

# IFTA2014



Unravelling the DNA of the Market

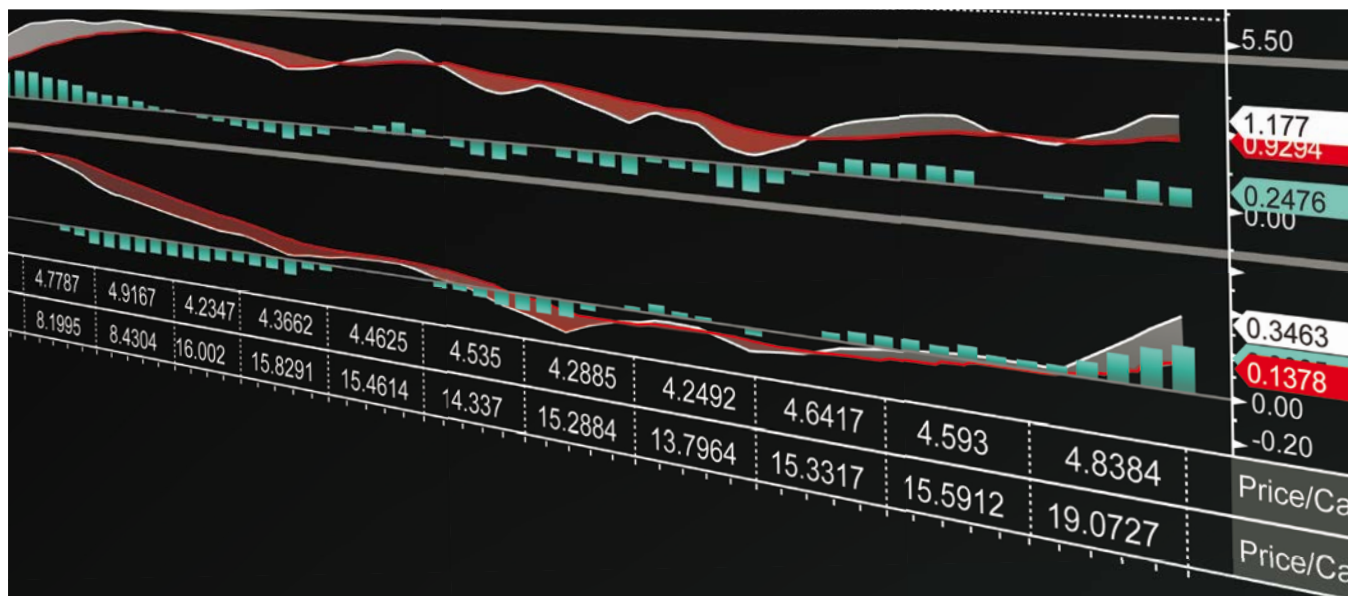
## 27<sup>th</sup> Annual Conference

9–11 October 2014

The Waldorf Hilton Hotel, London

### Final Programme





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# Bloomberg

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# WELCOME

The Society of Technical Analysts (STA) is delighted to be hosting the 2014 International Federation of Technical Analysts' Conference in London.

The conference will take place on 9–11th October at the Waldorf Hilton Hotel in central London. The theme of the conference “Unravelling the DNA of the market” will allow us to explore some of the underlying causes of market behaviour.

Keynote speakers include:

- **Professor Marcus du Sautoy OBE** – the Simonyi Professor for the Public Understanding of Science and a Professor of Mathematics at the University of Oxford. Presenter of *The Code* on BBC2.
- **John Murphy, Dr Alexander Elder and Tony Plummer** – widely acknowledged as today's leading experts on technical analysis and trading.

London is quite simply the most popular tourist destination in the world. It is a fascinating combination of the old and the new – 21st century technology and architecture nestle among buildings that reflect the city's 1000 year history. Delegates will have the opportunity to explore world-class museums and galleries as well as to see spectacular theatres and shows.

The STA looks forward to welcoming you to a fascinating conference which will include a buzzy social programme. Come and experience all that London has to offer.



**Deborah Owen**  
Conference Director  
Society of Technical Analysts



## Committee Members

Deborah Owen – Chair  
Investment of Research of Cambridge

Simon Warren  
STA Treasurer

Katie Abberton  
STA

Jeremy du Plessis  
Udata

Susan Marmor  
Private Trader

Charles Newsome  
Investec

Axel Rudolph  
Commerzbank

Jeff Hochman  
Fidelity

# ACKNOWLEDGEMENTS

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## EXHIBITORS



**INTALUS.**



# GENERAL INFORMATION

## Dates

Thursday 9<sup>th</sup> to Saturday 11<sup>th</sup> October 2014

## Venue

The Waldorf Hilton Hotel, Aldwych, London, WC2B 4DD

## Badges

Please wear your badge at all times as these serve as the admission pass to the sessions and to the exhibition.

## Cloakroom

A cloakroom is available free of charge at the entrance of Palm Court (Exhibition Area).

## Conference Bags

Kindly sponsored by Market Analyst International.



## Refreshments

Tea, coffee and lunch will be served in the Exhibition Area during the official breaks.

## Internet access

There is free wi-fi available in the meeting room and exhibition area. To access this click on BT Open Zone and enter the password hilonwa10.

## Language

The language of the Conference is English.

## Liability & Insurance

The Organisers are not able to take any responsibility whatsoever for injury or damage involving persons and property during the Conference. Delegates are advised to take out their own personal insurance to cover travel, accommodation, cancellation and personal effects.

## Chairpersons & Speakers

Please ensure that you are available in your presentation room at least ten minutes before the start of the session.

## Exhibition

An exhibition is being held in conjunction with the IFTA 27<sup>th</sup> Annual Conference. The exhibition is located in the Palm Court. A full list of exhibitors can be found on Page 18.

## Mail/Messages/Medical Assistance/ Lost and Found

Please go to the Registration desk for any assistance.

## Mobile Phones

As a courtesy to speakers and other participants, all mobile phones and pagers must be turned off before entering the Sessions.

## Questions to Speakers

Roaming microphones will be in use during the discussion periods. Delegates wishing to participate in the discussion periods should raise their hand and wait to be acknowledged by the Chairperson.

## Safety and Security

Please do not leave bags or suitcases unattended at any time, whether inside or outside the Session Hall.

## Disclaimer

The Society of Technical Analysts, The International Federation of Technical Analysts and Contendam accept no liability for any injuries/losses incurred by participants and/or exhibitors/contractors, nor loss of, or damage to, any luggage and/or personal belongings.

## Conference Secretariat

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# PROGRAMME OVERVIEW

	Wednesday 8 October	Thursday 9 October	Friday 10 October	Saturday 11 October
8:30		Registration & Exhibition Open Arrival Refreshments	Registration & Exhibition Open Arrival Refreshments <b>BREAKFAST SYMPOSIUM, BLOOMBERG</b>	Registration & Exhibition Open Arrival Refreshments <b>BREAKFAST SYMPOSIUM, BLOOMBERG</b>
IFTA Executive Board Meeting		Opening Ceremony and Technical Walkabout	New approaches in behavioural finance <b>Prof Richard Taffler</b> , University of Warwick	Neuroscience of trading <b>Tony Plummer</b> , Helmsman Economics
		Refreshment Break in the Exhibition Hall	Applying behavioural finance to the markets <b>Larry Berman</b> , ETF Capital Management	Tuning your emotions for better trading Part I <b>Dr Alexander Elder</b>
		Unravelling the DNA of the Financial Markets <b>Deborah Owen</b> , Society of Technical Analysts	Refreshment Break in the Exhibition Hall	Refreshment Break in the Exhibition Hall
		Keynote Address <b>Dr Marcus du Sautoy OBE</b> , University of Oxford	Reading the Language of the Market with Market Profile <b>Robin Mesch</b> , Robin Mesch Associates	Tuning your emotions for better trading Part II <b>Dr Alexander Elder</b>
		Lunch in the Exhibition Hall	Lunch in the Exhibition Hall <b>LUNCH SYMPOSIUM, MA</b>	Lunch in the Exhibition Hall <b>LUNCH SYMPOSIUM, MA</b>
		Deciphering market trends: practical applications of pattern and ratio analysis <b>David Sneddon</b> , Credit Suisse	How to avoid Black Swans with Point & Figure charts <b>Cyril Baudrillart</b> , BSSP Partners	Algorithmic Identification of Chart Patterns <b>Giorgos Siligardos</b>
		The application of pattern search technology in Finance <b>David Kedmey</b> , EidoSearch		
		Refreshment Break in the Exhibition Hall	Power Hour – Focus on Japan <b>Prof Hank Pruden</b> , Golden Gate University <b>Feng Han</b> , Fidelity Investments <b>Chris Grafton</b> , Advanced Research Japan <b>Masaaki Yamada</b> , Tokai Tokyo Securities Co Ltd	Refreshment Break in the Exhibition Hall
		Panel Session: “Understanding risk” <b>Aurélia Gerber</b> , Bank J. Safra Sarasin <b>Jeff Hochman</b> , Fidelity <b>Dr Marcus du Sautoy</b> , University of Oxford <b>David Sneddon</b> , Credit Suisse	Refreshment Break in the Exhibition Hall	“Socionomic Theory: A Foundation for Technical Analysis” <b>Robert R. Prechter</b> , President, Elliott Wave International
	16:30	AGM	“Elliott Wave ... From text book to trading floor” <b>Robin Wilkin</b> , Lloyds Bank	
17:00	Registration		Awards & Closing Ceremony	
18:30/ 19:00		Evening Reception at The London Transport Museum	Conference Dinner at Middle Temple	



## PROGRAMME – THURSDAY, 9 OCTOBER

TIME		
Start	Finish	
08:30	09:00	Registration
09:00	10.30	Opening Ceremony and Technical Walkabout and Icebreaker
10.30	11.00	Coffee Break in the Exhibition Area
11.00	11.15	<b>Unravelling the DNA of the Financial Markets</b> Deborah Owen, Society of Technical Analysts
11:15	12.15	<b>Keynote Address</b> Dr Marcus du Sautoy OBE, University of Oxford
12.15	14.00	Lunch in the Exhibition Area
14.00	14.50	<b>Deciphering market trends – practical applications of pattern and ratio analysis</b> David Sneddon, Managing Director Credit Suisse
14.50	15.40	<b>The application of pattern search technology in Finance</b> David Kedmey, EidoSearch
15.40	16.10	Tea Break in Exhibition Area
16.10	17.00	<b>PANEL SESSION</b> <b>Understanding risk</b> <b>Chair:</b> Aurélie Gerber, Bank J. Safra Sarasin <b>Panel:</b> Marcus du Sautoy OBE, University of Oxford David Sneddon, Credit Suisse Jeff Hochman, Fidelity

## PROGRAMME – FRIDAY, 10 OCTOBER

Start	Finish	
08:30	09:00	Registration
08:30	09:00	<b>Breakfast Symposium, Bloomberg: Structure and Strength of Markets</b> Oliver Woolf, Bloomberg
09:00	10.15	<b>Behavioural economics/finance</b> Prof Richard Taffler, University of Warwick
10.15	11.00	<b>Behavioural finance related to market</b> Larry Berman
11.00	11.20	Coffee Break in the Exhibition Area
11.20	12.10	<b>Trading with Intermarket Analysis</b> John J Murphy, StockCharts.com
12.10	13.00	<b>Reading the Language of the Market with Market Profile</b> Robin Mesch, Robin Mesch Associates
13.00	14.00	Lunch in the Exhibition Area
13.15	14.00	<b>Lunchtime Symposium, Market Analyst: Seasonality in markets &amp; what it says about 2015</b> Mathew Verdouw, Market Analyst
14.00	14.50	<b>How to avoid Black Swans with Point &amp; Figure charts</b> Cyril Baudrillart, BBSP
14.50	15.50	<b>PANEL SESSION</b> <b>Japanese market</b> <b>Three arrows:</b> Heiken-Ashai BPV Ration Hurst cycles <b>Chair:</b> Hank Pruden, Golden Gate University <b>Panel:</b> Feng Han, Fidelity Masaaki Yamada, Tokai Tokyo Securities Co Ltd Chris Grafton, Advanced Research Japan
15.50	16.10	Tea Break in Exhibition Area
16.10	17.00	<b>Elliot Wave ... From text book to trading floor</b> Robin Wilkin, Lloyds Bank

## PROGRAMME – SATURDAY, 11 OCTOBER

Start	Finish	
08:30	09:00	Registration
08:30	09:00	<b>Breakfast Symposium, Bloomberg: Technical Strategies Tested and Quantified</b> Eoghan Leahy, Bloomberg
09:00	09.50	<b>Neuroscience of trading</b> Tony Plummer, Helmsman Economics
09.50	10.40	<b>Turning your emotions to trade more profitably</b> Dr Alexander Elder
10.40	11.10	Coffee Break in the Exhibition Area
11.10	12.00	<b>Turning your emotions part 2</b> Dr Alexander Elder
12.00	13.00	<b>PANEL SESSION</b> <b>Power Hour</b> <b>The chart most likely to ...</b> <b>Chair:</b> Adam Sorab, CQS <b>Panel:</b> Nicole Elliott, Investors' Chronicle Valérie Gastaldy, Day by Day Nick Glydon, Redburn
13.00	14.00	Lunch in the Exhibition Area
13.15	14.00	<b>Lunchtime Symposium, Market Analyst: Power of closed universe Relative Rotation Graphs</b> Mathew Verdouw, Market Analyst
14.00	14.50	<b>Algorithmic identification of Chart Patterns</b> Giorgos Siligardos
14.50	15.10	Tea Break in Exhibition Area
15.10	16.00	<b>Socionomic Theory: A Foundation for Technical Analysis</b> Robert R Prechter, Elliott Wave International
16.00	16.45	IFTA Awards Ceremony and Close of Conference

# INVITED SPEAKERS' BIOGRAPHIES

## Speakers

Cyril Baudrillart  
 Larry M. Berman  
 Prof Marcus du Sautoy  
 Dr. Alexander Elder  
 Nicole Elliott  
 Valérie Gastaldy  
 Aurélia Gerber  
 Nick Glydon  
 Christopher Grafton  
 Feng Han  
 Jeff Hochman  
 David Kedmey  
 Max Knobel  
 Robin Mesch  
 John J. Murphy  
 Tony Plummer  
 Robert R. Prechter, Jr  
 Professor Hank Pruden  
 Giorgos Siligardos  
 David Sneddon  
 Adam Sorab  
 Richard Taffler  
 Robin Wilkin  
 Masaaki Yamada

### Cyril Baudrillart



Cyril Baudrillart is a Senior Investment Advisor working for BBSP Partners, a European Equity Brokerage firm

specialized in market timing consulting. He has been a full-time technical analyst since 1995, first as a buy-side analyst and then as a sell-side technician. He was Exane BNP Paribas' chief technical analyst between 2000 and 2010. Over the past 20 years, Cyril had the opportunity to work with all types of professional investors from long-only to hedge fund managers and proprietary trading desks. He is a prime witness of how smart fund managers use technical analysis to generate above-average returns and is a strong believer in behavioural finance and fractal theory. We are delighted that Cyril Baudrillart will be helping us to unravel the DNA of the market.

### Larry M. Berman



Larry M. Berman is a Co-Founder of ETF Capital Management and the Independent Investor Institute, and brings over twenty

eight years of industry experience to the role of Chief Investment Officer. Larry is a Chartered Market Technician (CMT),

a Chartered Financial Analyst (CFA) charter holder. Larry graduated from York University with a BA in Economics and lectures on behavioural finance and technical analysis around the world. Larry is the primary author of the textbook for the technical analysis course offered by the Canadian Securities Institute (CSI). Larry is past President of the Canadian Society of Technical Analysts, past Vice-Chairman (Americas) of the International Federation of Technical Analysts, and past President of the Market Technicians Association. Larry is host of one of Canada's most popular financial shows BNN's Berman's Call.

### Marcus du Sautoy



Marcus du Sautoy is the Charles Simonyi Professor for the Public Understanding of Science and Professor of

Mathematics at the University of Oxford and a Fellow of New College. Marcus is an outstanding communicator. Du Sautoy is author of the best-selling popular mathematics book "The Music of the Primes", which has been translated into 10 languages. His book "Finding Moonshine: a mathematician's journey through symmetry" was long-listed for the Samuel Johnson Prize for non-fiction. In his more recent book, "The Number

Mysteries”, he talks about shapes of footballs, teabags, snowflakes, coastlines, viruses and abstract paintings. Du Sautoy is frequently asked for comment on BBC radio and television. In his 2011 series *The Code* (UK BBC), Marcus reveals a hidden numerical code that underpins all nature. A code that has the power to explain everything, from the numbers and shapes we see all around us to the rules that govern our own lives. We are delighted that Marcus du Sautoy will be helping us to unravel the DNA of the market.

### Dr. Alexander Elder



Dr. Alexander Elder is a professional trader and teacher of traders. He is the author of several books, including *Trading for a Living*, considered a modern classic. He grew up in Estonia and entered medical school at 16.

He worked as a psychiatrist and taught at Columbia University. He is the originator of Traders' Camps—week-long classes for traders. He founded SpikeTrade group whose members share best stock picks and compete for prizes. We are delighted that Dr. Elder will be helping us to unravel the DNA of the market.

### Nicole Elliott



After graduating from the London School of Economics Nicole Elliott started her banking career in the City of London in 1982. Whether in trading, sales or an advisory capacity Technical Analysis has been the bedrock of her

methodology. She has a wealth of markets experience including Foreign Exchange, Money Market, Fixed Income, Stock Indices, Derivatives and Commodities. She has spoken extensively on the subject, at conferences, to the press and on television, covering both market views and also teaching Technical Analysis. She is a published author and a recognized expert on Ichimoku Cloud charts.

### Valérie Gastaldy



Valérie Gastaldy graduated from ESSEC in 1985 to join immediately France's largest broker at the time, Meeschaert-Rousselle, where she launched the first OTC index option in 1986, before being a market-maker

on MONEP and then a prop 'trader. Technical analysis appeared more adequate than fundamentals to answer her needs for short-term risk management. As she witnessed both the 1987 crash and the 2000 bubble, she felt the urge to understand the causes of market excesses. Behavioural finance was a natural answer, and she developed a three stage approach to market analysis combining long-term cycles to frame the economic background, sentiment evaluation to pinpoint reversal risk, and tactical chartism to identify triggers. This method allowed her beating all sell-side fundamental analysts' recommendations on European Equities three years in row, in turmoil of the 2008 crisis. A founding partner at DayByDay, she is in charge of market strategy for institutional clients. She also teaches technical analysis to MBA students at Skema Business School.

### Aurélia Gerber



Aurélia Gerber, director at the Bank J. Safra Sarasin develops and manages quantitative multi-asset investments strategies. With 17 years in Institutional Asset Management she has extensive experience in the construction and the

management of products in fixed income, money market, equity, balanced, alternative and emerging markets. She is skilled in technical and fundamental investment analysis. She holds both an MBA from Queen's University Canada (04/1994) and a Master's in Management and Finance from Lyon Graduate School of Business (09/1994). She

holds qualifications of Chartered Financial Analyst (CFA) and the Investment Management Certificate (IMC). A member of the Swiss Association of Market Technicians (SAM), Aurélia serves on the IFTA Board as their Journal and Newsletter Director.

### Nick Glydon



Nick Glydon has worked as a technical analyst since 1986, most recently at Credit Lyonnais, Flemings and JP Morgan. In 2003 he co-founded Redburn Partners, now Europe's biggest independent equity broker. With his

colleagues Nicola Merrell and Martha Jenkins he publishes a daily email highlighting chart breakouts in global equities, concentrating primarily on new highs, relative trends and volumes patterns. His mantra is "don't fight the tape".

### Christopher Grafton



Christopher Grafton is currently Head of Technical Analysis at Advanced Research Japan. Prior to joining Advanced Research Japan, Chris was Director, Principal Analyst and Systems Developer at Vectisma Ltd, an

independent market analysis firm focusing on Japanese equities with a global macro overlay, based in England. Previously, he has held positions on the sell side at several investment banks in London and Tokyo and also worked as an analyst and trader for a London based hedge fund specialising in Japanese equities. Christopher speaks fluent Japanese and is a successful systems designer, programmer and trader.

### Feng Han



Feng Han, as the Head of Technical Research in Asia with FIL Investments Limited, works closely with the fundamental bottom-up driven investment team across the region on stock selections as well as market

analysis and sector recommendations through a weighted evidence approach incorporating macro indicators, valuations and an extensive range of technical indicators including trend, momentum, breadth, sentiment, cycle, seasonality, candle charts and pattern recognition.

### Jeff Hochman



Jeff Hochman is Director of Technical Strategy at Fidelity Worldwide Investment. In his current role, Jeff manages a team of Technical Analysts with whom he provides support to Equity Fund Managers and Equity

Research Analysts at both stock picking and macro asset allocation levels. He also frequently represents Fidelity to clients, the press and at conferences.

### David Kedmey



David Kedmey is the President and Co-Founder of EidoSearch, a predictive analytics company applying advanced pattern search technologies to financial time series data. David previously worked in the mergers and acquisitions

group in the investment banking division at Oppenheimer & Co in New York. Mr. Kedmey also worked at the Alvery Bartlett Group, where he raised capital for its hedge fund management company and for private placements in real estate and energy. David has been selected for his thought leadership in data-driven analytics to present at

events including Battle of the Quants and The Intelligent Trading Summit. He has also been featured in publications including Institutional Investor, Wall Street Letter, Wall Street & Technology, Inside Market Data, Waters, Forex Magnates and more.

### Max Knobel

Max Knobel is a past Director and National Vice President of the Australian Technical Analysts Association (ATAA) and current Secretary of the Canberra ATAA Chapter. She has been using technical analysis for over 10 years to determine her entry and exits for her investments and self-managed super fund and is passionate about the power of combining technical and fundamental analysis to boost the performance of investment portfolios. Max is an experienced presenter and MC having chaired the ATAA National Conference on five occasions. She will be Chairing the IFTA 2014 conference.

### Robin Mesch



Robin Mesch, President of Mesch Capital Management has been building breakthrough market models for over twenty-five years and is considered one of the world's top minds in technical analysis. Her market strategies are incorporated into financial portfolios by some of the leading investment firms. She has been a featured guest on CNBC and her distinct approach to markets has been profiled in many books and publications including two signature Bloomberg books: Breakthroughs in Technical Analysis: New Thinking from the World's Top Minds and New Thinking in Technical Analysis: Trading Models from the Masters.

### John J. Murphy



John J. Murphy, former technical analyst for CNBC, is author of several popular books including Technical Analysis of the Financial Markets. His three books on intermarket analysis created a new branch of market analysis emphasizing global linkages. His latest book, entitled "Trading With Intermarket Analysis – A Visual Approach to Beating The Financial Markets Using Exchange Traded Funds" was published by John Wiley in 2013. The International Federation of Technical Analysts (IFTA) recognized his accomplishments with an award for outstanding contribution to global market analysis. He is also a recipient of the Market Technicians Association Annual Award. John relies heavily on Exchange Traded Funds (ETFs) to implement global asset allocation and sector rotation strategies. His intermarket approach bridges the gap between economic, fundamental, and technical analyses. He is the chief technical analyst for Stockcharts.com website, and his current market views are published on that site. We are delighted that John Murphy will be helping us unravel the DNA of the market.

### Tony Plummer



Tony Plummer is the director of Helmsman Economics Ltd and a Fellow of the Society of Technical Analysts. He was until recently a Visiting Professorial Fellow in Economics at Queen Mary, University of London. He is a former director of Hambros Bank Ltd, of Hambros Fund Management Plc, and of Rhombus Research Ltd. He has a Masters degree in economics from the London School of Economics and an Honours degree in economics from the University of Kent. We are delighted that Tony Plummer will be helping us unravel the DNA of the market.

## Robert R. Prechter, Jr



Robert R. Prechter, Jr, CMT, is President, Elliott Wave International and Executive Director, Socionomics Institute. He has written 14 books on finance, beginning with Elliott Wave Principle in 1978, which predicted a 1920s-style stock market boom. His 2002 title, Conquer the Crash, predicted the current debt crisis. In December 1989, Financial News Network (now CNBC) named him "Guru of the Decade." In 1999, Bob received the CSTA's first annual AJ Frost Memorial Award for Outstanding Contribution to the Development of Technical Analysis. In 2003, Traders Library granted him its Hall of Fame award.

## Dr. Hank Pruden



Dr. Hank Pruden is a professor in the School of Business at Golden Gate University in San Francisco, where he has been teaching for 37 years. Dr. Pruden is the executive director of the Institute of Technical Market Analysis (ITMA).

At Golden Gate University, he developed the accredited courses in technical market analysis in 1976. Since then, the curriculum has expanded to include advanced topics in technical analysis and trading. In his courses, Dr. Pruden emphasizes the psychology of trading as well as the use of technical analysis methods. He has published extensively in both areas. He has mentored individual and institutional traders in the field of technical analysis for many years. He presently serves on the board of directors and is past president of the Technical Securities Analysts Association of San Francisco. Dr. Pruden was also on the board of directors of the Market Technicians Association (MTA). He has served as vice chair, IFTA (International Federation of Technical Analysts); From 1982 to 1993 he was a member of the board of trustees of Golden Gate University. He is the recipient of the Life Achievement Award.

## Giorgos Siligardos



Giorgos Siligardos holds a PhD in Mathematics and a Market Maker certificate from the Athens Exchange. He is a financial software developer, co-author of academic books on finance and a frequent contributor to the 'Technical Analysis of Stocks & Commodities' magazine. Giorgos has also been a scientific fellow to the Department of Finance and Insurance at the Technological Educational Institute of Crete for many years teaching financial courses and supervising Masters' dissertations. Material from his courses on derivatives have been used in educational texts for bank managers.

## David Sneddon



David Sneddon MSTA is a Managing Director of Credit Suisse in the Investment Banking division, based in London. He is Head of Global Technical Analysis, and is responsible for overseeing the entire technical analysis product, covering the Fixed Income, FX, Equity and Commodity markets. He is directly responsible for the Fixed Income and Equity research product, as well as for the provision of technical analysis education within Credit Suisse, and for clients.

## Adam Sorab



Adam Sorab, a Fellow of the STA, was STA Chairman from 1998 to 2008 and was President of IFTA from 2010 to 2013. He has been working in financial markets since 1984 and is currently Head of Technical Research at CQS, a hedge fund management company.



## Richard Taffler



Richard Taffler joined Warwick Business School in January 2011 as Professor of Finance from a chair at Manchester Business School. Previously he was the Martin Currie Professor of Finance and Investment at the University of

Edinburgh. An authority on behavioural finance, he has published over a hundred academic and professional papers and books, and is frequently quoted in the media. Richard's interests include the identification and exploitation of stock market anomalies, including the market's inability to deal with bad news appropriately, fund manager performance and nature of their investment decisions, sell-side analyst judgements, financial distress, and the impact of CEO overconfidence and narcissism on firm performance. Professor Taffler is currently helping to develop the new paradigm of emotional finance to complement traditional and behavioural perspectives and which focuses on the role of the emotions and the unconscious in investment decisions and market behaviour. Richard consults actively with major investment houses, international banks and other financial organisations and particularly enjoys his engagement with investment practitioners.

## Robin Wilkin



Robin Wilkin MSTA is a Senior Director at Lloyds Bank in London. He has over 24 years market experience as a technical analysis practitioner across all asset classes. Robin started his career in commodities before moving into

financial futures on the LIFFE floor and then into Foreign Exchange. Joining JPMorgan in 2000, he became Global head of Technical Strategy, advising leveraged funds and other institutional investors as well as running proprietary

risk for the firm. After almost 10 years at JPMC he joined a macro hedge fund team within Tudor Capital as a portfolio manager, strategist and risk manager. In his current role at Lloyds, he talks to and advises portfolio managers at institutional investors on their trading positions, developing and implementing trade ideas, as well as helping risk management on existing portfolios.

## Masaaki Yamada



Masaaki Yamada is Financial Engineer, Market Policy & Planning Department, Tokai Tokyo Securities. After working as a scientific researcher at KEK, the National Laboratory of High Energy

Physics, that promotes basic science using a device called an accelerator, Masaaki began his business career in the financial industry as a quantitative analyst in 1987 to apply his engineering expertise in financial markets. Since then, he has been leading the industry in quantitative modeling and financial engineering for over a quarter century. His current duties include financial engineering, the development of equity derivative trading systems, and market risk analysis of structured bonds at Tokai Tokyo Securities, a leading Japanese securities company. Masaaki has authored a large number of academic and practical articles on quantitative analysis of financial markets. He is currently a Board Member of SAETA, the Society of Applied Economic Time Series Analysis, that is the academic society of the scholars and the practitioners to research the mathematical models of economic time series. Masaaki received his master degree in mathematics from the Niigata University.

# SOCIAL PROGRAMME

## THURSDAY 9<sup>th</sup> OCTOBER

### Opening Reception

London Transport Museum

18.30 – 20.30

Dress Code: Lounge Suits

The IFTA Thursday Social Evening will be held from 18.30–20.30 at the London Transport Museum, located only minutes away from the Waldorf Hilton Conference Hotel in bustling Covent Garden, right next to the Royal Opera House.

The museum is situated in a Victorian iron and glass building that originally formed part of the Covent Garden vegetable, fruit and flower market in 1871. The museum has on display many examples of buses, trams, trolleybuses and rail vehicles from 19<sup>th</sup> and 20<sup>th</sup> centuries as well as artefacts and exhibits related to the operation and marketing of passenger services and the impact that the developing transport network has had on London and its population.

We will keep the museum shop open for the first half hour of the social evening where you may purchase a wide range of reproduction posters, models, gifts and souvenirs.



## SATURDAY, 11<sup>th</sup> OCTOBER

### Conference Dinner

Middle Temple Hall

19.00 – 23.00

Dress: Lounge Suits

The Conference Dinner will be held on Saturday 11<sup>th</sup> October in the magnificent surroundings of Middle Temple Hall. Virtually unaltered since completion in the 1570s, it is one of the finest Elizabethan halls in the country. The first performance of 'Twelfth Night' was acted in the hall in 1602 with Shakespeare as a member of the cast.

Enjoy a superb three course meal, drinks and evening entertainment. The evening will commence at 19.00 hrs and finish at 23.00 hrs.



## PARTNER PROGRAMME

The IFTA Partner Programme includes the Blue Badge Tours on Thursday, Friday, and Saturday, the Thursday Reception at the London Transport Museum and the Gala Dinner on Saturday, 11th October at Middle Temple.

### THURSDAY 9<sup>th</sup> OCTOBER

After a meet and greet coffee at the Waldorf Hilton, a Blue Badge Tour of The Wallace Collection is planned for the morning. The Wallace Collection is a national museum in a historic London town house. Its 25 galleries are unsurpassed displays of French 18th century painting, furniture and porcelain with superb Old Master paintings and a world class armoury. With the merit of being just behind Selfridges and Oxford Street, and near to Marylebone High Street, after the tour guests will be taken to Marylebone and shown the fabulous little independent shops that thrive in this modish London 'village'.



In the evening, Partners are invited to the IFTA Social Evening at the London Transport Museum, located only minutes away from the Waldorf Hilton. The Museum is situated in a Victorian iron and glass building that originally formed part of the Covent Garden vegetable, fruit and flower market in 1871.

### FRIDAY 10<sup>th</sup> OCTOBER

On Friday morning, guests will be taken to the world-famous Tower of London – home to the Crown Jewels. Whilst there, don't miss the unique installation, Blood Swept Lands and Seas of Red, where 888,246 ceramic poppies will progressively fill the Tower's moat, marking the centenary of the outbreak of the First World War.

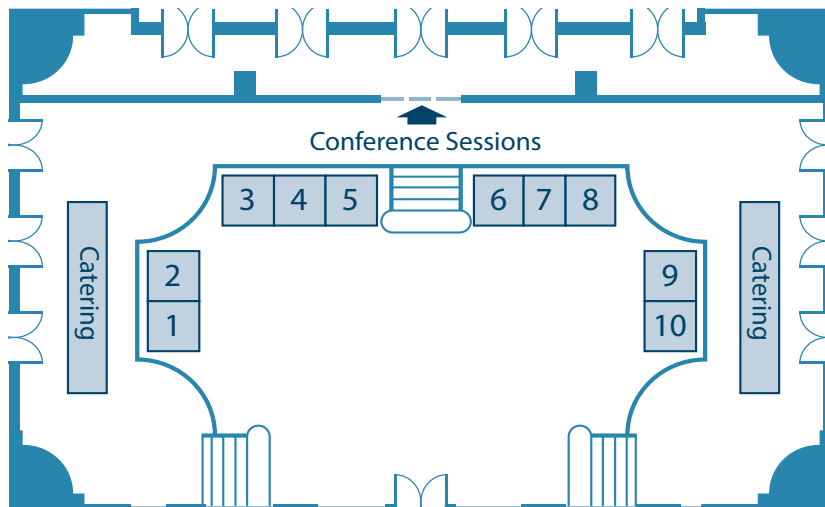


### SATURDAY 11<sup>th</sup> OCTOBER

On Saturday, weather permitting, our Tour Guide will take you on a walking tour of Piccadilly, through the quaint and historic alleyways, passing well known sites such as St James's Palace, Fortnum & Mason's and the Royal Academy. Should the weather be inclement then the group will be taken to a museum of their choice.

In the evening, Partners are invited to attend the Conference Gala Dinner, which is being held in the magnificent surroundings of Middle Temple Hall. Virtually unaltered since completion in the 1570s, it is one of the finest Elizabeth halls in the country. The first performance of 'Twelfth Night' was acted in the hall in 1602 with Shakespeare as a cast member.

## EXHIBITION FLOORPLAN AND EXHIBITOR LISTING



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StockCharts.com is a technical analysis website that provides online investors with high-quality financial charts, commentary from respected analysts including John Murphy, Martin Pring, and Arthur Hill, and additional educational resources. StockCharts.com was founded in 1999 by Chip Anderson, a 10-year veteran of Microsoft. It won its first award for charting excellence in 2002, and has been named "Best Technical Analysis Website" by the readers of Stocks & Commodities magazine every year since.

**Stand 3****Updata Ltd**

Hutchison House, 5 Hester Road, London SW11 4AN

Offices in London, New York and Houston

[www.updata.co.uk](http://www.updata.co.uk)

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Updata was first to provide advanced analytics on a range of data sources. The award winning Updata Analytics software is compatible with over 70 data sources: market terminals, trading platforms, data feeds, databases and many firms run Updata on their in-house data. Market professionals in over 60 countries run Updata Analytics for the unique extra analysis techniques and productivity such as fast technical scanning and reporting.

**Stand 8**

**EXHIBITORS****CQG****STAND 5**

21 St Thomas Street, London, SE1 9RY

CQG provides high-performance trade routing, global market data, and advanced technical analysis. CQG offers DMA to more than forty exchanges through its worldwide network of co-located Hosted Exchange Gateways. CQG's market data feed consolidates more than seventy-five sources for futures, options, fixed income, foreign exchange, and equities. For more information about CQG, visit [www.cqg.com](http://www.cqg.com).

**Financial Media Solutions AG****STAND 7**

Bahnhofstrasse 22, Walchwil 6318, Switzerland

Financial Media Solutions AG (FMS), based in Zug, Switzerland, is exhibiting its 'cloud based' software MAPPS – or, Market Analysis Production and Publishing Solution.

MAPPS is a tool enabling both 'technical' and 'fundamental' type analysis to be created and broadcast as dynamic 'video-graphic' content.

With PCs and mobile devices now increasingly used to consume financial media, MAPPS provides institutions with a unique, low cost means to deliver concise, dynamic research content for clients, via any device.

**INTALUS.****Intalus Ltd****STAND 6**

Intalus Group: Dubai, Frankfurt, London  
[tradesignal@intalus.com](mailto:tradesignal@intalus.com) [www.intalus.com](http://www.intalus.com)

Intalus presents the new Tradesignal at IFTA. Create your own trading strategies and back-test them on market data provided by companies such as Bloomberg, Global View, Thomson Reuters and Trayport. Create unlimited custom indicators, scan for activity, and define custom alerts. This is all made possible by Tradesignal's easy-to-use Equilla language. 22+ charts, 200+ indicators, 500+ strategy modules, multi-market, multi-timeframe and portfolio trading. Tradesignal - the best way to ensure great performance.

**Sentix Global Investor Survey****STAND 4**

Wiesenhuttenstr. 17, 60329 Frankfurt, Germany

sentix is one of the leading behavioral finance and market sentiment specialists worldwide. Our goal is to offer a representative picture of the expectations, feelings and actions of investors in various financial markets.

sentix started in 2001 with the sentix Global investor survey, the first survey of that kind in Europe. Meanwhile, about 5,000 investors take part in the survey. Active survey participants benefit from an access to the sentiment information as well as our weekly research product, the sentix Essentials.

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iResearchFX is a unique project with the goal of delivering professional expertise to our multi-lingual community members by providing a single place to outsource market research for traders using forecasts and signals.

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