



Swiss Canadian Chamber of Commerce (B.C.) Inc.

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CURRENCY RISK MANAGEMENT SPEAKER EVENT November 30, 2011

As the world is struggling with different economical challenges, we would like to invite you to this relevant and timely event on currency risk management. Foreign currency exchange (and even commodity prices) can increase a company's exposure to rapidly fluctuating economic conditions and their inherent risks (volatile currency markets can raise expenses, diminish profits and make accurate long-term planning almost impossible).

Pertinent topics for today's turbulent market environment so **mark** your calendars!

Date: November 30, 2011

Time: 4:00pm - 7:00pm

Location: SFU's Segal Graduate School of Business, 500 Granville St, room 2800 | [map](#)

Program:

4:00 pm - 4:30 pm Registration

4:30 pm - 5:10 pm David Gibbs, CME Group: In this new "Risk-on/Risk-off" world are you effectively evaluating and properly addressing the risk to your business?

5:10 pm - 5:50 pm Rob Marsh, PwC: Will Achieving Hedge Accounting Become Easier?

5:50 pm - 6:00 pm Q & A

6:00 pm - 7:00 pm Networking Possibilities

We are pleased to have **David Gibbs** (Associate Director for Market Education and Development at the CME Group) and **Rob Marsh** (Vancouver based partner in PwC's National Accounting Consulting Services) as our guest speakers. Mr. Gibbs will provide you with some insights in how you and your company can deal with currency exposure and other related market risks (agricultural, energy, metals, freight, weather, interest rates, etc.) while Mr. Marsh will explain how to account for hedging within a company's financial statements.

Please RSVP to chamber@swissccc.com by November 23 as space is limited, thank you.

We are looking forward to seeing you soon.

This event is organized in collaboration with:

SFU MFRM - www.beedie.sfu.ca/mfrm/

PRMIA - www.prmia.org

PwC - www.pwc.com/ca/en/index.jhtml

CME Group - www.cmegroup.com

David Gibbs

Speech Abstract

Title: *In this new "Risk-on/Risk-off" world are you effectively evaluating and properly addressing the risk to your business?*

Mr. Gibbs will open with a brief description of what CME Group's Economist calls the "Age of Dissonance" and how rules we used take for granted no longer apply in the current market. He will demonstrate this by calling on examples from FX, Interest Rate, Equity, and Commodity market activity and show the break-down of traditional risk management and macro-economic models to effectively protect from major market moves. David will also introduce how recent financial market regulation in the US and Europe are adding to confusion and what can effectively be done to address regulatory compliance and more effectively address true underlying risk. He will wrap up with a brief overview of CME Group businesses and product classes and how current OTC users of bi-lateral agreements can migrate to exchange cleared through Clearport. Then close with where to go online for more information about CME Group products, services and educational opportunities.

BIO

Mr. David Gibbs has been a futures market professional for over twenty years starting on the floor of the Chicago Mercantile Exchange as a runner and pit clerk. As a Member of the IMM Division of the CME he filled orders in the trading pits and managed a brokerage floor execution team. Combining his futures expertise with US Treasury curve knowledge he left the exchange floor to develop and manage off-floor trading and sales arbitrage operations for several global FCM's. Experienced in both sales and trading across multiple product lines he has worked with institutional clients around the world developing effective trading and hedging programs. He has been with CME Group as Associate Director for Market Education and Development since March 2011. He holds a BS from Illinois State University in History and Economics.

As Associate Director for Market Education and Development, Gibbs is responsible for developing, producing, and presenting market education programs and materials to CME Group clients. This includes everything from basic product and market education programs such as School of Futures to highly focused trade strategy presentations for seasoned market professionals. He also assists in the writing and review of educational content whether produced internally or by third providers. While his mandate is global his focus is primarily financial products and central clearing platforms.

Robert Marsh

Speech Abstract

Title: *Will Achieving Hedge Accounting Become Easier?*

Qualifying for hedge accounting is very often complex and difficult. But expected changes to the International Financial Reporting Standards (IFRS) may soon make it easier and simpler to achieve hedge accounting. I will describe some of the hedge accounting challenges that exist under the current standards, and discuss how the burden may be lessened by the expected changes.

BIO

Mr. Robert Marsh is a Vancouver - based partner in PwC's National Accounting Consulting Services, and the leader of their Canadian Financial Instruments Topic Team. He is also a member of PwC's Global Accounting Consulting Services, serving on the Financial Instruments Topic Team and leading the Fair Value Measurement working group.

He is a frequent instructor of PwC training courses on financial instruments and external speaker. He most recently spoke about the new IFRS guidance on hedge accounting, which is expected to be released soon.