



CFA Institute

68TH

CFA INSTITUTE ANNUAL CONFERENCE

26–29 April 2015 | Frankfurt, Germany

Hosted with CFA Society Germany

POCKET GUIDE

GENERAL INFORMATION AND HOURS

Registration and Information Desk Hours

Sunday, 26 April	12:00-19:00
Monday, 27 April	7:30-17:30
Tuesday, 28 April	7:30-17:30
Wednesday, 29 April	7:30-13:00

Exhibit Hall Hours

Sunday, 26 April	13:30-17:00
Monday, 27 April	7:30-16:00
Tuesday, 28 April	7:30-16:00
Wednesday, 29 April	7:30-10:15

Exhibit Hall Lounge *Level 0, Forum*

Meet CFA Institute staff, learn about current initiatives, and contribute your thoughts.

Sunday, 26 April

14:00-15:00	New President and CEO
15:00-16:00	Meet and Greet
16:00-17:00	Topics and Programming in the EMEA Region
	CFA Institute Expansion in China and India

Monday, 27 April

7:30-8:30	The Value of Membership: Share Your Ideas
9:45-10:15	Recent Projects from the CFA Institute Research Foundation

Tuesday, 28 April

7:30-8:30	The Value of Membership: Share Your Ideas
9:45-10:15	Your Voice in the Future of Finance

Wednesday, 29 April

7:30-8:30	The Value of Membership: Share Your Ideas
9:45-10:15	CFA Institute's Educational Programs: Beyond the Charter



@CFAInstitute

CFA Bookstore Hours <i>Via Mobile, Forum</i>	
Sunday, 26 April	12:00-17:00
Monday, 27 April	7:30-17:15
Tuesday, 28 April	7:30-17:15
Wednesday, 29 April	7:30-10:15

Book Signings *Via Mobile, Forum*

Sunday, 26 April

15:00-15:30	Jane Hyun
16:30-17:00	Philippa Malmgren
	Jukka Väänänen
18:15-18:45	John Coates (<i>held at the Frankfurt Marriott Hotel</i>)

Monday, 27 April

12:15-12:45	Martin Wolf
	Hans-Werner Sinn
15:15-15:45	Jean L.P. Brunel, CFA

Tuesday, 28 April

16:45-17:15	Vikram Mansharamani
	Richard Sandor

Wednesday, 29 April

9:45-10:15	Ian Bremmer
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Career Services Centre *Via Mobile, Forum*

Learn about the career resources CFA Institute has to offer, or meet with career and executive coaches to discuss general career management, soft-skill development, and leadership in a casual, open conversation. One-on-one consultations are also available on a first-come, first-served basis.

Sunday, 26 April	12:00-17:00
Monday, 27 April	12:00-17:15
Tuesday, 28 April	12:00-17:15

Wi-Fi Information

Network: CFA Annual 2015

Username and Password: CFA2015

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Corporate & Investment Banking

SUNDAY, 26 APRIL 2015

12:30–13:30

CFA Institute Annual Members' Meeting
Harmonie Hall 1, Level C2, Congress Center

13:00–14:00

**Delegate and University Student
Networking Reception**
Via Mobile, Forum

13:30–17:00

Refreshments in Exhibit Hall

14:00–15:00

New President and CEO Meet and Greet
Exhibit Hall Lounge, Level 0, Forum

14:00–16:30

**THE RESEARCH FOUNDATION WORKSHOP
FOR THE PRACTITIONER**
Panorama 2, Level 1, Forum

**Identifying Investor Risk Profiles: Ideas
for Investors, Advisors, and Regulators**
Joachim Klement, CFA

Geopolitics for Investors

Philippa Malmgren

14:00–15:00

**"BEYOND THE NUMBERS"
CONCURRENT SESSIONS**

**Bitcoin, Blockchain, and the Future
of Financial Transaction**

Charles G. Cascarilla, CFA
Panorama 1, Level 1, Forum

**Flex: Strategies for Communicating
in a Global Work Force**

Jane Hyun
Panorama 3, Level 1, Forum

15:00–15:30

Book Signing: Jane Hyun
Via Mobile, Forum

15:00–16:00

**Topics and Programming in the
EMEA Region**
Exhibit Hall Lounge, Level 0, Forum

15:30–16:30

**"BEYOND THE NUMBERS"
CONCURRENT SESSIONS**

**An Introduction to Neuroeconomics and
Its Impact on Financial Decision Making**

Roland Ullrich, CFA

Panorama 1, Level 1, Forum

**Getting Started with Social Media
Strategies for Financial Professionals**

Jukka Väänänen

Panorama 3, Level 1, Forum

16:00–17:00

CFA Institute Expansion in China and India
Exhibit Hall Lounge, Level 0, Forum

16:30–17:00

Book Signings: Philippa Malmgren and
Jukka Väänänen
Via Mobile, Forum

17:00–18:00

**Annual Conference Sunday Keynote:
The Biology of Risk Taking**

John Coates

Festhalle, Level 0, Forum

18:15–18:45

Book Signing: John Coates
Frankfurt Marriott Hotel

18:15–19:30

Welcome Reception
Frankfurt Marriott Hotel
Sponsored by Bloomberg

MONDAY, 27 APRIL 2015

Monday Morning Programming
Sponsored by Credit Suisse

7:30–8:30
Morning Coffee with Exhibitors

**The Value of Membership:
Share Your Ideas**
Exhibit Hall Lounge, Level 0, Forum

8:30–8:45
**Conference Welcome and
Opening Remarks**
Paul Smith, CFA
Festhalle, Level 0, Forum

8:45–9:45
**The Limits of Central Banking and the
Prospects for Economic Reform in Europe**
Jürgen Stark
Festhalle, Level 0, Forum

9:45–10:15
Refreshment Break with Exhibitors

**Recent Projects from the CFA Institute
Research Foundation**
Exhibit Hall Lounge, Level 0, Forum

10:15–11:15
**The Shifts and Shocks: Global Imbalances,
Capital Flows, and Policy in Our Financially
Fragile World**
Martin Wolf
Festhalle, Level 0, Forum

11:15–12:15
**EU Debt and Prospects for Growth:
A Fairly "Grimm" Tale?**
Moritz Kraemer
Michala Marcussen, CFA
Hans-Werner Sinn
Liam Halligan, moderator
Festhalle, Level 0, Forum

12:15–12:45

Book Signings: Martin Wolf and
Hans-Werner Sinn
Via Mobile, Forum

12:15–14:15

Networking Lunch with Peer Discussion
Lunch tables will be organized by topic
tracks to facilitate conversation
Halle 1
Sponsored by FactSet

13:10–13:55

SPONSORED CORPORATE PRESENTATIONS

A New Risk Management Paradigm: From Diagnostic Tool to Preventive Medicine
Axioma, Inc.
Ian Webster
Panorama 1, Level 1, Forum

Smart Beta or Dumb Alpha?

Bloomberg
Nick Baturin, CFA
Harmonie Hall 2, Level C2, Congress Center

Geographic Exposures:

Ignorance Is Not a Defense
FactSet
Andrew Kovacs, CFA
Panorama 2, Level 1, Forum

The Path from Charterholder to Top Performer: Using Learning Science to Build Employee Expertise

Kaplan Schweser
Bror Saxberg
Panorama 3, Level 1, Forum

**Innovations in Indexing:
The Smart Beta Discussion**

WisdomTree
Luciano Siracusano
Harmonie Hall 1, Level C2, Congress Center

MONDAY, 27 APRIL 2015

14:15-15:15

CONCURRENT PRACTITIONER SESSIONS

Alternative Investments Track

Hedge Funds and Risk in the Diversified Investment Portfolio

Alexander Ineichen, CFA

Panorama 3, Level 1, Forum

Asset and Risk Allocation Track

Macro-Sensitive Investing:

Why Macro Matters for Asset Allocation

Andreas J. Sauer, CFA

Harmonie Hall 2, Level C2, Congress Center

Equity Investments Track

Managing Equities for Absolute Return

James B. Clunie, CFA, ASIP

Panorama 1, Level 1, Forum

Fixed-Income Management Track

Next Generation Structured Credit

Alexander I. Batchvarov, CFA

Illusion, Level C3, Congress Center

Policy and Practice Track

Better Investment Decisions . . . via Good Governance?

Michael S. Falk, CFA

Harmonie Hall 1, Level C2, Congress Center

Private Wealth Management Track

Goals-Based Investing for Private Clients

Jean L.P. Brunel, CFA

Panorama 2, Level 1, Forum

15:15-15:45

Refreshment Break with Exhibitors

Book Signing: Jean L.P. Brunel, CFA

Via Mobile, Forum

15:45–16:45

CONCURRENT PRACTITIONER SESSIONS

Alternative Investments Track

Infrastructure Investing for Liability Matching

Peter Hofbauer

Panorama 3, Level 1, Forum

Asset and Risk Allocation Track

Macro Diversification: Navigating a Turbulent World

Brian D. Singer, CFA

Harmonie Hall 2, Level C2, Congress Center

Equity Investments Track

Enigmatic India: The Risks and Promise of Indian Equity Markets

Punita Kumar-Sinha, CFA

Panorama 1, Level 1, Forum

Fixed-Income Management Track

Integrating ESG into the Fixed-Income Portfolio

Christoph M. Klein, CFA

Illusion, Level C3, Congress Center

Policy and Practice Track

Shadow Banking: Global Trends and Policy Developments

Nico Valckx

Harmonie Hall 1, Level C2, Congress Center

Private Wealth Management Track

The Case for Separately Managed Accounts for High-Net-Worth Clients

Jeanie Wyatt, CFA

Panorama 2, Level 1, Forum

TUESDAY, 28 APRIL 2015

Tuesday Morning Programming
Sponsored by FactSet

7:30–8:30
Morning Coffee with Exhibitors

**The Value of Membership:
Share Your Ideas**
Exhibit Hall Lounge, Level 0, Forum

8:30–8:45
Morning Announcements
Festhalle, Level 0, Forum

8:45–9:45
**Sovereign Wealth Funds in the Global
Capital Markets**
Scott E. Kalb
Festhalle, Level 0, Forum

9:45–10:15
Refreshment Break with Exhibitors

Your Voice in the Future of Finance
Exhibit Hall Lounge, Level 0, Forum

10:15–11:15
**Financial Innovation, Market Structure,
and the Implications for Investors**
Irene Aldridge
Haim Bodek
James H. Freis, Jr., CFA
Gemma Godfrey, moderator
Festhalle, Level 0, Forum

11:15–12:15
**Long-Termism and the New Era of
Fiduciary Capitalism**
Keith P. Ambachtshier
Leo de Bever
Andrew Sheng
Roger Urwin, moderator
Festhalle, Level 0, Forum

12:15–14:15
Networking Lunch with Peer Discussion
Lunch tables will be organized by topic
tracks to facilitate conversation
Halle 1
Sponsored by FactSet

13:10-13:55

SPONSORED CORPORATE PRESENTATIONS

What Lies Beneath the Numbers? Uncovering Earnings Risks and Management's Tricks to Boost Their Pay

Credit Suisse

Michel Lerner, CFA

Ron Graziano

Harmonie Hall 2, Level C2, Congress Center

What Do Clients Want? Developing Business in the New Investment World Order

Societe Generale Corporate &

Investment Banking

Amber Kizilbash

Harmonie Hall 1, Level C2, Congress Center

Efficient Risk Reduction with Minimum Variance Indices

STOXX Ltd.

Angelika Eibl, CFA

Panorama 3, Level 1, Forum

Diversifying across Factors to Outperform in Europe

Thomson Reuters

Tim Gaumer, CFA

Panorama 1, Level 1, Forum

View Through a Lens: Risk-Based Decision Making

UBS Delta

Lindsey Matthews, CFA

Panorama 2, Level 1, Forum

TUESDAY, 28 APRIL 2015

14:15–16:45

MASTER CLASSES

Understanding FX

Jessica James

Panorama 2, Level 1, Forum

Valuing Innovation: Measuring and Valuing the Productivity of R&D Investment

Anne Marie Knott

Illusion, Level C3, Congress Center

Demographics, Income, and the Global Value Chain

Vikram Mansharamani

Harmonie Hall 2, Level C2, Congress Center

Global Private Wealth Management

Philip Marcovici

Harmonie Hall 1, Level C2, Congress Center

Understanding ESG Investing: Fundamentals and Implementation

Alex Money

Michael Viehs

Panorama 1, Level 1, Forum

Environmental Markets: A New Asset Class

Richard Sandor

Panorama 3, Level 1, Forum

15:15–15:45

Refreshment Break with Exhibitors

16:45–17:15

Book Signings: Vikram Mansharamani and

Richard Sandor

Via Mobile, Forum

18:45–22:30

Networking Reception and Dinner

Kurhaus Wiesbaden

Sponsored by FactSet

Coaches will depart at 18:00 and 18:30 from the Congress Center Messe Frankfurt, the InterContinental Frankfurt, and the Westin Grand Frankfurt.

WEDNESDAY, 29 APRIL 2015

Wednesday Morning Programming
Sponsored by University of Cambridge –
Judge Business School

7:30–8:30
Morning Coffee with Exhibitors

The Value of Membership:
Share Your Ideas
Exhibit Hall Lounge, Level 0, Forum

8:30–8:45
Morning Announcements
Festhalle, Level 0, Forum

8:45–9:45
Seeking Value in an Overpriced World
Charles de Vaulx
Festhalle, Level 0, Forum

9:45–10:15
Refreshment Break with Exhibitors

CFA Institute's Educational Programs:
Beyond the Charter
Exhibit Hall Lounge, Level 0, Forum

Book Signing: Ian Bremmer
Via Mobile, Forum

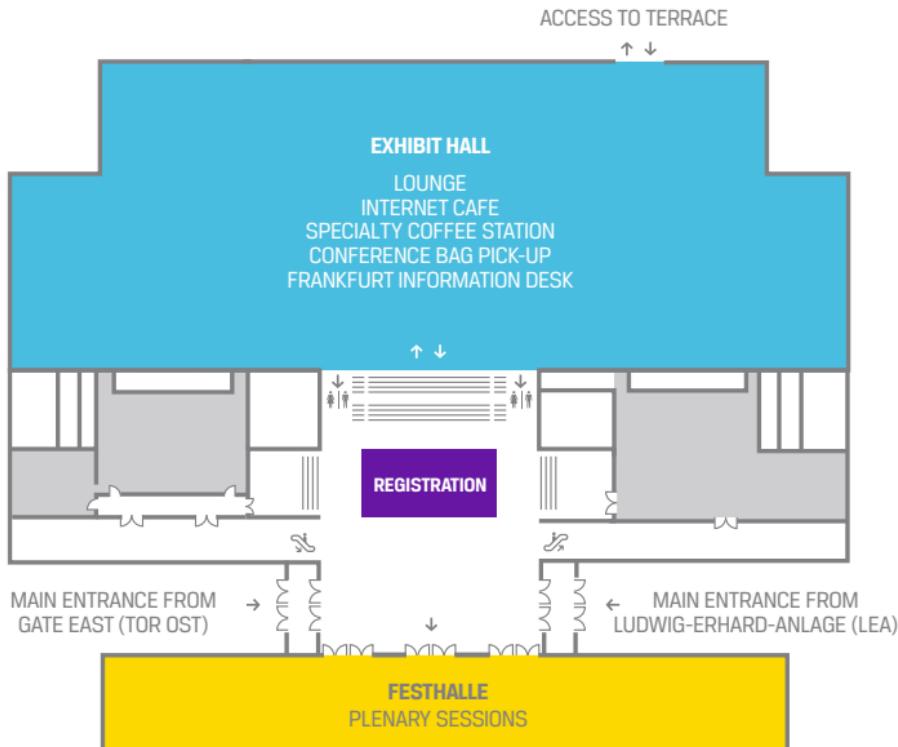
10:15–11:15
Investing with Purpose: Three Perspectives
Nell Derick Debevoise
Russell Read, CFA
Klaus Tischhauser
Festhalle, Level 0, Forum

11:15–12:15
Hot Spots: The Return of Geopolitics and
What It Means for the Global Investor
Ian Bremmer
Festhalle, Level 0, Forum

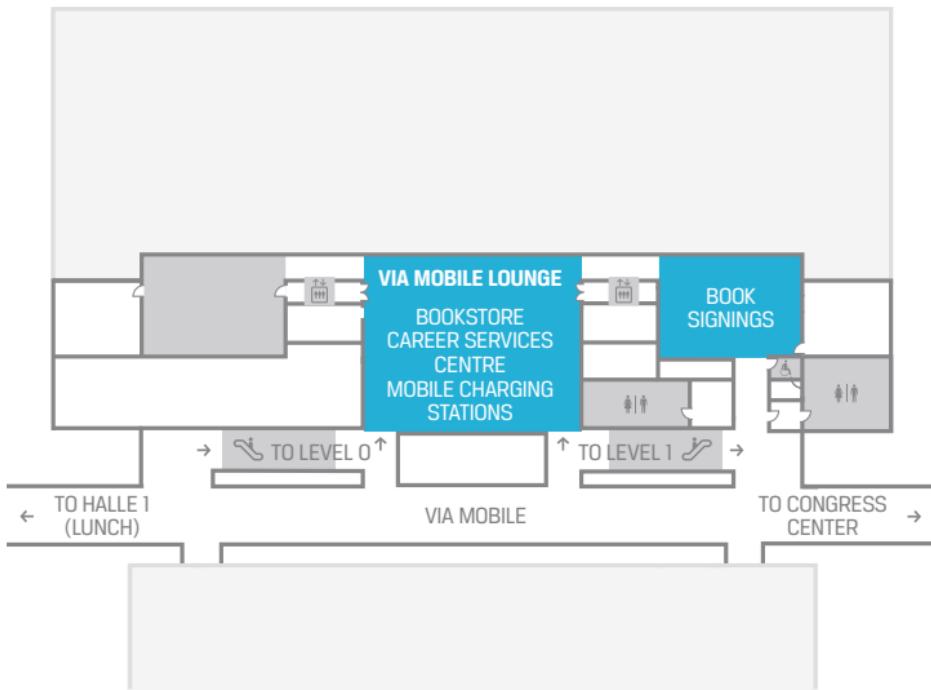
12:15
Conference Close

MAPS

Level 0, Forum

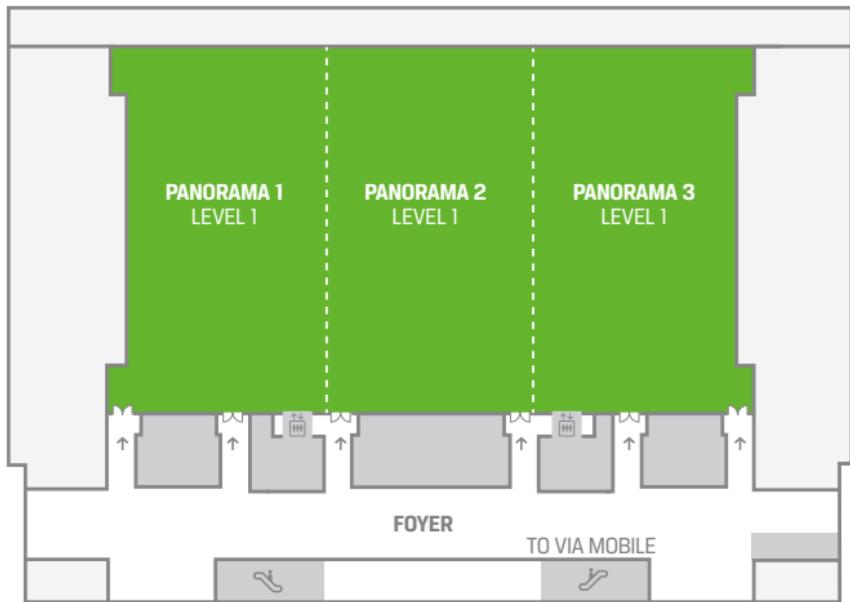


Via Mobile, Forum

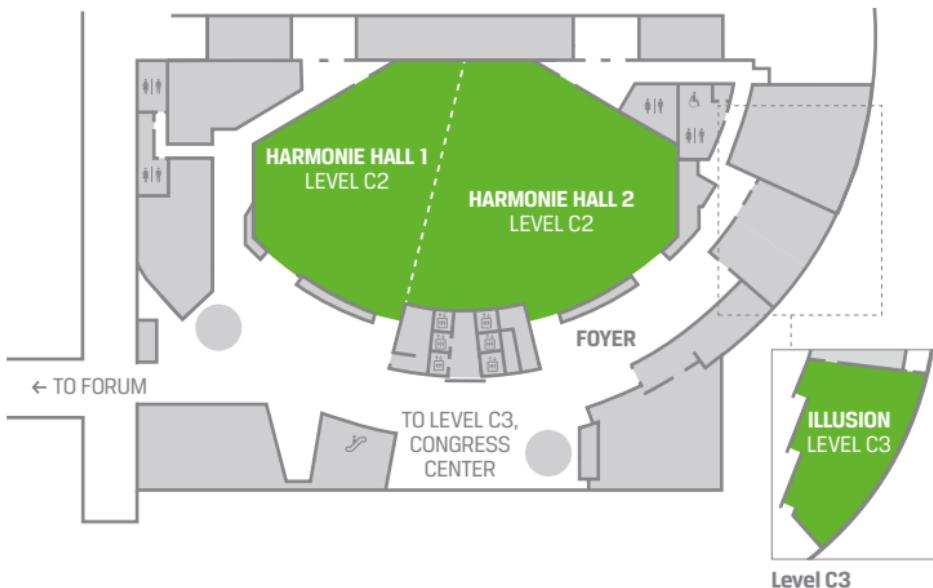


MAPS

Level 1, Forum

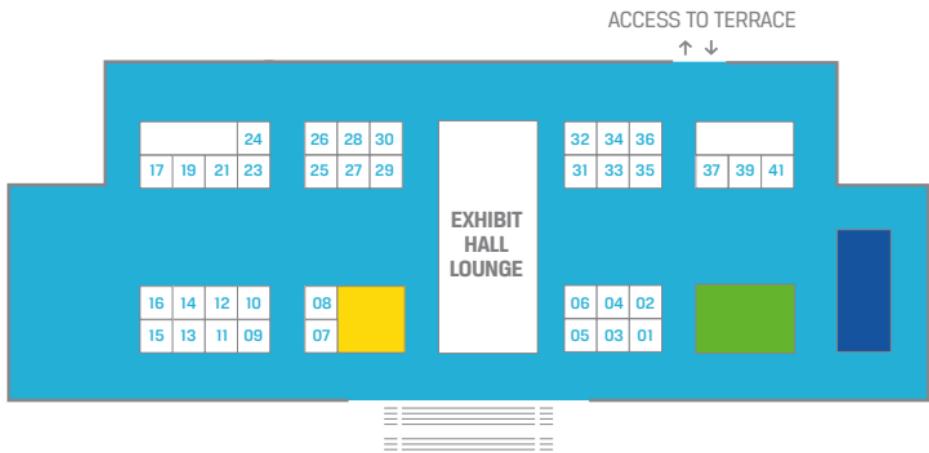


Levels C2 and C3, Congress Center



MAPS

Exhibit Hall, Areal Hall, Level 0, Forum



- CONFERENCE BAG PICK-UP
- INTERNET CAFÉ
- MOBILE CHARGING STATIONS

- SPECIALTY COFFEE STATION

01	Credit Suisse	23	Thomson Reuters
02	27four Investment Managers	24	Chicago Board Options Exchange
03/05	FactSet	25	Allianz Global Investors Europe GmbH
04	Global Financial Data	26	Lucht Probst Associates GmbH
06	Axioma, Inc.	27	Haver Analytics
07/08	Wiley	28	CFA Society Germany
09	CAIA Association	29	WisdomTree
10	Institutional Investor Journals	30	STOXX Ltd.
11	SimCorp GmbH	31	Kaplan Schweser
12	CRSP The Center for Research in Security Prices	32	BNP Paribas
13	Analyst Success	33	CME Group
14	PricingDirect Inc.	34	Frankfurt Information Desk
15	CFA Montréal	35	UBS Delta
16	BPP Professional Education	36	Comarch
17	SNL Financial	37	Societe Generale Corporate & Investment Banking
19	Trendrating	39/41	Bloomberg
21	First Rate, Inc.		



**See you next year...
8-11 May 2016
Montréal, Canada**

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ComStage ETF

Conference Bag and Lanyard

Wiley

Wi-Fi

Societe Generale Corporate & Investment Banking

Monday Morning Programming

Credit Suisse

Tuesday Morning Programming

FactSet

Wednesday Morning Programming

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