

THE FORUM: winning in a changing EU regulatory environment

Frankfurt, Milan, Paris – the debate continues

On 15 April 2008, a new event hit the City of London, kick-starting a unique debate in Europe. The inaugural London FORUM brought together more than 200 representatives from across the full spectrum of financial institutions and their suppliers to debate the implications of a new regulatory approach to their businesses' bottom line.

The FORUM results indicated that 60% of investment firms recognise that poor data quality and the cost of their infrastructures are significant trading risks. Even more (70%) recognise that there are new hurdles to overcome to prove their compliance with the broad range of regulations. The regulators' and customers' voices were clear: *di minimis solutions are not acceptable*.

PJ Di Giammarino, CEO, JWG-IT Group, summed it up "We were convinced a new approach was needed in this challenging environment where senior management need to interpret what new principles mean to their organisation and monitor how well the new rules work. We have now established a common language for the entire community and will aim to define and measure 'what good looks like' in Frankfurt in June, followed by Paris and Milan in the autumn before returning to London early in 2009".

Dr. Stephen Christie, Head of Regulatory and Risk Management of sponsor, Ernst & Young, said "I am delighted that Ernst & Young took part in THE FORUM. The high quality of speakers and conference content was matched by that of the delegates. Ernst & Young is dedicated to maintaining its position at the leading edge of thought-leadership and THE FORUM supported us in that aim."

Rebecca Bond, Global Director of Marketing, FRSGlobal and an exhibitor, said "A new event is always a gamble but JWG-IT's reputation as 'experts' in MiFID attracted a good attendance. We have been members of TechSIG for several months now and the work we put in to the group and THE FORUM event paid off. We want to be involved in the next London one"

Contact us now to participate on the following dates:

THE FORUM - Frankfurt: Monday, 16 June 2008

THE FORUM - Milan: Tuesday, 7 October 2008

THE FORUM - Paris: Wednesday, 15 October 2008

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JWG-IT FORUM



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THE FORUM

THE FORUM is brought to Europe by:
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THE FORUM is coming to Frankfurt, Paris and Milan

Promote ▶ Learn ▶ Assess ▶ Network ▶ Debate

Why attend?

- ▶ Hear directly from the regulators
- ▶ Participate in open debate between industry decision-makers, on one day, in one place
- ▶ Benchmark your position through anonymous interactive voting
- ▶ Discuss issues with industry commentators and analysts
- ▶ Examine what leading practitioners are doing about data proliferation
- ▶ See how leading technology providers are collaborating to provide advanced ecosystems



FORUM attendees

Investment banks, hedge funds, buy-side, EU Commission, BaFin, The FSA, technology providers, consultancies, lawyers, industry press, market analysts

Financial institutions at the London FORUM included

ABN AMRO, Bank of America, BidRoute, Barclays, Chi-X Europe, Barings, Citi, Calyon, Credit Suisse, Gartmore, Goldman Sachs, HSBC, Lehman, Morgan Stanley, SocGen, UBS, WestLB

FORUM sponsors and exhibitors

Aleri, ASPone, BEA, Brookcourt Solutions, Business Objects SAP, Cisco, Chi-X Europe, Copan, Ernst & Young, EMC, Equinix, Facilita, FRSGlobal, GemaTech, Intel, ITC Infotech, iTrinegy, Kalido, SGI, Sybase, Symantec, TechSIG



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