

20.09.2010



LONG FINANCE



Welcome

**Alderman Alison Gowman
City of London Corporation**

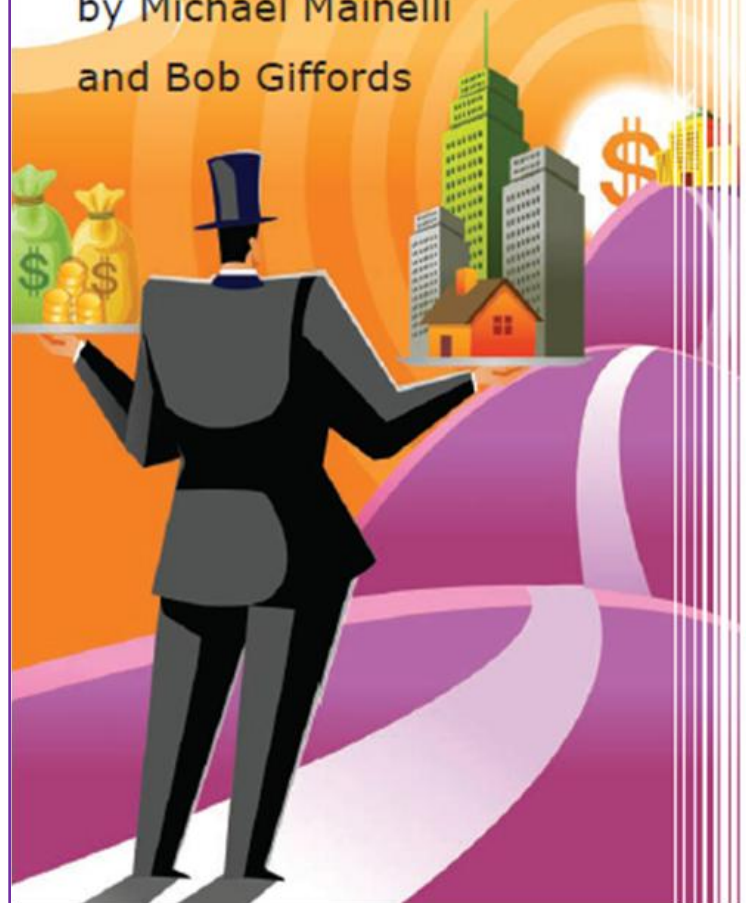


LONG FINANCE

**Professor Michael Mainelli
Chairman, Z/Yen Group**

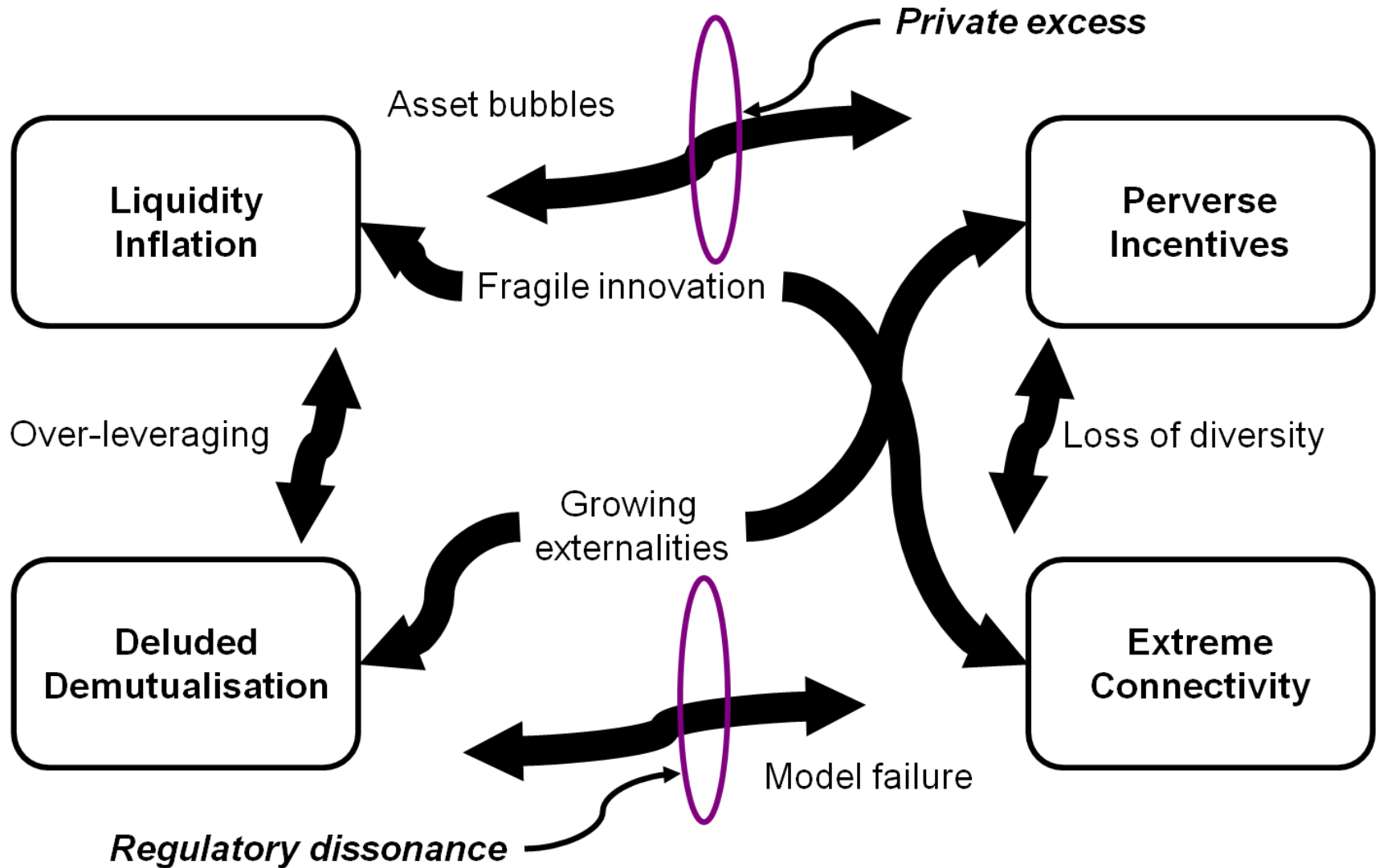
The Road to Long Finance: A Systems View of the Credit Scrunch

by Michael Mainelli
and Bob Giffords



CSFI
Centre for the Study of
Financial Innovation

Systemic Scrunch



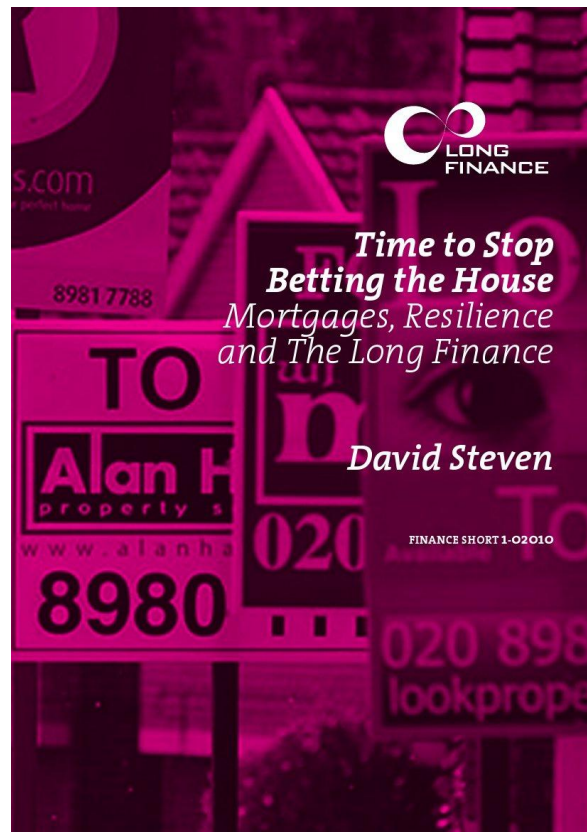
A Good Question





Long Finance Series

Finance Shorts



Eternal Brevities

IN SEARCH OF THE ETERNAL COIN: A LONG FINANCE VIEW OF HISTORY

DR MALCOLM COOPER



LONG
FINANCE

ETERNAL BREVITY | 1-02010

Today



14:10 – 14:35 Keynote – Sustainability: The Problem of Time

14:35 – 15:35 Panel – Deep Past and Deep Futures

What is the Immediate Relevance of Long-Term to Finance?

15:35 – 15:40 Interlude – Who Would Real Commerce See?

15:40 – 16:10 Break

16:10 – 17:10 Panel – Democracy or Markets

Who Can Take the Longer View?

17:10 – 17:20 Interlude What's a Poor Wealth Hoarder to Do?

17:20 – 17:30 Close

17:30 – 19:00 Reception



Keynote Address

“Sustainability: The Problem of Time”

Professor Avinash Persaud

Panel 1



“Deep Pasts and Deep Futures: What is the Immediate Relevance of the Long-Term to Finance?”

**Bob McDowall, Journalist and Research Director,
TowerGroup**

Professor Ian Morrison, Astronomical Views

Neal Stephenson, Author of *Anathem*

**Chair: Faisal Islam, Economics Correspondent, Channel
4 News**

Interlude



Ian Harris
Managing Director, Z/Yen Group

Who Would Real Commerce See?



(Song to the Tune of "He Who Would Valiant Be")

1. Who would real commerce see,
Let us come hither;
Market stability,
Come wind, come weather;
There's no discouragement, shall
make us once relent;
Our first avowed intent, to see long
finance.

2. Growth came so thick and fast,
For many seasons;
Few thought it wouldn't last,
Despite the reasons;
Up graphs and surging charts,
disguised the trend in part;
Still we can make a start, to be
long finance.

3. No goblin nor foul gnome,
Can much restrain us;
We know that in the end,
Truth will sustain us;
Stale thinking go away, we'll find a
better way;
And labour night and day, strictly
long finance.

4. Who would real commerce see,
Let us come hither;
Market stability,
Come wind, come weather;
There's no discouragement, shall
make us once relent;
Our first avowed intent, to see long
finance.

We would like to thank Steve Cunliffe for kindly providing the soundtrack



Break

Please be seated by 16:05
for the second panel



Panel 2



“Democracy or Markets: Who Can Take the Longer View?”

Neil Eckert, Chairman, Aggregated Micro Power plc

Mark Field, Member of Parliament for City and Westminster

James Fierro, Executive Chairman, Recipco Holdings

**Chair: Faisal Islam, Economics Correspondent, Channel 4
News**

Interlude



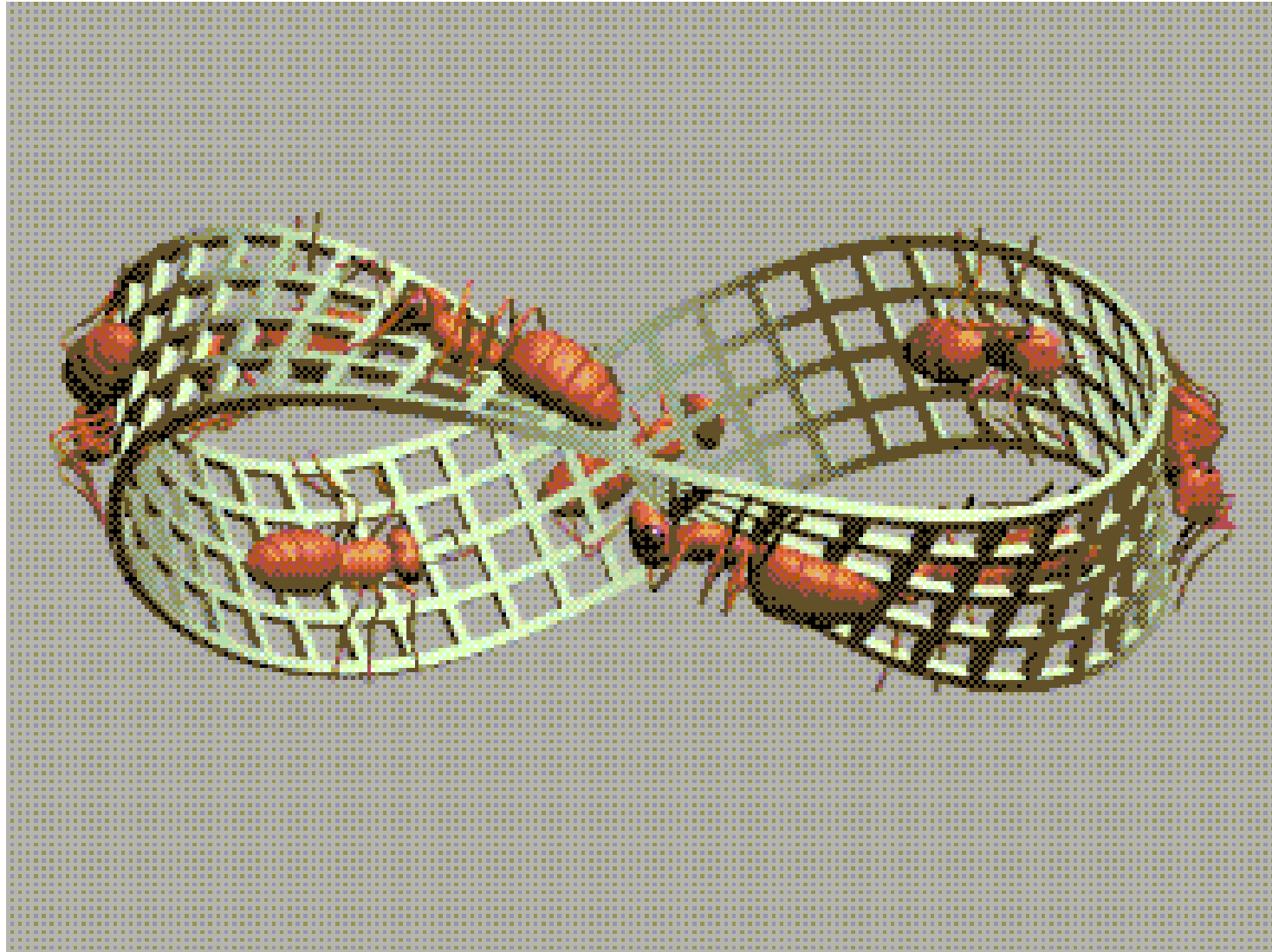
“What’s a Poor Wealth Hoarder to Do?”

**Dominic Tayler & Ned Naylor-Leyland,
Cheviot Asset Management**

Close

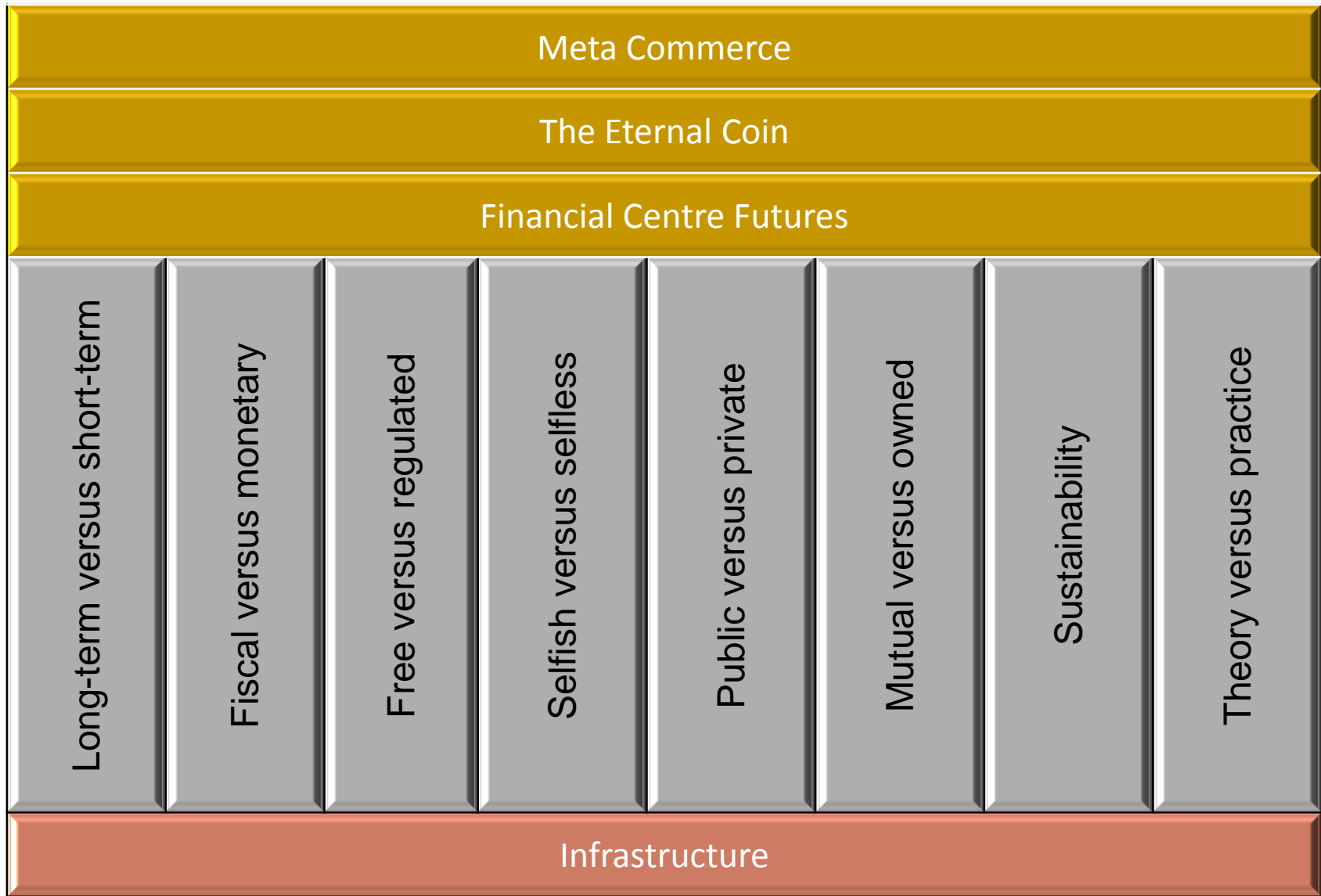


Professor Michael Mainelli
Chairman, Z/Yen Group



[Source: http://www.ucl.ac.uk/~ucesgvd/moebius_escher_anim.gif]

Investigative Structure



When Would We Know Our Financial System Is Working?



[Source: <http://www.fortunewatch.com/handling-greed-and-fear-in-investing/>]

Take On A Long-Term Commitment



LONG FINANCE

www.longfinance.net



Reception

17:30 – 19:00

Please join us for a drinks reception in the
East Crypt below the Great Hall

Tickets are £25 at the door