

Agenda 2017

8:15 am	Registration and breakfast	
8:45 am	Introduction <i>Peter Eberli, Partner, Hilary Eastman, Director Elena Serova, Senior Manager – Investor Engagement, PwC Switzerland and UK</i>	<i>As part of PwC's ongoing dialogue with the investment community, our corporate reporting event aimed to foster both businesses' and investors' understanding of the reporting process and its end products.</i>
9:00 am	Recent capital market developments and their impact on disclosures for banks, insurers and corporates <i>Crispin Southgate, Director of Institutional Investment Advisors and former member of Financial Stability Board Enhanced Disclosure Task Force, London</i>	<i>Crispin highlighted the practical principles that support effective investor relations against a background of changing risks and reporting requirements.</i>
9:30 am	Analysts' views: reporting and research – are corporates the new analysts? <i>Marietta Miemietz, Director Analyst, Primavenue, London</i>	<i>Regulatory changes and research providers' new business models will radically change investors' interactions with research from January 2018. Investors will no longer be inundated with in-depth or 'maintenance' research, such as results previews. More than ever, corporates will need to educate investors about their business and ensure they correctly interpret results and other news. Marietta outlined the upcoming changes and their implications for corporates.</i>
	Analysts' views: sustainable investments <i>Andrea Weber, Sustainable Investment Analyst, Bank J. Safra Sarasin</i>	<i>Andrea gave an overview of the market for sustainable investments and its considerable growth in recent years. She focused further on the topic of sustainability reporting from an analyst's perspective and discussed how companies can best communicate their sustainability performance. Bank J. Safra Sarasin is a pioneer in sustainable investment research and asset management with more than 27 years of experience in this field.</i>
10:15 am	Swiss perspective: financial reporting team at SIX – areas of activity and current topics <i>Reto Zemp, Head of Financial Reporting, SIX Swiss Exchange Ltd., SIX Exchange Regulation, Zurich</i>	<i>Developments in corporate reporting and technological progress present major new challenges for regulators. Reto talked about the key regulatory developments in the area of corporate reporting from a Swiss perspective.</i>
10:45 am	Coffee break	
11:00 am	Storytelling in corporate reporting and our priorities for the corporate reporting process <i>Ian Norris, Head of Reporting, Idorsia, Basel</i>	<i>With Idorsia having recently completed a new public offering on the Swiss stock exchange, Ian shared with us how the company managed the spin-off process in a relatively short timeframe up to the publication of the first interim report. He focused on the important 'storytelling' aspects in Idorsia's communications to investors.</i>
11:30 am	The role of corporate reporting in the rating process <i>Simon Ainsworth, Senior Vice President – Group Credit Officer, Banking EMEA, Moody's, London</i>	<i>An institution's track record is an important input for its rating. Financial statements and other corporate disclosures, which provide an insight into the quality of a bank's assets, earnings, capital and funding, are therefore the starting point for Moody's analysis. Simon discussed how Moody's uses corporate reporting in its ratings process, some of the challenges in ensuring a consistent approach and how the implementation of IFRS 9 will impact its analysis.</i>
12:00 am	Panel discussion <i>Morning session speakers and Sven Bucher Head of Research at Zurich Kantonalbank Moderated by Mark Dittli, former editor-in-chief of Finanz und Wirtschaft</i>	

12:45 pm	Lunch	
1:45 pm	<p>Corporate reporting: the role and the view of the board of directors <i>Cornelia Ritz Bossicard, professional board member, including board member and audit committee chair of Valora</i></p>	<p><i>Boards of directors set the 'tone at the top' and tailor corporate governance to build trust with stakeholders, mitigate risks as well as take advantage of opportunities, increase transparency and improve efficiency. As a board member and audit committee chair of a listed company, Cornelia shared insights on the role and view of the board concerning corporate reporting.</i></p>
2:15 pm	<p>Investors communication: important messages from our perspective <i>Gavin Francis, Group Chief Accounting Officer, HSBC, London</i></p>	<p><i>Companies are under increasing pressure to reduce the volume of their annual reports while ensuring they still contain all the relevant information for investors. Gavin discussed HSBC's efforts to reduce the size of its report and its stance on publishing reporting materials all at the same time (without the need for preliminary announcements). Gavin also discussed HSBC's role on the EDTF to promote good disclosure and transparency in bank reporting.</i></p>
2:45 pm	<p>Our corporate reporting challenges <i>Christian Schacher, Head of Group Accounting, Baloise Group, Basel</i></p>	<p><i>Christian shared with us his views from a group accounting and controlling perspective of the recent challenges that have arisen in the field of corporate reporting and described how he and his team master them at Baloise.</i></p>
3:15 pm	Coffee break	
3:30 pm	<p>Numbers and narrative: modelling, storytelling and investing <i>Aswath Damodaran, Professor of Finance at New York University Stern School of Business, New York</i></p>	<p><i>Aswath Damodaran, Professor of Finance, argued that the power of story drives corporate value, adding substance to numbers and persuading even cautious investors to take risks. In business, there are 'storytellers' who spin compelling narratives and finance departments who construct meaningful models. Both are essential to success, but only by combining the two can a business deliver and sustain value. Using case studies, he described how storytellers can better incorporate and narrate numbers and how finance departments can develop more imaginative models that withstand scrutiny.</i></p>
4:15 pm	<p>Corporate reporting challenges for the group finance and accounting function <i>Peter Burkhalter, Head of Accounting and Reporting at Swisscom, Bern</i></p>	<p><i>Peter described the challenges of corporate reporting from the perspective of the group finance and accounting function. He focused on the challenges of making financial reports more relevant and useful to the decision-making process of investors while, at the same time, improving the efficiency of the reporting process.</i></p>
4:45 pm	<p>Panel discussion <i>Afternoon session speakers and Marietta Miemietz, Director, Primavenue, London Moderated by Christian Stark, Head of Group Performance Analytics at Credit Suisse</i></p>	
5:30 pm	Aperitif	