

## **Financial Services Industry in the Post-Crisis Era**

September 14, 2010 / Grand Ballroom, The Westin Chosun Hotel

- 08:30~09:00     **Registration**
- 09:00~09:10     **Opening Remarks**  
Hyoungh-Tae Kim (President, Korea Capital Market Institute)
- 09:10~09:20     **Congratulatory Remarks**  
Dong-Soo Chin (Chairman, Financial Services Commission)
- 09:20~10:20     **Keynote Speech**  
**What Changing Fiscal and Regulatory Policies Mean for the Future of  
Financial Services**  
Christopher Cox (Former Chairman, Securities and Exchange Commission)
- 10:20~10:30     Q&A
- 10:30~10:45     Break

### ***Session I     Post-Crisis Perspectives on the Future of the Financial Services Industry***

- 10:45~11:15     **The Future of IPOs and Investment Banking**  
Jay Ritter (Cordell Professor of Finance, University of Florida)
- 11:15~11:45     **Strategies of Financial Services Industry under the New Financial Order**  
Michael Pain (Managing Director, Accenture)
- 11:45~12:30     **Panel Discussion**  
Moderator: Sang Yong Park (Dean of Business School, Yonsei University)  
Discussants: Jong Bom Chay (Professor, Sungkyunkwan University)  
                  Sang-ho Ryu (CEO, Korea Investment & Securities)
- 12:30~14:00     **Luncheon**

*Session II      Post-Crisis Strategies of Investment Banks and Asset Management Companies*

- 14:00~14:30      **Challenges and Issues Confronting Investment Banks**  
Rodney Ward (Chairman, UBS Investment Bank Asia)
- 14:30~14:40      Discussion:  
Dong-Young Park (Head of Global Markets, Daewoo Securities)
- 14:40~15:10      **The Asset Management Industry in the Post-Crisis World**  
Hon Cheung (Regional Director for the Official Institutions Group in Asia,  
State Street Global Advisors(SSGA))
- 15:10~15:20      Discussion:  
Jaechil Kim (Head of Fund & Pension, Korea Capital Market Institute)
- 15:20~15:35      Break
- 15:35~16:05      **IPOs in Korea: Competition Landscape and Future Direction**  
Seokhoon Lee (Research Fellow, Korea Capital Market Institute)
- 16:05~16:15      Discussion: Yunwoo Park (Professor, Chung-Ang University)