

THE 21<sup>ST</sup> AEFSC

# FINANCING EUROPE

---

**Investment that Supports Society**

---

1 February 2024 / **Brussels**

**Sponsorship brochure**

Contact: Charlene Bowditch  
[FinancingEurope@forum-europe.com](mailto:FinancingEurope@forum-europe.com)

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

THE 21<sup>ST</sup> AEFSC

# FINANCING EUROPE

## Investment that Supports Society

1 February 2024 / Brussels

### The Annual European Financial Services Conference returns to Brussels in early 2024 with a new name: Financing Europe - Investment that supports society.

Now in its 21st year, this conference has become a premier fixture in the EU financial services policy calendar, annually attracting some 400 senior bankers, financial policymakers, international press and influential think tanks from around the world to discuss current issues affecting both European and global financial markets.

Financial services is a core pillar for delivering growth and resilience in Europe. It is an essential partner for the net zero society.



### Event Overview

In February 2024, the Annual European Financial Services Conference (AEFSC) returns with a revitalised ambition under the banner of “Financing Europe: Investment that Supports Society.” This renewal of the conference’s mandate focuses the spotlight on Europe’s imperative to deliver an **open, resilient, and competitive** Union.

Europe’s aspiration to become the world’s first climate-neutral continent by 2050 necessitates substantial investments in new technologies and sustainability-related reforms. The European Commission estimates that achieving its nearer-term climate targets will require additional annual investments of approximately €360 billion, and with just one European Parliamentary term (2024-2029) remaining to mobilise the necessary finance and investment for the 2030 target, the urgency to act has never been greater.

Practically, this means driving support for innovative, fast-growing European companies in strategic sectors through private-sector financing and leveraging well-developed capital markets that complement public funding to deliver on the green and digital transitions. Expertise in capital raising, deployment, and risk management are critical for navigating the path towards a sustainable economic model, and it is imperative to deliver carefully calibrated regulations, ensuring the value of this transition is harnessed while maintaining stability and establishing effective safeguards.

Europe’s financial system continues to weather significant challenges, and it is necessary for the ongoing stress testing of markets and regulatory review. This transformative agenda also demands a **collective shift in mindset and action**, one that will **unite individuals, employers, and governments**. Leveraging the significant community that gathers around this conference, the aim is to make a tangible impact on the **development of Europe’s financial capabilities and competitiveness**.

Join us at this conference to contribute to shaping the future of Europe’s financial landscape. Together, we can drive impactful change, foster resilience, and build a prosperous and sustainable Europe for all.

 ForumEurope

Contact: Charlene Bowditch

FinancingEurope@forum-europe.com

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

THE 21<sup>ST</sup> AEFSC

# FINANCING EUROPE

## Investment that Supports Society

1 February 2024 / Brussels

### Format and Structure

- **Plenary session (for 400+ participants) with an interactive format**  
Incorporating panel discussions, interviews, presentations and fireside chats
- **Invitation only lunch session (for 150 guests) with keynote speaker**
- **Invitation only VIP dinner (for maximum 25 guests)**  
held on the evening prior to the main conference, with a keynote from a high-level EU policymaker, followed by an interactive discussion around the table
- **Exclusive and unique networking opportunities** with key policymakers and industry thought leaders

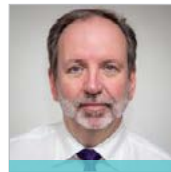
### Recent Past Speakers



**Valdis Dombrovskis**  
Executive Vice President,  
An Economy that  
Works for People,  
European Commission



**Andrej Šircelj**  
Minister for Finance,  
Slovenia



**John Berrigan**  
Director-General for Financial  
Stability, Financial Services and  
Capital Markets Union,  
European Commission



**Verena Ross**  
Chair,  
European Securities  
and Markets Authority  
(ESMA)



**José Manuel Campa**  
Chairperson,  
European Banking Authority



**Markus Ferber**  
Member,  
European Parliament



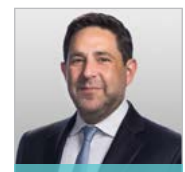
**Francesco Ceccato**  
CEO,  
Barclays Europe



**Shriti Vadera**  
Chair,  
Santander



**Anne Richards**  
CEO,  
Fidelity International



**Andrew Schlossberg**  
CEO,  
Invesco EMEA

### Event Video and Website links

[19th Edition ↗](#)

[20th Edition ↗](#)

[20th Anniversary Edition ↗](#)



**ForumEurope**

Contact: Charlene Bowditch

FinancingEurope@forum-europe.com

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

THE 21<sup>ST</sup> AEFSC

# FINANCING EUROPE

## Investment that Supports Society

1 February 2024 / Brussels

### Sponsorship Opportunities

This event is planned to take place as a fully in-person event.

The benefits below are guaranteed regardless of the final format for the conference, additional benefits for partners will be explored at no added cost, and will primarily be built around face-to-face networking opportunities.

#### Partnership package

€15,000

##### > Programme

- *Guaranteed speaking position for your CEO or Chairman*

##### > Prominent Branding

Your company name mentioned "in partnership with..." and your company logo prominently displayed on all aspects of pre-event and event-day materials, including:

- *Pre-event website, incl. hyperlink to your organisation's website*
- *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.*
- *Delegate information packs*
- *Branding at event on banners*
- *Opening and closing credits on all video content*

##### > VIP invitation only dinner

One of the highlights of the conference is a VIP dinner which will take place pre-conference where speakers and senior policy decision makers meet to discuss global financial markets challenges and issues.

- *Your CEO or Chairman is invited to attend the VIP Dinner*

##### > 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.

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

##### > Video interview

A series of interviews will be recorded with key speakers and partner representatives, which will then be released afterwards via various online platforms:

- *Interview opportunity for your Chairman or CEO speaker or another high-level representative*
- *Interview to be uploaded to event website; emailed to all event attendees plus distributed via YouTube and social media channels*
- *Video snippet to be included in the event highlights video*

##### > Inclusion of materials in pre-event and post-event packs

All attendees will receive pre-event and post-event information packs. These will contain all necessary practical information and also background reading and information.

- *Opportunity to include document(s) in both the pre-event and post-event packs as background reading and additional information on the topics to be covered at the event*

##### > Exhibition Stand

Opportunity to have an on-site table display in main networking area

# FINANCING EUROPE

## Investment that Supports Society

1 February 2024 / Brussels

### Sponsorship Opportunities

Add on to Partnership package



#### Sponsorship of VIP Dinner

€5,000

- + The opportunity to 'host' the evening
- + Your high-level representative to welcome everybody at the start, introduce the keynote speaker and moderate the informal debate
- + Three seats for your company representatives or guests
- + The opportunity to provide input into the topic to be discussed at dinner (to also be agreed on by the event host companies)
- + Your logo included on the menus and displayed on tables, and your company mentioned as 'host' on all invitations

THE 21<sup>ST</sup> AEFSC

# FINANCING EUROPE

## Investment that Supports Society

1 February 2024 / Brussels

### Sponsorship Opportunities

#### Support package

€10,000

##### > Branding

Your company name mentioned "with the support of..." and your company logo prominently displayed on all aspects of pre-event and event-day materials, including:

- Pre-event website, incl. hyperlink to your organisation's website

##### > 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.

- Two reserved seats for your company staff or guests
- Your guest invitations arranged by your company

##### > Inclusion of materials in pre-event and post-event packs

All attendees will receive pre-event and post-event information packs. These will contain all necessary practical information and also background reading and organisation's website.

- 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.
- Delegate information packs
- Opening and closing credits on all video content information
- Opportunity to include document(s) in both the pre- event and post-event packs as background reading and additional information on the topics to be covered at the event

##### > Exhibition Stand

Opportunity to have an on-site table display in main networking area