



# Costi & Business 2009

Flessibilità dei modelli di business  
come “antidoto” alla crisi finanziaria



## PROGRAMMA

ROMA - PALAZZO ALTIERI - 29/30 OTTOBRE 2009

### NOVITÀ

Una sessione interamente dedicata all'XBRL!  
Per fare il punto con gli esperti su cosa stia  
accadendo a seguito delle recenti normative  
e per rispondere a due interrogativi:

- XBRL, quale impatto sui costi?
- XBRL, oggi obbligatorio per alcuni,  
domani per tutti?



**ABI Annual Forum**  
riservato ai Manager  
dei costi delle imprese  
bancarie italiane

VIII Edizione

## Session outline

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### FIRST DAY - 29 OCTOBER

#### MORNING

**Plenary session (9:30 A.M. – 1:00 P.M.)**

#### **CHANGING BUSINESS MODELS**

*Chair: Gianfranco Torriero, Head of the Study and Research Department ABI*

At times of crisis and when the financial system faces operational problems, it is essential to implement policies that are aimed at changing bank business models and are based on continuous innovation. Cost governance is key to companies that look towards the future.

Major market players will discuss the most effective and successful business models – and give accounts of real cases – with respect to banks.

*Buffet Lunch (1:00 P.M. – 2:30 P.M.)*

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#### AFTERNOON

**Plenary session (2:30 P.M. – 5:30 P.M.)**

#### **COST BASE AND COST/INCOME: SOLUTIONS FROM “A” TO “Z”**

*Chair: Maria Luisa Giachetti, Information and Management Analysis Department ABI*

In an environment in which non-financial costs incurred by the banking system continue to rise, including those associated with extraordinary activities that have increasingly become recurring, this session aims to:

- 1) present, for the first time, the results of a survey conducted by the ABI Costing Benchmark Task Force;
- 2) focus on operating costs significantly impacting banks and their business;
- 3) present best practices concerning return on investment in processes, ICT, innovation, communications and marketing.

### SECOND DAY - 30 OCTOBER

**MORNING (9:30 – A.M. – 2:00 P.M.)**

#### **XBRL Italia Conference: INNOVATION = SIMPLIFICATION**

Standardizing and modernizing financial communications can help improve the “cost base” by creating uniform technology standards and taxonomies at the national and international level. A possible way to cut costs is to improve the quality of companies’ financial data, enhance information exchange and encourage the use of standard accounting reports. This session aims to discuss this issue and highlight financial communications languages’ potential with respect to tax issues, the relationship with the public administration, (the Italian Senate has passed the “framework law on accounting and public finance” and has empowered the government to regulate the issues pertaining to adjusting accounting systems, resource equalization, improving expenditure effectiveness and increasing control), listed companies and regulatory authorities.



**Thursday, 29 October 2009**

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9:00 A.M. Participant registration

**PLENARY SESSION - CHANGING BUSINESS MODELS**

Chair: *Gianfranco Torriero, Head of the Study and Research Department, ABI*

9:30 A.M. **Business models and XBRL**

Gianfranco Torriero, **ABI**

**The future of multi-business banks**

Maurizio Baravelli, Full Professor of Business, Bank Management and Corporate and Investment Banking, **“La Sapienza” University of Rome**

**Cost management: a fortuitous or strategic choice? A real case: the Cariparma FriulAdria Group**

Giuseppe Gianluca Borrelli, Head of the Value-Added Department, **Cariparma FriulAdria Group**

Andrea Camisasca, Chief Executive Officer, **Knowledge People**

11:00 A.M. *Coffee break*

11:15 A.M. **A “Smarter” bank to tackle new market challenges and drastically cut overheads**

Pierpaolo Marabitti, Financial Markets and Insurance Industry Leader, Global Business Services, **IBM Italia**

Filippo Baldo, Financial Services Sector Associate Partner, Global Business Services, **IBM Italia**

**Emerging from the crisis thanks to operational excellence and the ability to react and change business models**

Fabrizio Sarrocco, Senior Executive Service Line Finance & Performance Management, **Accenture**

Giovanni Incarnato, Senior Manager Service Line Finance & Performance Management, **Accenture**

**Closing address**

Gregorio De Felice, President, **Italian Association of Financial Analysts**

1:00 P.M. *Buffet lunch*

**PLENARY SESSION - COST BASE AND COST/INCOME : SOLUTIONS FROM “A” TO “Z”**

Chair: *Maria Luisa Giachetti, Information and Management Analysis Department, ABI*

2:30 P.M. **Complexity: an imperative**

Federico Neri, Principal, **Oliver Wyman**

**ABI’s “Costing Benchmark” Task Force: analyzing ABI’s 2009 Report results**

Maria Luisa Giachetti, **ABI**

Alberto Balestreri, **Studio Balestreri**

**New bank/customer relationships: investing to emerge from the crisis**

Claudio Casaletti, Manager of the Operational Marketing Service, **Banca Popolare di Milano**

**Beyond the crisis: capital budget as a means of development**

Angela Tucci, **Intesa Sanpaolo**

Emanuela Vinterini, **Intesa Sanpaolo**

*Q&A session*

5:00 P.M. *Closing the first day of the Conference; guided tour of the Capitoline Museums.*



**Friday, 30 October 2009**

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**XBRL SESSION - INNOVATION = SIMPLIFICATION**

9:30 A.M. Opening address:

**Gianfranco Torriero**, President **XBRL Italia**

9:50 A.M. The progress of XBRL in Europe - a new challenge for reducing burden in Europe

**Gilles Maguet**, Secretary-General **XBRL Europe**

**10:15 A.M. New opportunities in the relationship with small and medium-sized businesses**

Presenting non-listed companies' balance sheets - a real case

Marco Conte, Deputy Secretary General **Unioncamere**, Vice-president **XBRL Italia**

Notes to financial statements in XBRL form - the state of the project

Luca Erzegovesi, Professor of Business Finance **University of Trento**

Administrative simplification with XBRL - the Belgian experience

Camille Dumm, Head of Division - Central Balance Sheet Data Office

**National Bank of Belgium**

*11:00 A.M. Coffee break*

**11:30 A.M. From "national accounting principles" to the "IAS/IFRS" taxonomy :  
pros and cons**

Carmine Di Noia, Deputy General Manager **Assonime**

**11:45 A.M. From the government accounting reform to local entities' balance sheets**

Angelo Buscema, President **Italian Association of State Auditors**

Paul Snijders, CEO **Semansys Technologies**, Vice Chair **XBRL Netherlands**

**12:15 A.M. How using XBRL for the Revenue Office's fiscal reports can affect operations**

Aldo Polito, Central Director **Italian Revenue Office**

**E-Government and the use of standards**

Pia Löfgren, Business Development Officer **Swedish Tax Agency**

**12:45 A.M. How using a uniform data transmission language can improve consultancy; a  
real case concerning its use**

Claudio Bodini, **XBRL**

XBRL: application for Chartered Accountant

Antonello Allocco, **OPEN Dot Com**

*1:30 P.M. Closing address and farewell cocktail party*

*Note: a simultaneous translation service will be provided at the Conference*

