

FIX Protocol Ltd. Americas Annual Conference 2004 16th - 17th November, 2004, New York



Conference opening session



Mike Cormack



Jim Kaye, Kathy Ball-Toncic and Jim Leman

FPL Americas had their First Annual Americas Conference at the Marriott Financial Hotel in New York City on November 16th and 17th. The event was a huge success with over 275 attendees. The event sold out weeks prior to the show and resulted in a number of interested parties included on a waiting list. The attendees came from all segments of the financial industry, representing buy-side firms, sell-side firms, stock and futures exchanges, ECNs, vendors of FIX products and services, financial consulting firms, industry organizations, connectivity providers, market data vendors and the financial press. The breakdown of attendees included 40 percent Sell Side, 20 percent Buy Side, 10 percent Exchanges/ECNS, 15 percent Trading Technology Vendors/Communication Services Vendors, and 15 percent Solutions Software Vendors/Information Companies/Consultants. The exhibit area, which also sold out, was very active.

The quality of the presentations were rated excellent or good with significant audience participation. We had 54 speakers with a total of 17 sessions which were broken into general interest sessions, business sessions, technical sessions, and product specific sessions. The conference was unique in that most sessions were panel discussions in which various views on key topics were discussed. Attendee feedback highlighted that the interaction between experts and audience participation was one of the features that made the conference such a success.

The conference appealed to both those who were relatively new to FIX and to those who are expanding its usage. Just as the trading environment is driven by business needs, the conference discussed the business drivers from the buy side, sell side, exchanges/ECN's, vendor and regulatory perspective. We discussed the changing market structure in the United States and how

FIX can assist in delivering information from one entity to another. The attendees also heard a presentation on upcoming European initiatives that will require technology support. The conference had a panel on emerging services from broker dealers and a follow-up panel on what the buy-side needed. Speakers discussed the increasing use of no touch trading and FIX's participation in that process.

There was significant discussion on the topics that are the next big growth areas for FIX usage. These were Fixed Income, Foreign Exchange, Derivatives and Algorithmic trading.

There were also discussions on certification and the more general use of FIX into new areas of the transaction life-cycle such as allocations and confirmations. The model for order management and order routing services were debated regarding future structural and pricing models.

Technology sessions focused on Introduction to FIX, FIX Repository and modifications of FIX to support broader use in market data.

The conference ended with a panel discussion summarizing lessons learned and defining some topics to incorporate into the 2005 agenda. Topics consistently mentioned included continuing current initiatives on instrument expansion but also consider increased focus on streaming quotes, stock lending and assistance in meeting regulatory requirements.

The conference was spearheaded by Alan Schwartz (Transaction Network Services) and Kathy Ball-Tonic (Omgeo) as part of the FPL Americas Education and Marketing Subcommittee (Co-Chaired by Ross Hutcheon of UBS Investment Bank and Bill Hebert of Fidelity Capital Markets).

The various presentations are now posted on the website at the following link:
<http://www.fixprotocol.org/AmericasConference2004/program.html>.

Video footage will also be available in the near future.



Paolo Aloe, Brian Nathan, Robert Moitoso and Bill Rosner



Lunch session



Jim Northey, Paul Cleaver and Sam Gaer



Tom Jordan

FPL conference photo's continued...



Dan Doscas, Martin Koopman and Gail Rothman



Peter Randall



Roger Burkhardt, Brett Redfearn, William O'Brien and Randy Sides



Joseph Horowitz, Keith Jamaitis and Sam Johnson



Marilyn Martin, Eric Valdes and Sharon Lawrance



Ary Khatchikian, Nick Weir and Ron Lasorsa



Closing session