

### Invitation to Join BIIA Forum in Shanghai, PRC

The Business Information Industry Association Asia Pacific – Middle East Limited is organizing its First Commercial Credit Information Industry Forum in conjunction with FCIB's 2<sup>nd</sup> China International Credit and Risk Management Conference in Shanghai, PRC. The purpose of this forum is for the industry to debate with major users of credit information common issues about current and future credit information needs. It is a first of its kind in the region and attendance will be by invitation only.

The Forum will take place on the 7<sup>th</sup> of December 2005 from 09:00 am to 12:00 pm at the Shanghai Everbright Convention & Exhibition International Hotel, Shanghai, PRC, followed by a luncheon from 12:00pm to 01:30 pm.



#### Tentative Key Discussion Topics:

- Key Data Elements Required for Credit Risk Assessment
- Data Standards: Quality, Consistency, Freshness – Country Specific or Regional Standards
- Reliance on Decision Systems (Credit Scores) – Availability and Reliability
- Importance and Reliability of Financial Statements in Risk Assessment
- Key Industry Norms & Ratios
- Trade Information – Availability and Reliability
- Supplier Reference Checks
- Director Checks – Adverse Data on Company Directors
- Level of Investigation
- Basel II Information Requirements versus Trade Credit Information Requirements
- State of Public Sector Information – Level of Availability, Reliability, Quality
- Regulatory Issues in the Region: Access to Information, Privacy, Closed User Groups, World Bank Credit Bureau Initiatives

#### Forum Format:

**No formal presentation. Open interactive discussion. English language only!**  
**Moderator: Joachim C. Bartels BIIA Managing Director**

#### How to Register:

Contact Joachim C. Bartels by E-mail: [iejcb@attglobal.net](mailto:iejcb@attglobal.net) or +1 201 670 8950, or Fax: +1 201 670 7763

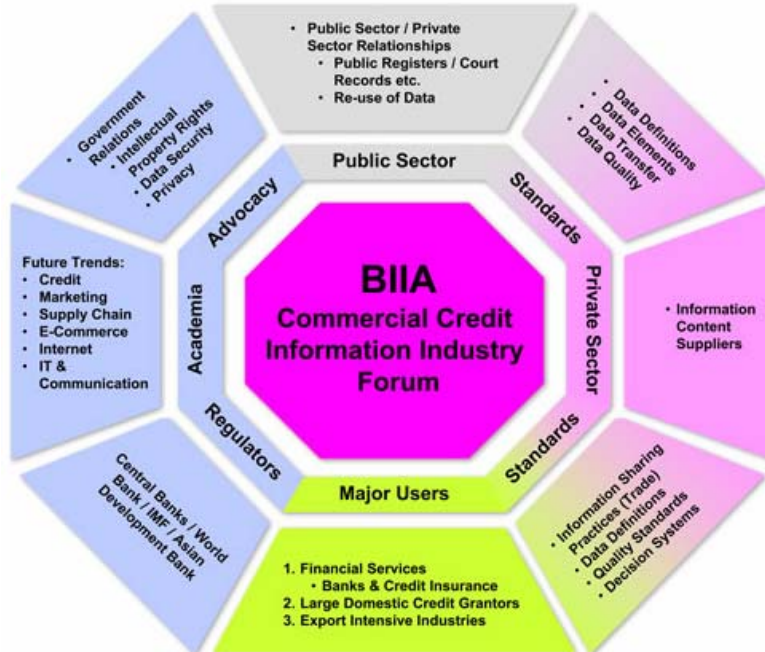
### Need Hotel Reservations:

Contact Jessica Yao, D&B Shanghai by E-mail [yaoj@dnb.com](mailto:yaoj@dnb.com) or +86 21 6384 4636 Ext.: 853; Mobile Phone: +86 133 4161 8732

### The Commercial Credit Information Forum Concept

One of the principal objectives of BIIA is to be a neutral forum of information content companies in Asia Pacific and the Middle East, to promote, protect and inform the industry. BIIA to serve as a platform for networking and informing users, regulators, governments and the general public about the value of information services.

One of the core members of BIIA are commercial credit information companies, which perform an important function in national economies. *Trade Credit* is the largest source for short term capital. While direct investment provides the start up capital for commercial enterprises, it is *Trade Credit* that provides a significant part of working capital for an enterprise. *Trade Credit* is also described as the largest uninsured short term asset of a firm. Granting *Trade Credit* is not without risks. Credit risk is not a constant. Risk has a tendency to shift over time. To measure and monitor risk one needs accurate, reliable and timely information about buyers of goods and services. Commercial credit information performs a critical function in the process of granting and monitoring *Trade Credit*. In essence *Trade Credit* and *Credit Information* are intertwined.



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The 'First Commercial Credit Information Forum' will provide an opportunity for major users to debate the current and future needs in commercial credit information.

BIIA is indebted to the **FCIB**, an association of executives in finance, credit and international business for supporting this Forum. FCIB has assembled a team of high level credit executives with a keen interest in learning about the state of credit information in the region.

BIIA has invited a number of information executives that are currently not members of the association to broaden the dialog.

**Joachim C. Bartels Managing Director E-mail: [iejcb@attglobal.net](mailto:iejcb@attglobal.net)**

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**Business Information Industry Association Asia Pacific – Middle East Limited**

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### About BIIA

Business Information Industry Association Asia Pacific – Middle East (BIIA) constitutes a neutral forum of information content companies in Asia Pacific and Middle East to promote, protect and inform the Industry. BIIA serves as a platform for networking and informing users, regulators, governments and the general public about the value of Information services.

The mission of the BIIA is to:

- Provide a neutral open forum for its members to debate and resolve common issues with users, regulators, government and the public information sector
- Promote the industry by demonstrating the value of information for users and national economies
- Inform the industry, users and the general public by serving as a resource on standards, trends, technological developments, and policies
- Protect the industry by advocating a legal regulatory environment that benefits the industry
- Provide a platform for networking for industry members

BIIA was formed in June 2005 at the initiative of a number of leading business information companies and three information consultancy companies.

### How to get there:

Shanghai Everbright Convention & Exhibition International Hotel Address: 66 Caobao Road, Xuhui District, Shanghai Tel: +86 21 64842500; Fax: +86 21 64545595 / 64325440; URL: [www.ebhotel.com](http://www.ebhotel.com) The Shanghai Everbright Convention & Exhibition International Hotel is located in the heart of the intersection of Xujiahui, the city's booming commercial center and Caohejing High-tech Development Zone. It is conveniently situated with excellent transport links, including the subway No.1 and light rail station. The city ring road is located outside the main entrance.

- 50 km to Pudong Int'l Airport
  - 15 km to Hongqiao Airport
  - 12 km Shanghai Railway Station
  - 15 km to East Yan An Road Tunnel
  - 10 km to Nanpu Bridge
  - 0.5km to the metro station
  - 8 km to the People Square cultural center
  - 3 km to Xujiahui commercial center
- Transportation:-Limousine  
Pudong int'l Airport, Buick car one way-75USD  
Hongqiao Airport, Buick car one way-38USD  
- Shuttle bus from Pudong Airport: RMB30 - 4USD/Pax/way  
- Taxi from Pudong Airport, via Lupu Bridge :45 minutes  
- Taxi from Hongqiao Airport, via the central elevated road: 20 minutes

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