

## ISITC to Address Future of Financial Services Industry at March “2020 Vision: Cloudy or Clear” Forum

- *Speakers to include SWIFT CEO Lazaro Campos and BNY Mellon EVP David Cruikshank*

**Boston, 17 January, 2012** – [ISITC](#) (The International Securities Association for Institutional Trade Communication), the industry trade group focused on standards in transaction processing and related communications, today announced that the [18<sup>th</sup> Annual Industry Forum and Vendor Show](#) will focus on “2020 Vision: Cloudy or Clear.” The event will be held March 25 - 28, 2012 in Boston and will bring together hundreds of executives from across the financial services industry to discuss the current and future state of the industry.

“We recognize that as we enter a new year, much of the industry is looking to the future and wondering what lies ahead. With continuing regulatory changes across the globe and the solidification of many industry initiatives to bring standardization and transparency, our March show is an invaluable opportunity to think about the future,” comments Jan Ellis Snitzer, Chair of ISITC and Vice President at Loomis, Sayles & Co. “Through our theme of ‘2020 Vision: Cloudy or Clear,’ we will examine where the industry stands today and explore what lies in the road ahead.”

The [ISITC Annual Industry Forum and Vendor Show](#) features notable thought leaders from across the industry, including executives from top financial institutions and ISITC member firms. This year will feature a number of key sessions, including:

- **‘Financial Industry – A Look into the Future’**: featuring SWIFT CEO Lazaro Campos and BNY Mellon EVP David Cruikshank sharing their unique perspectives on the next 10 years.
- **‘Regulation: The Reason, the Rhetoric, the Reality’**: a session examining the regulatory impact on operations and standards, with views from both a US and global perspective.
- **‘Global Economy – State of the Financial Services Industry’**: featuring Suzanne Duncan of State Street’s Centre for Applied Research, and financial industry author Ross McGill of GlobeTax, who will discuss how the global economy will be effected by issues such as sovereign debt, pending global legislation, tax revenues and the associated impacts to IT budgets.

Snitzer continued, “This year’s attendees will have a valuable opportunity to hear from, and participate in, discussions involving representatives from all corners of the financial services industry. As we celebrate our 20<sup>th</sup> anniversary, ISITC looks forward to another decade of industry partnership and to our annual meeting in March to examine whether the future will indeed be cloudy or clear.”

Over 400 industry professionals, representing all areas of the financial industry, including broker/dealers, investment managers, custodians and associate constituencies, will be attending

ISITC's Annual Forum and Vendor Show. Delegates to the event include C-Suite and senior executives at ISITC's member firms and have a wide variety of roles in both business and operations.

The 18<sup>th</sup> Annual Industry Forum and Vendor Show will take place March 25 - 28, 2012 at the Renaissance Boston Waterfront Hotel in Massachusetts. To register for the conference, visit [ISITC's Event Page](#). To obtain a press pass, please contact [isitc@cognitomedia.com](mailto:isitc@cognitomedia.com).

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### **About ISITC**

Comprised of leading executives from hundreds of institutions worldwide, ISITC provides members with the means to revolutionize the securities-trading process. ISITC brings together broker/dealers, custodians, investment managers, vendors/utilities and other industry professionals to develop proposed standards that are designed to enhance efficiencies in trade processing and related communications. Through collaboration, ISITC's members reduce inefficiencies, lower risk and build shareholder value while developing and promoting the global securities industry. For more information on ISITC, please visit our website: [www.isitc.org](http://www.isitc.org).

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