

CHINA'S GREAT STRIDES INTO THE INTERNATIONAL FINANCIAL SERVICES ARENA MEAN RAPID ADVANCES – AND A DEMANDING WORKLOAD – FOR SENIOR BANKERS LIKE CITIC INDUSTRIAL BANK'S PAN FENG. SO HE KEEPS IN GOOD SHAPE FOR THE MARCH OF PROGRESS BY TAKING TO THE MOUNTAINS WHENEVER HE CAN TO HIKE



"TECHNOLOGY HELPS REDUCE COSTS AND IMPROVE EFFICIENCIES – NOT ONLY FOR CITIC, BUT FOR ALL CHINESE BANKS"



#### RISK AND REWARD

His main responsibility is to conduct market research and analysis and investment risk/return analysis, and to monitor functionality so as to provide business decision-making support from front to back.

Pan Feng believes both that "risk and reward are different sides of the same coin" and that increased emphasis on risk management inevitably means more investment in technology. At CITIC, he and his colleagues are using this opportunity to invest in technology that will place the bank in a pioneering position.

For example, using SunGard's Adaptiv solutions the bank was the first in China to implement an integrated front-, middle- and back-office straight-through-processing solution back in 2001, he says. Since then, the treasury and fixed income department has

extended its use of Adaptiv solutions to include trading of FX, money markets, fixed income and derivatives. He is particularly involved with Adaptiv solutions in the managing of risks associated with its treasury and fixed income positions and for the settlement and confirmation of all related trades.

#### FULL PROGRAM

There are a number of other projects that he is currently involved with, including the Adaptiv Operations venture and the Investment and Unexpected Critical Events Analysis project. His team is also busy working together with the risk management and front-end business department to conduct the bank's Credit Risk Scheme Revision project, the aim of which is to produce more focused market research and analysis.

"The work we are doing now is very pioneering in China," says Pan Feng. "Adaptiv risk management and operations solutions enable us to provide analysis and business decision-making support for our front-end business department and the risk management department. Without a doubt technology is playing, and will continue to play, a major role within CITIC's operations. Technology helps us to reduce costs and improve efficiencies. This tendency not only applies for CITIC, but also for all Chinese banks."

#### HIGHLY COMPETITIVE

The Chinese banking market is highly competitive and during the day Pan Feng and his team work vigorously to expand their business, just like many of their rivals. As he says, "work in any bank is competitive and hectic." His day starts at 8:30 every

#### WORK LIFE

HOURS: "I start my day at 8:30 a.m. and finish at 5:30 p.m."

LOCATION: "We are situated in central Beijing."

OFFICE: "I share my office with a colleague. The view from my desk is of the other buildings on the Beijing skyline."

DRESS CODE: Business dress.

CORPORATE CULTURE: "The company's corporate principle is 'quality-focused overall development'. Generally speaking, the office has a very friendly atmosphere and it is a hierarchy-free environment. We often socialize together after work and go out to dinner or other social activities together."

morning and his first task, after opening the window to let in some fresh Beijing air, is to check the previous night's e-mails. The rest of the working day is dominated by meetings – either with the front-end business team or the risk management department. These are then complemented by a series of internal team meetings. To relieve the stress of such a vigorous day, he and his colleagues make regular exercise a priority, normally in the format of outdoor activities.

Above all, Pan Feng enjoys hiking in the great outdoors. Fortunately, China and Beijing offer a vast range of mountains and hiking areas for him to explore. "For three years now, I have been hiking almost every week. With regular exercise, hiking provides a great way to keep in shape and relieve the stress of daily work," he says.

It's an exciting time for anyone living and working in China, as the world's most populous nation emerges from its former, more isolated and detached, position from the western world and takes its place as a major player in the global economy.

Nowhere is this emergence more evident than in the financial services industry, following China's entry into the World Trade Organization. For Pan Feng, general manager, CITIC Industrial Bank, WTO membership and exposure to global rather than national competition has been the catalyst for a number of organizational changes at the bank – such as the adoption of advanced trading and risk management strategies.

The bank's treasury and fixed income department is particularly influenced by advancements in trading and risk, and Pan Feng is a key member of the team with a special focus on the risk aspect of treasury and fixed income.

#### HOME LIFE

HOME: "I live in the southern part of Beijing, which I like because of the convenience for getting into the office each day."

HOMETOWN: "I was born and grew up in Sichuan Province."

FAMILY: "I am married but have no children."

EDUCATION: "I have a master's degree in computer science from Beijing Institute of Technology."

PASTIMES: "Aside from hiking, I also enjoy ice-skating and inline skating – and any activity that combines exercise with the outdoors."

VACATION: "I like to go to the Forest Park or the Snow Mountains for my vacations."

ALTERNATIVE CAREER: "My father was a physicist, so as a child I harbored ambitions of being a scientist."