

SIBOS

Amsterdam, 25 - 29. oktobar 2010. godine

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Kišna, hladna i vetrovita nedelja na severu Evrope. Amsterdam, grad na četrdeset kanala i još više mostova poznat i kao “Severna Venecija”, grad biciklista i grad cveća bio je domaćin ovogodišnjeg SIBOS-a.

Jednom godišnje, na jednom mestu, SWIFT daje mogućnost pojedincima, finansijskim organizacijama i organizacijama koje su u poslovnoj vezi sa SWIFT-om kao i SWIFT zajednici kao celini da se sastanu, da međusobno diskutuju, da uče, sklapaju poslove, informišu se o novostima u finansijskoj industriji, definišu strategiju i preduzmu zajedničke akcije kojima će oblikovati budućnost organizujući SIBOS.

Pet godina nakon što je ideja o formiranju SWIFT-a ozvaničena, godinu dana nakon što je prvi nalog za plaćanje poslat kroz mrežu, godine 1978-e, započinje tradicija održavanja konferencije korisnika SWIFT-a, SIBOS. Ime nastaje kao akronim izraza: Swift International Banking Operations Seminar.

Prvoj konferenciji koja je održana u sedistu SWIFT-a u Briselu prisustvovalo je 300 učesnika. Da podsetim, u tom trenutku SWIFT je činilo 518 banaka iz 17 zemalja.

Sledeće godine, sledeća konferencija je održana u Amsterdamu. Time tradicija održavanja SIBOS-a dobija još jedan kvalitet: svake godine neka druga država, neka druga nacionalna SWIFT User i Member grupa dobija priliku da bude domaćin događaja koji je prerastao u najznačajniji događaj u svetskoj finansijskoj industriji. Tradicija je prekinuta na kratko samo 2001-e, kada je nekoliko dana pred SIBOS u Singapuru konferencija otkazana jer je procenjeno

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A cold, rainy and windy week in the north of Europe. Amsterdam, the city on forty canals and even more bridges, also known as “Venice of the North”, the city of cyclists and flowers, hosted this year’s SIBOS meeting.

Once a year, at one place, SWIFT provides an opportunity to individuals, financial organizations and organizations that have business connections with SWIFT, as well as to the SWIFT community as a whole, to gather, discuss, learn, close business deals, get informed about the news from the financial industry, define the strategy and take joint actions to shape the future by organizing SIBOS meetings.

Five years after the idea about forming SWIFT was made official, one year after the first payment order was sent through the network, back in 1978, the tradition of holding SWIFT users conferences – SIBOS started. The name is an acronym for: **Swift International Banking Operations Seminar**.

The first conference, held at the headquarters of SWIFT in Brussels, was attended by 300 participants. Let us recall, at that time SWIFT gathered 518 banks from 17 countries.

The following year, the conference was held in Amsterdam. Thereby the tradition of holding SIBOS meetings gained another quality: each year another country, another national SWIFT User and Member Group gets a chance to host the event which has grown to be the most significant event in the global financial industry. The tradition was briefly interrupted only in 2001, when several days before SIBOS in Singapore the conference

da je neposredno posle terorističkog napada na Njujork 11. septembra suviše riskantno



na jednom mestu okupiti vrh svetske finansijske industrije. Već sledeće godine je Ženeva, svetski finansijski centar, uz do tada najveće i najskuplje mere obezbeđenja bila domaćin SIBOS-a, a 2003-e SIBOS je najzad došao i u Singapur.

Ove, 2010-godine, 31 godinu posle prve, Amsterdam je dobio drugu priliku da bude domaćin SIBOS-a.

Za razliku od 1979-e, ove godine je to značilo preko 8.800 učesnika, najveći ikada zabeleženi broj. Ali, nikada do sada ni SWIFT nije bio moćniji: preko 8.900 korisnika iz 209 zemalja.

S jedne strane konferencija, s druge strane dinamična, poslovno orijentisana izložba sa više od dve stotine izlagača među kojima su prodavci, proizvođači softvera i sistem integratora, finansijske institucije, klirinške kuće, konsultanti... koja obezbeđuje i izlagačima i posetiocima mogućnost da se upoznaju, da pogledaju demonstracije proizvoda i prodiskutuju predložena rešenja i da iznesu buduće zahteve.

Tri glavne teme su bile okosnica ovogodišnjeg SIBOS-a:

1. Regulativa:

Kolektivni odgovor finansijske industrije na regulativu koja je doneta kao posledica finansijske krize i uticaj finansijskih reformi na svakodnevni operativni rad. Pre svega, može li i kako finansijska industrija da bude uključena u rad i donošenje odluka regulativnih tela

2. Vraćanje poverenja:

Šta finansijska industrija treba da

preduzme kako bi povratila ili ponovo izgradila poverenja svojih klijenata, poslovnih partnera i javnosti uopšte? Kako uskladiti veoma osetljivo pitanje smanjenja troškova i smanjenja rizika?

3. Oporavak

Postoje različita mišljenja kako i kada će do oporavka industrije doći, ali je sada već izvesno



da hoće. Šta možemo da uradimo kako bismo to najbolje iskoristili? Kako da prilagodimo tehnologiju kako bismo bili spremni?

O ovim temama, na plenarnim sednicama, na posebnim sesijama kao i na forumima govorila su vodeća imena svetske finansijske industrije.

Posebno, ove godine je SIBOS značajno bio posvećen i socijalno odgovornim aktivnostima, kao što je podrška programu organizacije "One Laptop Per Child", čime je 20.000 laptopova podeljeno deci u pet zemalja u razvoju (Brazil, Paragvaj, Kambodža, Nepal i Ruanda) i još 6.000 su na putu ka Mozambiku i Burundiju. Zatim podrška programu "International Polar Foundation" kako bi se skrenula pažnja i podigao nivo znanja u finansijskom svetu vezan za klimatske promene. S tim u vezi, SWIFT se obavezao da će za 60% smanjiti izbacivanje ugljen dioksida u atmosferu u sledeće tri godine i SIBOS u Amsterdamu je bio prvi korak ka tome.

Srbija je i ove godine na SIBOS-u imala samo jednog predstavnika, predsedavajućeg SWIFT User i Member grupe, dok su delegacije zemalja iz okruženja brojale po desetak članova.

got cancelled, since it was estimated as too risky to gather the top people of the global financial industry in one place immediately after the September 11 terrorist attack in New York. Already next year, Geneva, the global financial centre, hosted SIBOS, with the most comprehensive and most expensive security measures until that time, and in 2003 SIBOS finally came to Singapore.

This year, 2010, 31 years after its first time, Amsterdam got another chance to be the host of SIBOS.

Unlike 1979, this year it meant the unprecedented 8800 participants. But, also, SWIFT has never been more powerful than today: over 8900 users from 209 countries.

Conference on one side, and on the other the dynamic, business-oriented exhibition with more than two hundred exhibitors including salespeople, software and system integrators' producers, financial institutions, clearing houses, consultants, etc. This exhibition provided the opportunity, both to the exhibitors and to the visitors, to get acquainted, to watch the demonstrations of products, discuss the proposed solutions and put forward their future requests.

The following three topics were in the focus of this year's SIBOS:

1. Regulations:

Collective response of the financial industry to the regulations adopted as a result of the financial crisis effects, and to the impact of financial

reforms to everyday operations. First and foremost, can the financial industry, and if yes, how can it be involved in the activities and decision-making of regulatory bodies.

2. Regaining trust:

What does the financial industry need to undertake in order to regain or rebuild the trust of its clients, business partners and the general public? How to coordinate the rather sensitive issues of cost-cutting and risk mitigation?

3. Recovery:

There are diverse opinions regarding how and when the industry will recover, although it is already certain that it will. What can we do to make use of this in the best possible way? How can we adjust the technology in order to be ready?

These topics were addressed, in plenary sessions, in separate sessions and in forums, by the leading names in the global financial industry.

In particular, this year's SIBOS was to a considerable extent devoted to socially responsible activities, such as the support to the program of "One Laptop Per Child" organization, whereby 20,000 laptops were distributed to the children in five developing countries (Brazil, Paraguay, Cambodia, Nepal, and Ruanda), with another 6,000 on

their way to Mozambique and Burundi. Similarly, the support to the "International Polar Foundation" program, with a view to drawing attention to and raising awareness in the financial world concerning the climate change. In this respect, SWIFT committed to reducing the emission of carbon-dioxide into the atmosphere by 60%

in the next three years, with SIBOS meeting in Amsterdam being the first step towards this.

This year, Serbia once again had only one representative at the SIBOS meeting, the Chairperson of the Serbian SWIFT User and Member Group, whereas the delegations from the neighbouring countries had a dozen members each.

