

POLITICO

L'AGEFI

POLITICO  
SUMMITS

CAPITAL  
MARKETS  
2018

***The Future of Finance in the New European Order***  
Paris | February 7-8, 2018

# THE CAPITAL MARKETS SUMMIT

Capital Markets Summit | **February 7-8, 2018** | Paris  
**“The Future of Finance in the New European Order”**

**The future of Europe’s single financial market is still unclear:** The European Commission is set to propose the building blocks of the **Capital Markets Union** by 2019, just as the full effects of Brexit are expected to hit. Will Europe take this opportunity to reinforce its commitment to **deeper market integration**? With president Emmanuel Macron in charge in France, will Paris and Berlin form a dynamic duo to give Europe the common financial framework needed to boost growth and innovation? Will **the eurozone be able to reform** and integrate further, allowing capital to flow freely within the monetary union and Europe at large? In its push race to build a robust and **competitive financial industry**, what must Europe do to attract new businesses and maintain its appeal in this new world order?

For the third consecutive year, POLITICO and l’AGEFI join forces to present the Capital Markets Summit. On **February 7 and 8, 2018**, 130+ industry leaders and policymakers, will gather to discuss Europe’s path to spurring economic growth, innovation and investment in its ever-evolving capital markets ecosystem.

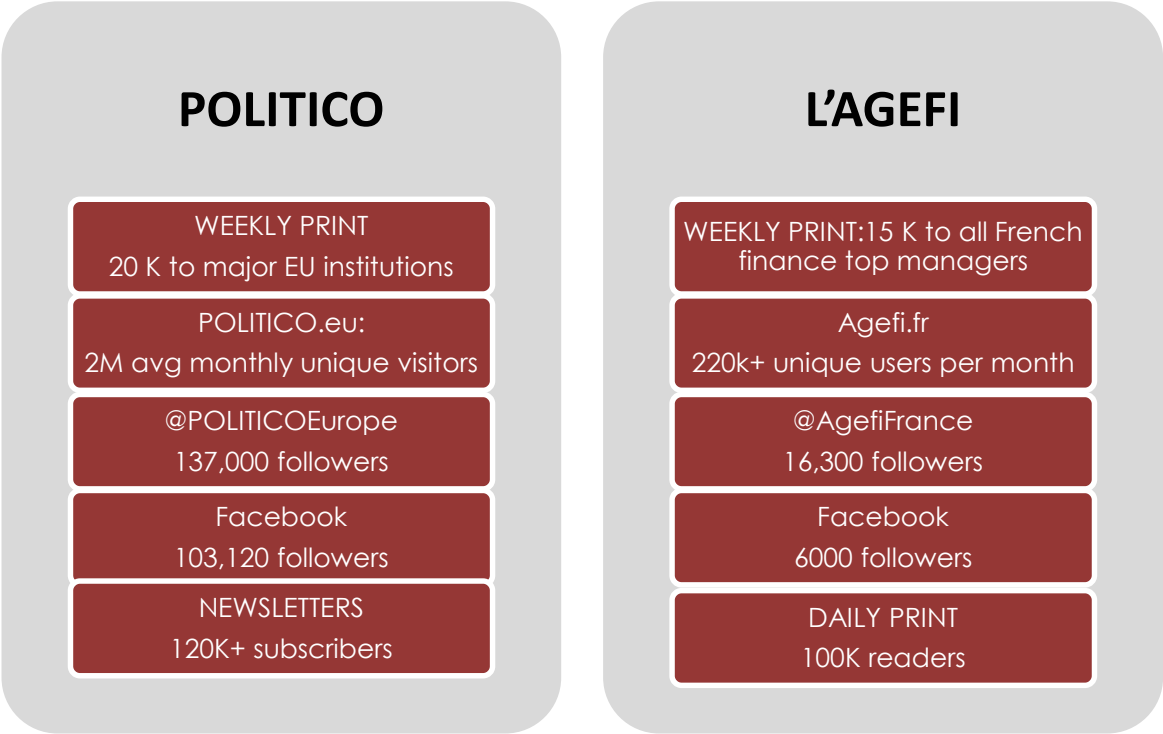
# THE HOSTS - COMBINED REACH

## POLITICO x L'AGEFI

**POLITICO** is a global nonpartisan news organization connecting the political and policy dots between Washington, D.C., Brussels and London, with reporting assets all across Europe and the US.

**L'AGEFI** Group France is the undisputed B2B market leader for French finance professionals.

Joining forces in Paris for the third consecutive time, POLITICO and L'AGEFI present an annual Summit where European **decision makers** and **industry leaders** come together to discuss Europe's path to spurring economic growth, innovation and investment in its ever-evolving capital markets ecosystem.



# WHAT'S ON THE AGENDA

## AGENDA

**Pre-Summit Workshop – Feb 7, 2018**

### **FINANCIAL REGULATION & GLOBAL COMPETITIVENESS**

*How can Basel round III... And IV promote innovation and financial stability?*

**Pre-Summit Dinner – Feb 7, 2018**

**Summit program – Feb 8, 2018**

### **MORNING SESSIONS: RESTORING EUROPEAN FINANCIAL UNITY THROUGH A EUROZONE REFORM**

*Opening interview with Bruno Le Maire, French Minister of Economy*

*Panel - Forecast: what will drive global finance in the next 10 years?*

*Panel - Transitioning towards deeper integration in Europe's financial markets while improving financial stability*

### **Speed networking session and coffee break**

*Panel - Facilitating access to capital: Tender, love and care for SMEs*

*Panel - New rules, new relationship: the UK & EU after triggering article 50*

## LUNCH

### **SIMULTANEOUS WORKSHOP SESSIONS: THE FUTURE OF FINANCE**

*Workshop 1 - How Europe can be a pioneer in sustainable finance?*

*Workshop 2 - Wooing FinTech's in Europe to increase access to capital markets*

*Workshop 3 - How will RegTech revolutionize the answers to regulatory compliance?*

### **CLOSING INTERVIEW**

*Valérie Pécresse, President, General Council of the Region Île-de-France*

# NEW IN 2018

## **Startups Demos Lab**

Discover local startups whose fresh ideas are improving access to health care

## **Sli.do**

An interactive app with live Q&A, Polls and Twitter discussion

## **Breakout Sessions**

Smaller groups meet for deep-dive explorations of specific topics

## **Speed networking Sessions**

Meet and greet format designed to accelerate business contacts

# OUR SPEAKERS - 2018 SPEAKERS INCLUDE:



**Jyrki Katainen**

Vice-President for Jobs, Growth,  
Investment and Competitiveness  
European Commission



**Bruno Le Maire**

French Minister of Economy and  
Finance



**Claudio Costamagna**

Chairman  
Cassa Depositi e Prestiti



**François Villeroy de Galhau**

Governor  
Bank of France



**Steven Maijor**

Chair  
European Securities & Markets  
Authority



**Burkhard Balz MEP**

Member on Economic and Monetary  
Affairs Committee  
European Parliament



**Valérie Pécresse**

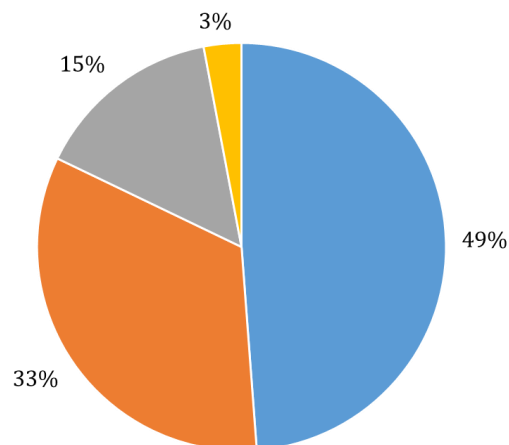
President  
General Council of the Region Île-de-France

# THE AUDIENCE

## 100 to 150 C-suite and senior leadership participants from:

- Managers
- Institutional Investors
- Banks
- Insurance Companies
- Pension Funds
- Hedge Funds
- Brokers
- Clearing Houses
- Corporates/Issuers
- IT solutions
- Law Firms
- European institutions
- National institutions
- Trade associations
- International Organizations (UN, WHO, WIPO, WTO)

## 2017 AUDIENCE: 147 ATTENDEES



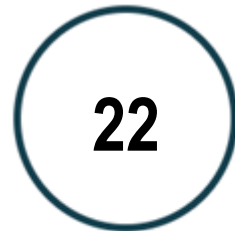
## Audience Breakdown

- Companies
- EU – National – Regional institutions and agencies
- Foundations and NGOs
- Academics and Think Tank

# 2017 CAPITAL MARKETS SUMMIT HIGHLIGHTS



Reach: 1,400,000  
Impressions: 2,300,000



SPEAKERS



ATTENDEES



Audience questions enable attendees to engage with key stakeholders



[WATCH THE VIDEO HIGHLIGHTS](#)



VALDIS DOMBROVSKIS, Vice-President for the Euro and Social Dialogue, Financial Stability, Financial Services and Capital Markets Union, EUROPEAN COMMISSION

## 2017 sponsors:





## POLITICO offers several levels of sponsorship.

**Founding sponsors** are the most visible and engaged Summit thought leaders, leveraging the continuity of a multi-year partnership for deeper program involvement, the highest level of visibility across all Summit marketing and media campaigns and on-site activation.

**Presenting sponsors** also engage as thought leaders, contributing to the Summit discussion and being positioned prominently throughout Summit communications leading up to and including the day of the event.

**Supporting sponsors** leverage the Summit platform for audience engagement and brand visibility and are aligned with the smart, balanced conversations for which POLITICO Summits are known

- ✓ The most-read and most-influential news outlet among EU influencers by the annual [Burson Marsteller/ComRes](#) survey
- ✓ A [research study](#) found that POLITICO is the most publicly referenced EU-news outlet by MEPs one year after its launch.

# FOUNDING SPONSORSHIP BENEFITS

## PROGRAMMING

- Actively participate in pre-event Summit **themes brainstorm** with programming team as well as ongoing program and speaker review sessions during the planning phase of each Summit

## THOUGHT LEADERSHIP

- Deliver opening remarks for a panel of particular topic of interest on the agenda, setting up the framework for discussion
- Recognition by moderator during opening/closing remarks
- **Four** (4) Sli.do\* questions or polls for participants

## BRANDING AND VISIBILITY

- Brand featured as '**Founding Partner**' in all print and digital promotion, throughout pre-event marketing
- Brand additionally included up to **4 times** in POLITICO Playbook marketing
- Day-of:
  - Branding throughout the event space, including stage, Twitter wall, signage, and delegate handbook
  - Premium POLITICO.eu homepage visibility
  - Premium dedicated space in Summit networking space for an interactive display or to distribute information
  - Opportunity to distribute white paper or thought leadership material **in the conference room** (placed on all chairs or tables)
- One (1) full-page spread ad in delegate book (creatives supplied by sponsor)

## HIGH LEVEL NETWORKING

- **Two** (2) seats at Welcome dinner the day before the event
- **Ten** (10) guest passes for executives, clients, prospects
- Green room access prior to introductory remarks

## DEDICATED MEDIA CAMPAIGN

- Up to **four** (4) POLITICO policy newsletter sponsorships - *pending availability*
- **Three** (3) full-page print ads in POLITICO weekly
- One **sponsored content article** published and promoted online + in print

\*Interactive app with live Q&A, Polls and Twitter discussion, displayed on screens in the main room of the conference

# PRESENTING SPONSORSHIP BENEFITS

## THOUGHT LEADERSHIP

- Deliver opening remarks on a particular topic of interest on the agenda, setting up the framework for discussion
- Recognition by moderator during opening/closing remarks
- **Two** (2) Sli.do\* questions or polls for participants

## BRANDING AND VISIBILITY

- Brand featured as '**Presented by**' in all print and digital promotion, throughout pre-event marketing
- Brand additionally included up to **2 times** in POLITICO Playbook marketing
- Day-of:
  - Branding throughout the event space, including stage, Twitter wall, signage, and delegate handbook
  - POLITICO.eu homepage visibility
  - Premium dedicated space in Summit networking space for an interactive display or to distribute information
  - Opportunity to distribute white paper or thought leadership material **in networking space** (placed on a table)
- One (1) full-page ad in delegate book (creatives supplied by sponsor)

## HIGH LEVEL NETWORKING

- **One** (1) seat at Welcome dinner the day before the event
- **Seven** (7) guest passes for executives, clients, prospects
- Green room access prior to introductory remarks

## DEDICATED MEDIA CAMPAIGN

- Up to **two** (2) POLITICO policy newsletter sponsorships – *pending availability*
- **One** (1) full-page print ad in POLITICO weekly

# SUPPORTING SPONSORSHIP BENEFITS

## BRANDING AND VISIBILITY

- Brand featured as '**Supported by**' in all print and digital promotion, throughout pre-event marketing
- Brand additionally included **1 time** in POLITICO Playbook marketing
- Day-of:
  - POLITICO.eu homepage visibility
  - Branding throughout the event space, including stage, Twitter wall, signage, and delegate handbook
  - Premium dedicated space in Summit networking space for an interactive display or to distribute information
- One (1) full-page ad in delegate book (creatives supplied by sponsor)

## HIGH LEVEL NETWORKING

- **Four** (4) guest passes for executives, clients, prospects

## THOUGHT LEADERSHIP

- Recognition by moderator during opening/closing remarks
- **One** (1) Sli.do\* question or poll for participants

## DEDICATED MEDIA CAMPAIGN

- Half-page print ad in POLITICO's weekly print edition

*\*Interactive app with live Q&A, Polls and Twitter discussion, displayed on screens in the main room of the conference*

# + MEDIA EXTENSIONS TO AMPLIFY VISIBILITY



# LOOKING FORWARD

We hope this serves as a helpful thought-starter.  
We look forward to continuing the conversation.

Your POLITICO partner:

Sophia Sen

[ssen@politico.eu](mailto:ssen@politico.eu)

+33 1 43 12 36 12