: implications for Asian CB trading and investment
- Reviewing various product types and their strengths
- Assessing the changing investor base – understand investors' needs and concerns
- Exploring strategies to structure investment portfolios incorporating CBs to meet investors' needs



Moderator:

**Haidje Rustau**

Head of Convertible Bond Strategy  
**Mitsubishi UFJ Securities International plc**

Panellists:

**Miodrag**

**Janjusevic**  
Managing Director,  
Chief Risk Officer  
**Sail Advisors**

**Janice Dunnett**

Convertible  
Bonds trader  
**Morgan  
Stanley**

**Dorian Carrell**

Analyst,  
Convertibles  
**Schroders**

1005 **Speed Networking** – Maximise your networking time efficiently! Meet convertible bond investors and traders in this session and get settled into comfortable and open discussions throughout the conference.

1030 **Morning Refreshments and Networking Break**

1050 **Exploring China's Rapidly Growing Convertible Bond (CB) Market: Managing the Opportunities and Risks**

- Assessing the key drivers for China's CB issuance surge in past three years
- Analysing impact of China's rising stock market, internationalisation of RMB, and economic climate, amongst other factors, on CB market development
- Reviewing cases of steep losses to investors – how to measure and manage risks
- Exploring strategies to capitalise on China's CB market to increase ROI

**Dorian Carrell**

Analyst, Convertibles  
**Schroders**

1135 **Credit Analysis of Asian Convertible Bonds (CBs): Going Beyond the Numbers**

- Examining the current credit analysis for CBs: why a simple ratio based analysis does not work so well in Asia
- Assessing qualitative factors when forming a credit view
- Exploring strategies to analyse high growth companies
- Incorporating liquidity, corporate governance and ownership perspectives in credit analysis

**Haidje Rustau**

Head of Convertible Bond Strategy  
**Mitsubishi UFJ Securities International plc**

1220 **Lunch and Networking Break**

1320 **Exploring Combining Three Research Processes in Constructing Convertible Bonds Portfolios**

- Examining the three fundamental research processes in CB portfolio construction: equity value and momentum, credit and yield, convexity and premium
- Exploring the viability of combining the three research processes – the strengths and limitations
- Evaluating applying this approach in Asia's convertible bond context

**Dr. Martin Kuehle**

Senior Relationship Manager  
**Fisch Asset Management**

1405 **Roundtable Discussion: Managing Risks Effectively When Investing into Convertible Bonds**

This session will allow you more time to discuss with your peers on how to manage risks when investing into convertible bonds.

You will be divided into four groups. Each group will be led by a facilitator, and a speaker from each group will be nominated to share the discussion results.

- An overview of risks involved when investing into convertibles, such as market risk, liquidity risk, credit risk and regulation risk
- Reviewing methodologies commonly adopted to measure risks in convertibles investments
- Evaluating effective strategies to manage risks such as delta hedging

1450 **Afternoon Refreshments and Networking Break**

*The conference is a great venue to gain exposure and network - key for any hedge fund manager looking to boost visibility and assets!*

**Managing Partner, Apianna Investments**

# CONFERENCE AGENDA

## DAY Two Wednesday, 22 February 2012

### 1520 **Innovative Convertible Bond Structuring Strategies to Meet New Asian Investors' Demands**

- Reviewing various structured investment portfolios incorporating convertible bonds (CBs) and analysing the key drivers behind them
- Understanding investors' concerns over conversion premium, call policy and risks, for example, when considering convertibles
- Evaluating the various types of convertibles and identifying their strengths
- Exploring innovative CB structuring strategies to address the investors' needs

#### **Nathan McMurtray**

Head of Equity-Linked Origination, Asia  
**Deutsche Bank**

### 1605 **Overcoming Challenges in Convertible Bonds (CBs) Valuation**

- Understanding the hybrid nature of CBs: the debt/equity spectrum
- Identifying challenges arising from presence of additional options such as callability and puttable
- Evaluating the popular binomial and trinomial trees models and understanding the underlying assumptions, their applications and limitations
- Exploring strategies to overcome challenges in CBs valuation

#### **Rob Chan**

Vice President, Capital Markets Origination  
**Citi**

### 1650 **Chairman's Closing Remarks**

### 1700 **Close of Conference Day One**

*This conference assembled the most amazing collection of talent in one place that the Asia community has ever seen!*

**Partner, Pillsbury Winthrop Shaw Pittman LLP**

### 0810 **Registration and Welcome Tea**

### 0850 **Chairman's Opening Remarks**

### 0900 **Assessing the Current Asian Convertible Bond (CB) Market Landscape and Outlook for 2012**

- Reviewing CB issuance, trading and investment in Asia CB market in 2011
- Analysing key parameters such as trading volume, production range, investor base and sector specialization
- Examining the regulatory changes and governmental initiatives in Asian countries – implications for Asian CB trading and investment
- Projecting the outlook for 2012 Asian CB market

#### **Aloke Gupte**

Head of Equity-linked Origination, Asia Pacific  
**J.P.Morgan**

### 0945 **Driving Convertible Growth in India Amidst a More Stringent Regulatory Landscape**

- Analysing India's CB performance in past 3 years and its unique features compared to other Asian countries
- Understanding the recent regulatory changes in India's CB market and its implications for issuers, structurers and investors
- Exploring the opportunities arise from growing India's CB market and grasping the potential risks involved

#### **Sanjay Guglani**

Chief Investment Officer  
**Sri Silverdale Capital Partners**

### 1030 **Morning Refreshment and Networking Break**

### 1100 **Investors' Panel Discussion: Examining the Changing Investor Base: Understanding the Investors' Needs and Concerns**

- Understanding how convertible bonds fit into investors' portfolio
- Assessing investors' appetite for Asian convertible bonds – balancing the return and risk
- Evaluating convertible bonds against other asset classes: the strengths and weaknesses
- Analysing the changing investor base for Asian CB market

Moderator:

**Dorian Carrell**  
Analyst, Convertibles  
**Schroders**

Panellists:

**Alain Eckmann**  
Executive Director,  
Senior Portfolio  
Manager, **UBS**  
**Global Asset**  
**Management**

**Emma Yan**  
Managing  
Director  
**Oxleyan**  
**Capital**

**Sanjay Guglani**  
Chief Investment  
Officer  
**Sri Silverdale**  
**Capital**  
**Partners**

### 1145 **Exploring Successful Trading Strategies in Asian's Convertible Bond Market**

- Understanding strategies such as volatility swaps to hedge against volatility and omicron risk
- Evaluating the effectiveness of constructing synthetic CBs to fill gaps in portfolio or exploit the inefficiency in the options market
- Assessing usefulness of approaches, such as implied volatility convergence hedge and synthetic calls
- Exploring a mix of strategies to maximise return in CB trading

#### **Sujeong Lee**

Equity and Commodity Derivatives  
**BNP Paribas**

### 1230 **Lunch and Networking Break**

### 1330 **Issuers-led Roundtable Discussion: Raising Funds through CBs to Finance Your Business**

Corporates looking to raise funds through CBs will be invited to share their views on their key considerations. Corporates from manufacturing, technology, consumer and financial services, amongst others, will be divided into four groups.

For the first half of this session, in each group, issuers will be joined by CB investors, traders and originators to discuss how funds can be raised effectively to finance their business. The second half of this session will see each group presenting their viewpoints. Key discussion points include:

# CONFERENCE AGENDA

- Their needs in convertible bonds structuring
- Evaluating convertible bonds against other fund raising methods such as the issue of straight bond and new shares
- Assessing the advantages of financing through convertible bonds: reduce dilution, less impact on P&L statement, low coupon, etc
- Exploring key considerations when issuing CBs to ensure successful financing

## 1415 **Investor's Perspective: Convertibles vis-à-vis Other Asset Classes**

- Understanding investor's key considerations when making alternative investment
- Evaluating convertible bonds (CBs) against other asset classes and grasping advantages in CBs investment: lower risk, higher running yield than a share dividend
- Analysing the potential risk of sub-par return
- Exploring strategies to balance risk and return

**Emma Yan**  
Managing Director  
**Oxleyan Capital**

## 1500 **Afternoon Refreshment and Networking Break**

## 1530 **Learning from Japan: Implications for Asian Convertible Bond Investors, Traders and Investment Banks**

- Reviewing the Japan's CB market development: understanding the key drivers for various product emergence
- Understanding the effects of regulatory, global economic climate, interest rate, amongst others, on Japan's CB market
- Lessons for Asian CB investors, traders and investment banks to navigate through changing CB markets

**Masa Nomoto**  
Co-Head of ECM/Corporate Finance  
**Mizuho Securities Asia**

## 1615 **Exploring Key Factors Driving the Convertible Bond (CB) Fund's Performance**

- Understanding the return process of CB funds
- Exploring the additional variables accounting for the option-like character of convertible bonds
- Evaluating the relationship between CB fund's performance and its asset composition
- Measuring CB fund's performance and identifying the key drivers for performance

**Eric Mookherjee**  
Founding Partner  
**Shanti Asset Management**

## 1700 **Chairman's Closing Remarks**

## 1710 **Close of Conference Day Two**

## Top 5 Reasons Why You Should Sponsor Convertible Bonds Asia 2012

1. Associate your organisation with Asia's leading convertible bonds event – gain the **latest market updates** in Asia!
2. Achieve **thought leadership** when you position yourself amongst industry's key figures.
3. Gain **maximum exposure** in one single event – Convertible Bonds Asia 2012 brings together **investors, issuers** and **traders** all in one room. It is a perfect avenue to reach out to your business prospects within a minimal time span.
4. **Our delegates** are actively seeking and embracing products to help them in improving return on investment. They want to know you and your products better.

5. Our **track record** – Over the last 10 years, we have delivered investment events in real estate, private equity, hedge funds, infrastructure and commodities amongst others

Don't miss this chance to increase your market share by not only meeting your potential clients but standing out as a leading expert in convertible bonds. Get in touch with us now! Email us at [sponsorship@iqpc.com.sg](mailto:sponsorship@iqpc.com.sg) or call **+65 6722 9388**.



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# INTERACTIVE WORKSHOPS

Workshop A: 20 February 2012

09:00am – 12:00pm

(including networking break & lunch)

## Exploring Various Methodologies in Measuring Convertible Bond Portfolio Risk Accurately

Workshop Leader: **Eric Mookherjee**, Chairman, Chief Investment Officer, **Shânti Asset Management**

A convertible bond portfolio is dynamic. Thus measuring risks accurately is essential for portfolio managers to keep a global overview on the fund without doing continuous microscopic analysis of the convertibles in position.

Through this workshop you will:

- Learn the criteria for coherent risk measures
- Review various parameters, such as delta, gamma, rho, omicron, and vega, and their implications of various sensitivities like equity, convexity and interest rate
- Apply fixed income measures, including duration and yields, to understand risks involved in convertible bond investment, and their limitations
- Use three different ways to measure VaR: parametric VaR, historical VaR and Monte Carlo VaR, and understand their implications for convertible bond portfolio risk management
- Deploy back testing and stress testing techniques to measure convertible bond portfolio risk

### About Your Workshop Leader:

Eric is Chairman and Chief Investment Officer, and founding partner of Shanti Asset Management.

Eric was formerly Chief Investment Officer, equities and research at Crédit Lyonnais Asset Management (CLAM). Under his management CLAM received several awards in most fund categories, mainly for that of best fund manager over 1, 5 and 10 years (S&P Micropal).

Workshop B: 20 February 2012

13:00pm – 16:00pm

(including networking break)

## Examining Dynamic Hedging Techniques to Offset Losses in Convertible Bond Investment

Workshop Leader: **Miodrag Janjusevic**, Managing Director, Chief Risk Officer, **Sail Advisors** Former Head of Convertibles Sales and Trading, **J.P.Morgan**

Convertible bond portfolios are sensitive to numerous parameters, such as equity, credit and volatility. Understanding the various hedging techniques thus is critical for fund managers and traders to offset potential losses.

Through this workshop you will:

- Gain an overview of possible hedge instruments
- Apply delta hedging, including neutral, over- and under-hedge, to reduce risk, and understand applying conditions and its limitations
- Estimate historical volatility, build a volatility cone to hedge convertible bond investment
- Explore gamma trading to immunize the convertible bond portfolio against share price change
- Examine variance swap as a strategy to reduce volatility exposure
- Compare the above various hedging techniques and understand each one's strengths – applying conditions and limitations

### About Your Workshop Leader:

Miodrag Janjusevic is Managing Director and Chief Risk Officer responsible for investment portfolio risk analysis and operational due diligence, and a member of the Board of Directors of SAIL Advisors Limited.

Miodrag worked at JPMorgan for 16 years in various capacities. He was Global Head of Equity Derivatives Research, and Head of Debt/Equity Solutions Group at JPM London. The debt/Equity solutions group was part of EMEA and Asia convertible desk and pioneered market model for hedging default risk with equity. Miodrag moved from London to Hong Kong in 2005 to run JPMorgan's Convertible Bond sales and trading in Asia and later on JPM's Asian Corporate Derivatives origination.

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## CONVERTIBLE BONDS ASIA SUMMIT 2012

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I agree to IQPC's payment terms and cancellation policy. Please note: If you have already registration and acknowledgement before the conference, please call us to confirm your booking.

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IQPC recognises the value of learning in teams. Group bookings at the same time from the same company receive these discounts:

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CONFERENCE PACKAGES ALL PRICES IN SGD	Book & Pay by 9 December 2011	Regular Price
Conference + 2 Workshops	5,297 (save 700)	5,597 (save 400)
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Workshop Only <input type="checkbox"/> A OR <input type="checkbox"/> B	1,349 (per workshop)	

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### VENUE & ACCOMODATION

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Tel: +65 6879 2555 | Fax: +65 6224 3910  
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- I am registering as a delegate, please send me an extra set of Conference Documentation with Audio CD with a SGD100 discount: SGD699.
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