

## Getting Started in Credit Portfolio Management

Co-Chairs: Robin F. Lenna, MetLife  
Marcia Banks, Bank One

Société Générale Auditorium  
17 Cours Valmy  
La Défense 7  
Paris, France

Paris, May 4, 2004

Registration Fee: €400

*Successfully implementing credit portfolio management within a financial institution is a daunting assignment. A number of challenges have to be met by any firm attempting this project. And the evidence is that there is not a single model to follow - what works for one institution does not necessarily work for another.*

*This Seminar will inform you about how other institutions have met these challenges. An active interchange between the participants and panelists will be encouraged. This Seminar is aimed particularly at institutions and individuals who are new to, or in the early stages of, implementing credit portfolio management.*

[Download the Seminar Agenda](#)

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### Agenda

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|---------|--|
| 1:00 PM | Registration and Coffee  |
| 1:30    | Welcome and Introduction<br>Robin F. Lenna   |
| 1:35    | <b>Defining the Role of Portfolio Management</b> <ul style="list-style-type: none"><li>• What is Credit Portfolio Management?</li><li>• Why Have it?</li><li>• Setting Objectives</li><li>• Winning Senior Management Buy-in.</li></ul> Allan Yarish, Société Générale |
| 1:55    | Critical Elements for Successful Start-up and  |

## **Implementation**

- Mandate
- Ownership of Assets
- Profit Center vs. Cost Center
- Measuring Success
- Necessary Resources

**Stephen J. Bennett**, CIBC

**2:25**                    **Q & A - Robin F. Lenna**

**2:40**                    **Break**

**2:55**                    **Data and Credit Portfolio Modeling:  
Overview of Basic Requirements and Tools**

**Charles Smithson**, Rutter Associates

**3:30**                    **Getting to Execution:  
Practical Examples of Active Management and  
Execution**

- Credit Line Management
- Cash Market
- Synthetic Market (CDS, Structured Credit, Index Products)

**Olivier Melennec**, Credit Agricole Indosuez

**3:55**                    **Panel Discussion:  
Different Organizational Approaches**

- Where Should the Credit Portfolio Management Group Reside?
- Start-up and Subsequent Positioning
- Issues for Commercial and Investment Banks

**Moderator: Marcia Banks**, Bank One

**Panelists: Guenther Torghele**, HVB

**Victor Bulzacchelli**, Bear Stearns

**4:25**                    **Public vs. Private:  
Information Barriers in Credit Portfolio Management**

**Michael D. Robinson**, IACPM

**Klaus Mai**, HVB

**4:45**                    **Q & A - Robin F. Lenna**

**5:00**                    **CONCLUSION OF SEMINAR**

**5:00**                    **TRANSPORTATION TO BNP PARIBAS FOR WELCOMING**

## COCKTAIL RECEPTION