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# 9th Annual European Financial Services Conference

**Taking Stock of Reform:  
Fragmentation or Convergence?**



## Sponsorship Brochure

**10th February 2011**

**BNP Paribas Fortis Auditorium, Brussels**

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[www.forum-europe.com](http://www.forum-europe.com)

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10th February 2011 . BNP Paribas Fortis Auditorium . Brussels

## The 9th Annual European Financial Services Conference

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# About the European Financial Services Conference

**Now in its ninth year, The European Financial Services Conference is held annually and is the major event in the Brussels calendar on financial services.**

Each year, the event brings together more than 450 senior international participants to debate issues affecting European and global financial markets, and over the years we have welcomed as speakers numerous Ministers, company CEOs, national bankers and regulators both from within the EU and around the world.

The debate at this year's event will focus on the reform of the financial services sector at both an EU and a global level since the crisis of 2008, and on whether the revision of regulation has gone far enough.



## Sponsorship of the European Financial Services Conference

**Annual events such as this are not simply stand alone, one-off marketing opportunities. Over time, they develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it. The European Financial Services Conference offers sponsoring organisations the opportunity to become involved on a regular basis in a pivotal and talked about industry event.**

There are a number of different ways in which you will benefit from taking out a sponsorship package at the 9th Annual European Financial Services Conference. Simply having your name and brand associated with a high-level event such as this can be extremely valuable and it provides a great opportunity to raise your profile within the industry and with high level policy and decision makers. Perhaps most importantly however, it also enables your company representatives and guests to gain access to the exclusive VIP sessions that are invitation only and take place alongside the main event.

There are two separate sponsorship packages available for the event, designed to offer optimum exposure for the budgets that are available. Details of these can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact Dan Craft on [dan.craft@forum-europe.com](mailto:dan.craft@forum-europe.com) or call +44 (0) 2920 783 021.

## Some of the numerous organisations that have benefited from their association with this event in past years include:

Atos Origin, Citi, Cleary Gottlieb, Engineering, Intesa Sanpaolo, Borsa Italiana, City of London Corporation, Deutsche Börse Group, DLA Piper, Eni, Euroclear, European Association of Listed Companies, European Banking Federation, Finmeccanica, BNP Paribas Fortis, Forum of European Asset Managers, Grandi Lavori Fincosit, Indesit Company, ING, International Capital Market Association, Italcementi Group, IW Bank, London Stock Exchange Group plc, Moody's Investor Service, Multipartner, Poste Vita, PricewaterhouseCoopers, Securities Industry Association, Standard Life, Tesi, TLX and Unicredit Group.

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### Audience Breakdown 2010



Based on 478 delegates

- 34% European Institutions
- 50% Corporate Organisations
- 10% National Financial Authorities
- 6% Press

### The European Financial Services Conference - Previous Speakers

**Johnny Akerholm**, Chairman of the InterInstitutional Monitoring Group; President & CEO, Nordic Investment Bank

**Joaquín Almunia**, EU Commissioner for Economic and Monetary Affairs, European Commission

**Paul Arlman**, Secretary General, FESE

**Jörg Asmussen**, State Secretary, German Federal Ministry of Finance

**Paul S. Atkins**, Commissioner, US Securities and Exchange Commission

**Andrej Bajuk**, Minister of Finance & President of Ecofin Council, Republic of Slovenia

**Michel Barnier**, Commissioner for Internal Markets & Services, European Commission

**Anthony Belchambers**, CEO, Future & Options Association

**Sir Win Bischoff**, Chairman, Citi

**Giovanni Carosio**, Chairman, CEBS

**Elizabeth Corley**, Chairwoman, FEAM

**Andrew Crockett**, President, JPMorgan Chase International

**Sandy Crombie**, CEO, Standard Life

**Cliff Dammers**, Secretary General, International Primary Markets Association

**Meleveetil Damodaran**, Chairman, Securities & Exchange Board of India

**Fabrice Demarigny**, Secretary General, CESR

Arthur Docters van Leeuwen, Chairman, CESR

**Javier Echarri**, Secretary General, EVCA

**Jonathan Evans**, MEP & ECON Committee Member, European Parliament

**Alberto Giovannini**, Chief Executive Officer, Unifortune

**Chris Huhne**, MEP, European Parliament

**Alain Joly**, Chairman of the Supervisory Board of Air Liquide; Chairman of the European Association for Listed Companies (EALIC)

**Piia-Noora Kauppi**, MEP & ECON Committee Member, European Parliament

**William E. Kennard**, U.S. Ambassador to the EU, United States Mission to the European Union

**Wolf Klinz**, MEP, European Parliament

Michaela Koller, Director General, CEA

**Alexandre Lamfalussy**, Chairman, Lamfalussy Committee of Wise Men

**Jacques de Larosière**, Honorary Governor of Banque de France; Advisor to the Chairman of BNP Paribas

**Philip Lowe**, Director General, DG Competition, European Commission

**Charlie McCreevy**, EU Commissioner for Internal Market & Services, European Commission

**William McDonough**, Vice Chairman & Special Advisor to the Chairman, Merrill Lynch

**Mario Monti**, Former European Commissioner for Competition

**Nicolas Moreau**, Chairman of the Forum of European Asset Managers (FEAM); CEO of AXA Investment Managers

**Johnathan Moulds**, President, EMEA, Bank of America Merrill Lynch

**Axel Nawrath**, Managing Director, Deutsche Borse

**Lars Nyberg**, Member of the High Level Expert Group on EU Financial Supervision & Deputy Governor of the National Swedish Bank

**Peter Nyberg**, Director General of Financial Markets, Ministry of Finance, Finland

**Tommaso Padoa Schioppa**, Former Minister of Finance, Italy

**Alessandro Pansa**, Chief Financial Officer, Finmeccanica

**Tom Parlon**, Minister of State for Finance, Republic of Ireland

**Corrado Passera**, CEO, Banca Intesa

**Alexander Schaub**, Director General, Internal Market, European Commission

**Toru Shikibu**, Deputy Commissioner for International Affairs, Japanese Financial Services Agency

**Mark Sobel**, Deputy Assistant Secretary for International Finance, US Department of the Treasury

**Ethiopsis Tafara**, Director, Office of International Affairs, SEC

**Ieke van den Burg**, MEP & ECON Committee Member, European Parliament

**Nigel Wicks**, Chairman, Euroclear

**David Wright**, Deputy Director General, DG Internal Market & Services, European Commission

**Eddy Wymeersch**, Chair, Committee of European Securities Regulators (CESR)

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# Sponsorship Packages



### Partnership Package: €10,000 + VAT

#### Speaker/VIP Dinner:

One of the highlights of the conference is the VIP/dinner debate on the eve of the conference where speakers and senior policy decision makers meet to discuss global financial markets challenges and issues.

1. Your Chairman or CEO invited to attend the speaker/VIP dinner on the eve of the conference.

#### Host your own table at the lunch debate:

Another highlight of the conference is the lunch session on the day of the conference with the participation of senior international speakers. Attendance to the lunch is by invitation only.

1. One table of 10 people reserved for your company staff and guests.
2. Your company logo prominently displayed on the table.
3. Your guest invitations and seating plan arranged by your company.

#### Prominent Branding:

Your company name mentioned "in partnership with..." and your company logo prominently displayed on the:

1. Front of the conference programme.
2. Speaker CVs.
3. Lists of participants.
4. Invitation mailings, minimum three mailings, each one sent to a targeted list of 3,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
5. Front of the delegate folders.
6. Conference platform banner (fixed or by projection).
7. Forum Europe website with hyperlink to your company website.
8. Front of the conference report distributed to EU Commission, EU Parliament and national governments, civil society groups and the international press.

#### Advertisement in the Conference Report:

1. A full-page advertisement of your company in the conference report, 1000 copies produced and widely distributed.

#### Table Display:

1. On the day of the conference, a table display for your company documentation.



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# Sponsorship Packages



### Support Package: €5,000 + VAT

#### Guaranteed attendance to the lunch debate:

A highlight of the conference is the lunch session on the day of the conference with the participation of senior international speakers. Attendance to the lunch is by invitation only.

1. Two reserved seats for your company staff or guests.
2. Your guest invitations arranged by your company.

#### Branding:

Your company name mentioned "with the support of. . ." and your company logo displayed on the:

1. Front of the conference programme.
2. Speaker CVs.
3. Lists of participants.
4. Invitation mailings, minimum three mailings, each one sent to a targeted list of 3,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
5. Front of the delegate folders.
6. Conference platform banner (fixed or by projection).
7. Forum Europe website with hyperlink to your company website.
8. Front of the conference report distributed to EU Commission, EU Parliament and national governments, civil society groups and the international press.

#### Advertisement in the Conference Report:

1. A half-page advertisement of your company in the conference report, 1000 copies produced and widely distributed.

#### Table Display:

1. On the day of the conference, a table display for your company documentation.



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# Sponsorship Reservation Form

I am interested in the (please tick box):

Partnership Package (€10,000 + VAT)

Support Package (€5,000 + VAT)

**Thursday 10th February 2011, BNP Paribas Fortis Auditorium, Brussels**

Company:

Address:



Name of contact:

Contact  
Tel. Number:

Contact  
Email:

Signature:

Date:

### Please Faxback to +44 (0) 2920 668 992

Please contact Dan Craft to discuss all opportunities listed in this brochure.

#### **Dan Craft, Director**

Tel: +44 (0) 2920 783 021 . Fax: +44 (0) 2920 668 992 . Email: dan.craft@forum-europe.com  
Forum Europe, 2 - 4 Second floor, High Street Arcade Chambers, Cardiff, CF10 1BE. UK

On receipt of this information, we will contact you to discuss and confirm your requirements.

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