



Pacific Rim Bankers Program

Expand your global banking network

August 8-22, 2015

2014 PRBP Participants



Think differently.
Make a difference.
It's the Washington Way.

Foster
School of Business
UNIVERSITY of WASHINGTON

Are you *ready* for the *challenge* of *change*?

The financial services industry is in constant flux, requiring banking professionals to keep up with the changes. At the same time, an increasingly global economy demands a greater understanding of different markets and cultures. **The Pacific Rim Bankers Program (PRBP) prepares you to manage these challenges.**

The University of Washington has offered this popular program for more than 37 years, yet the original goals are still relevant today, which are:

- To enhance banking and decision-making skills in a changing global economy by addressing current challenges.
- To expand the participant's network of business contacts.
- To provide multicultural perceptions and understanding necessary to work with those contacts and beyond.

Ideally designed for mid- and upper- level managers who would benefit from broadening their management and leadership skills in the banking and financial sectors, this intensive two-week program helps to:

- Improve decision-making skills with tools for assessing the competition, creating business strategies, analyzing opportunities, and responding to changing markets.
- Expand your professional network by meeting fellow participants and becoming part of an extensive alumni community.
- Gain a deeper understanding of cultural differences as you learn alongside participants from the United States, Europe, Central Asia, North and South America, and Pacific Rim countries.

Armed with new skills and new contacts, some PRBP graduates go on to lead some of the world's most influential banks and financial institutions. Since it began in 1977, PRBP has graduated more than 2,400 officers from more than 260 different banks and other financial institutions that are active around the world.

TWO EXCITING CITIES: SEATTLE, WA AND SAN FRANCISCO, CA

For the first ten days of the Pacific Rim Bankers Program, you will study at the University of Washington, a world-class university in Seattle. Classes are taught by renowned faculty and industry leaders with real-life experience. During the program, you will build a framework of banking foundations from a top-level-down perspective that shows how each operation impacts the whole organization.

The framework is then brought to life by the sponsoring banks in the West Coast's financial district headquarters in San Francisco. This unique experience helps you put your new knowledge into context. High-level speakers from various financial institutions give insight into current issues in their industry. You will also hear about the latest research on topics such as economic trends, managing talent and operational/credit risk.



Is this *program* right for you?

LEARNING OBJECTIVES

This program integrates various aspects of banking operations and shows how they work as a whole to impact a bank's ability to emerge as a financial leader in an ever-changing global economy.

Participants who attend the program will:

- Enhance their banking skills in international financial markets and products.
- Learn how to develop a strategic vision for effective decision-making.
- Assess and build their leadership skills.
- Gain a new understanding of industry-changing forces such as risk, globalization and technology.
- Develop a network of business contacts that will provide value far beyond the classroom.

IS THIS PROGRAM FOR PACIFIC RIM COUNTRY PARTICIPANTS ONLY?

We live in a global banking economy. What happens in the Pacific Rim affects markets around the world. The ability to capitalize on that potential demands an understanding of the evolving banking environment in those countries. It also requires an appreciation for the cultural differences that define the banking practices of the region. For those who are currently, or who want to do business in the Pacific Rim, this program bridges both knowledge and cultural gaps.



"The Pacific Rim Bankers Program was a very enlightening and rewarding experience. The program has refreshed us with new and useful frameworks for all key strategic areas from business management to leadership, so that we can tackle the challenges of tomorrow. Another value of PRBP is the diversification of thoughts shared by participants from different countries and making great new friends."

BENJAWAN VICHITTHANARUK | SVP, SECURITIES SERVICES
BANGKOK BANK
(THAILAND)



RECENT COUNTRIES REPRESENTED

Australia	Indonesia	Singapore
Brazil	Japan	South Africa
Canada	Malaysia	South Korea
China	Mongolia	Taiwan ROC
Chile	New Zealand	Thailand
Colombia	Peru	Turkey
Dominican Republic	Philippines	United Kingdom
Hong Kong SAR	Romania	United States
India	Russia	Vietnam

Curriculum that is *relevant* to the banking industry *today*

The PRBP curriculum is based on two enduring themes:

1. Analysis of financial institutions' decision-making in a constantly changing global environment.
2. Analysis of international financial markets and the economy.

PRBP faculty members teach both principles and practices. They equip participants with tools to better understand the financial services industry, international financial markets, risk management, strategy, leadership, and the global economy. But they do not stop there; they then bring those teachings to life by applying them to current issues. The result is a program that is timely and relevant, with lasting impact.



COURSE TOPICS

Leadership That Shapes the Future

- Class exercises help participants determine their leadership strengths and identify skill areas to improve. Learn to apply successful leadership and decision-making models to understand how to overcome personal gaps and become a more effective leader.

Strategy

- These sessions will address the dynamics of competition in financial services and will focus especially on financial structures ranging from universal banks to specialist financial services firms.
- Participants will discuss the role of market concentration, economies of scale and scope, diversification, and related factors in forming and executing strategy.

Risk Management

- An industry expert will describe and illustrate the process of Risk Management through case studies.
- Participants will learn to apply Risk Management concepts to some potential investments and understand the differences in Investment Risk across some broad asset classes.

Business Ethics

- Participants will increase their ability to manage the ethical aspects of business. They will consider a framework that allows them to quickly analyze the fundamental elements of an ethical issue. They will then learn how the framework helps them to describe the ethical issues they encounter, make correct judgments and develop strategies for persuading others to move to their position.

Financial Services Industry: Practices, Products and Prospects

- Participants prepare and submit written reports on current issues in banking within their countries. Moderated question and answer sessions take place during each of the selected presentations.
- Guest speakers from financial institutions and the Federal Reserve Bank of San Francisco give presentations on trends and pressures inside and outside the world of banking.

International Financial Markets

- Faculty lectures present an overview of trends and pressures affecting international financial markets.
- Discussion regarding reasons for growth of offshore markets.
- Participants gain an understanding of the determination of interest rates in international markets.

The Pacific Rim in the Global Economy

- Overview of global economic conditions and current issues.
- Analysis of monetary policy.
- Impact of the current economic state in the global financial market.

Financial Management of Banks: BankExec International™ Simulation

- Teams of participants apply their learning while managing a computer-simulated bank through four financial quarters.
- Lectures and discussions illuminate financial management issues and provide feedback on the outcomes. Key decision aspects of the simulation include asset liability management, loan and deposit pricing, liquidity management, and capital management.

For more information on program topics, schedule and faculty please visit: foster.washington.edu/prbp

Take the *Next Step*

REGISTRATION AND TUITION

Apply online at **foster.washington.edu/prbp**.

The PRBP tuition rate for 2015 is US\$6,450. Participants will be invoiced after acceptance into the program.

For more information on required hotel accommodations, please visit foster.washington.edu/prbp.

PARTICIPANT CRITERIA

Before you register, please review the following criteria and discuss with your sponsor. It is important to consider both how much you will benefit from the program and how much you can contribute.

- **Type and number of years of experience**
Participants should have experience that has prepared them to derive full benefit from the lectures and study materials on international financial markets and strategic management. At the same time, they must bring with them experience that enables them to contribute to the learning of the other participants. The average age of participants is 40, suggesting 10-15 years of banking experience.
- **Current position and future prospects**
The registrant should have strong potential for both continued professional growth and contribution to the overall mission of their company through knowledge-based development.
- **English language ability**
All classes and written materials will be presented in English. Participants are expected to participate actively in classroom discussions, study group sessions and present oral reports in English.

REGISTRATION CHECKLIST

Please have the following documents in Microsoft Word or PDF format ready to upload to submit with the application:

- CV/Resume
- Sponsor's information (unless self-sponsored)

The Pacific Rim Bankers Program utilizes a self-managed registration process. Participants are responsible for submitting all elements of the registration package online.

REGISTER EARLY, RECEIVE A DISCOUNT

Obtaining a U.S. Visa can be a challenging and lengthy process. To encourage early registration, participants who have submitted completed registrations on or before May 1, 2015, will receive a credit of US\$150 against the program cost.

ADVANCE PREPARATION

Please note that PRBP is an intensive program, which requires advance preparation before traveling to Seattle. There are readings and assignments that must be completed prior to the start of the program. While in Seattle, participants spend most waking hours involved in classroom or group study, or organized networking activities with classmates. For this reason, it is recommended that participants do not travel with a spouse or family members to Seattle. In the past, some participants have met family members in San Francisco for the graduation ceremony.

REGISTRATION DEADLINE

For proper consideration, all registration materials must be received by our office on or before **June 1, 2015**.

PLEASE NOTE: To insure that participants receive full value, program administrators reserve the right to decline registration if the registrant does not meet the criteria stated above. In the event that registration is declined, any program fees paid will be promptly refunded.



PARTICIPANT TITLES REPRESENTED

Bank Officer	Executive Vice President
Branch Manager	General Manager
Chief Accountant	Manager Strategic Planning
Chief Economist	Regional Manager
Chief Executive Officer	Relationship Manager
Director	Senior Executive
Director of Trade Finance	Senior Vice President
Division Chief	Vice President
Examiner in Charge	

PRBP ADMINISTRATIVE BOARD

ASHISH SHARMA **BOARD PRESIDENT**

Senior Vice President
Head of Strategic Payment Solutions
Wells Fargo International Group
San Francisco, CA, USA

JEAN CHOY

Associate Dean
Executive Education and
International Initiatives
UW Foster School of Business
Seattle, WA, USA

QUYNH (JOHN) NGOC DO **(PRBP 2012)**

Executive Vice President
Head of Treasury
Bank for Investment and Development
of Vietnam - BIDV
Hanoi, Vietnam

LEON FERRO

Head of Banks, North America
Standard Chartered Bank
New York, NY, USA

YUNG-CHANG (JIM) HO

Executive Vice President
Head of Asia
Global Financial Institutions
Wells Fargo Bank, N.A.
Hong Kong, SAR

JOHN LADANY

Managing Director
Bank Services Group
Citi Transaction Services
Citibank
New York, NY, USA

JENNIFER LANG

Director, Executive Education
UW Foster School of Business
Seattle, WA, USA

LISA LOUCKS

Associate Director, Executive Education
UW Foster School of Business
Seattle, WA, USA

PATRICK N. ROONEY **(PRBP 1999)**

Senior Vice President
International Credit, Global Risk
Management
Scotiabank
Toronto, Ontario, Canada

BRYAN STAGG **(PRBP 1994)**

Executive Director and Head of Banks
Australia
ANZ
Melbourne, Australia

THOMAS TAYLOR **(PRBP 1991)**

Senior Vice President & Manager
Overseas Banking Division
U.S. Bank
Seattle, WA, USA

PRBP ADVISORY BOARD

AMIRSHAM A. AZIZ

Chairman
Themed Attractions & Resorts
Malaysia

ELISE FAIRBAIRN

Managing Director, Transactional and
Trade Sales
Global Transactional Services
Westpac Institutional Bank
Sydney, Australia

JAMES JIAMBALVO

Dean
UW Foster School of Business
Seattle, WA, USA

DAVID S.C. KWOK **(PRBP 1981)**

Managing Director & Chief Executive
Shanghai Commercial Bank Limited
Hong Kong, SAR

AKHIL LAMBA

Managing Director
Global Transaction Banking
TD Securities
TD Bank Financial Group
Toronto, Ontario, Canada

DAVID K.P. LI

Chairman & Chief Executive
The Bank of East Asia Limited
Hong Kong, SAR

DR. JIH-CHU LEE

Chairperson
Bank of Taiwan
Taiwan, ROC

PAUL F. OLDSHUE

Executive Vice President
International Banking Group
U.S. Bank
Portland, OR, USA

KHAN PRACHUABMOH **(PRBP 1980)**

Advisor
Bank of China, Bangkok Branch
Bangkok, Thailand

JOHN V. RINDLAUB

President
Asia Pacific
Wells Fargo Bank, N.A.
Hong Kong, SAR

JULIO ROJAS

CEO, Americas
Standard Chartered Bank
New York, NY, USA

ROOSNIATI SALIHIN **(PRBP 1982)**

Deputy President
Panin Bank
Jakarta, Indonesia

APPLY ONLINE TODAY

WEB: foster.washington.edu/prbp

PHONE: 206.543.8560

E-MAIL: execed@uw.edu

Michael G. Foster School of Business

Bank of America Executive Center, 228Q - Box 353225

Seattle, WA 98195-3225, USA