

# BUSINESS MODEL ANALYSIS WORKSHOP – NOV 13TH

MASTER IN BANKING AND FINANCIAL REGULATION  
SCHOOL OF ECONOMICS & BUSINESS | UNIVERSIDAD DE NAVARRA

In the recent crisis, supervisors have noticed that capital requirement is not enough to assess the solvency of the banks. The capital could be quickly eroded, so it is necessary a forward looking approach, to be sure that the banks will not run into problems in the future.

By refocussing towards the business model analysis (BMA), the regulators will increasingly understand and challenge the fundamental economics and inherent risk profile of the business model and the recurrent profitability ratios to be sure about its ability to generate organic capital in the middle term.

This workshop is organized by the Master in Banking and Financial Regulation, Universidad de Navarra, in collaboration with PriceWaterhouseCoopers.

## INFORMATION

### Date

Friday Nov 13th 2015  
9:00 am

### Location

BBVA Campus La Moraleja  
C/ La Veredilla, 24  
La Moraleja,  
Alcobendas 28109

### Organization

This workshop is organized by Master in Banking and Financial Regulation, Universidad de Navarra, in collaboration with PwC.

### Free Inscriptions

To register, you must send an email stating full name and DNI.

### Mamen Cabezón

mbrf@unav.es

## PROGRAM

9.00 / 9.15

### Opening Remarks

Germán López Espinosa | *Universidad de Navarra*  
Alberto Calles | *PWC*

9.15 / 10.00

### PRA Business Model Analysis

Stephen Bland | *PRA*  
INTRODUCTION BY  
Mamen Aranda | *Universidad de Navarra*

10.00 / 10.45

### BMA within the common European SREP framework

Oleg Shmeljov | *EBA*  
INTRODUCTION BY  
Antonio Moreno | *Universidad de Navarra*

10.45 / 11.15

### Coffee Break

11.15 / 12.00

### Viability & Sustainability: a forward looking supervisory view

Santiago Martínez-Pinna | *PWC*  
José Alberto Domínguez | *PWC*  
INTRODUCTION BY  
Borja Goñi | *Universidad de Navarra*

12.00 / 13.00

### Round table

13.00 / 14.00

### Lunch



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