

ForumEurope

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THE 22nd AEFSC

FINANCING EUROPE

Investment that Supports Society

March 2025 / Brussels

Media Partner: MLex



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The Conference

The annual "Financing Europe" conference focuses on revitalising Europe's investment landscape to support societal needs and advance towards becoming the world's first climate-neutral continent by 2050. The conference aims to foster a collective shift towards sustainable and inclusive economic growth by uniting businesses and governments.

Discussions focus on policy reforms to enhance competitiveness in Europe, significant investments in new technologies, and strategies to ensure Europe remains open yet resilient in the global market.

The annual conference, now in its 22nd year, represents the premier gathering of those working across finance, investment, economics and the path towards a sustainable and competitive European economy.

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Director General, DG REFORM
European Commission

Dame Elizabeth Corley
Chair
Schroders plc

Francesco Ceccato
CEO
Barclays Europe



Essential Discussions

The European Union is embarking on its make-or-break bid to super-charge its global competitiveness and deliver a clean, digital and social transition. The 2024-2029 agenda set out by European Commission President Ursula von der Leyen is ambitious. To deliver on these ambitions, the EU will require political will and cohesion, urgent and close cooperation with the private sector writ large, and unprecedented levels of investment – the Draghi report suggests an additional €750 billion – to avoid Europe falling behind on innovation, technological leadership and economic resilience. Financing Europe 2025 will focus on the revitalisation of Europe's investment landscape and how a Savings and Investment Union can be achieved.

Discussions will examine the long-standing conundrum of how to deepen the integration of banking and capital markets across the EU, and the tools available to unlock joint EU borrowing and mobilise private investment. It will explore policy and governance reforms needed to enhance Europe's competitiveness, investment in new technologies, particularly digitalisation and green finance, and strategies for reinforcing Europe's resilience amidst inflationary pressures, supply chain disruptions, and evolving geopolitical risks.

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ForumEurope

Forum Europe has been organising policy conferences in Europe and globally since 1989. Our events provide unique insights from the people behind the policy, and those seeking to influence and inform it. With offices in Brussels and the UK, our events cover five continents, facilitating frank and open debate on the most pressing issues facing Europe and the world today.

BARCLAYS

Barclays is a major global financial services provider engaged in personal banking, credit cards, corporate and investment banking and wealth and investment management with an extensive international presence Europe, the Americas, Africa and Asia. With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs 140,000 people.

KREAB

Kreab is a world leading communications consultancy. We provide independent and strategic advice on high-stakes financial, corporate and public affairs communications. With operations in 25 countries, and over 350 highly experienced consultants, we offer communications counsel to the highest levels within companies, organisations, governments and governmental agencies.

Key themes of the conference



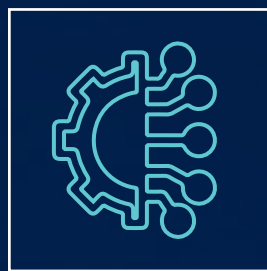
Unlocking Private & Public Investments in Infrastructure



Economic Resilience, the CMU & Financial Competitiveness

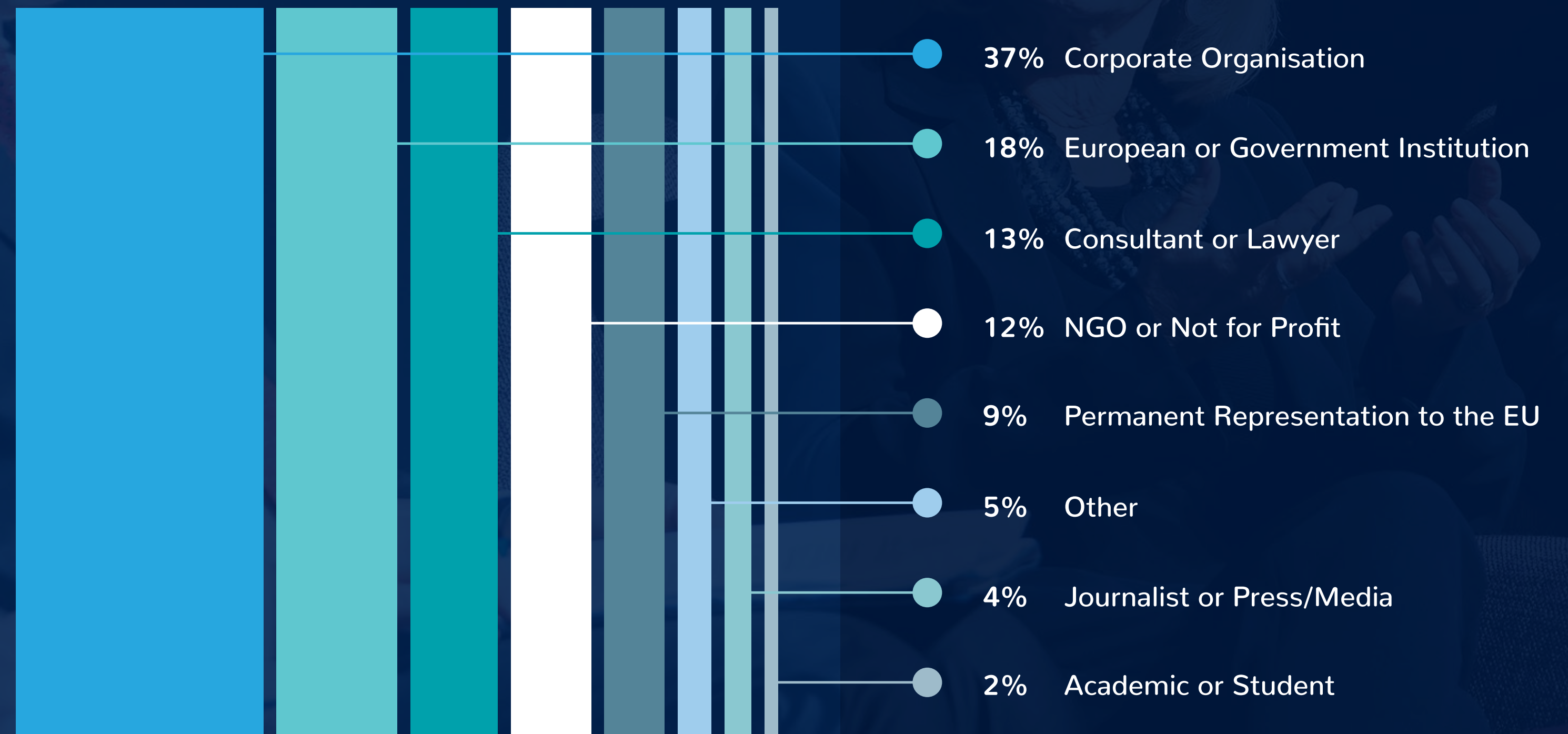


Sustainable Finance for a Competitive & Climate-Neutral Europe



Digital Transformation & Financial Services for a Stronger Single Market

Audience breakdown





Sponsorship Packages

Premium Partner Package - €15,000

- A speaking position for a company representative to participate during one of the main plenary sessions.
- Inclusion of your organisation logo as 'in partnership with...' sponsor across all pre-event and event day materials, including:
 - › Conference website (with link to your website)
 - › All marketing emails
 - › Event day banners
 - › Opening and closing credits on all video content
- An interview opportunity for your Chairman or CEO speaker or another high-level representative to be shared on the event website, via social media channels and on all post event materials.
- A guaranteed place for your CEO or Chairman to attend the invitation only VIP Dinner.
- A company table for up to 10 guests at the VIP lunch debate with your company logo prominently displayed on the table. All invitations and seating plan to be arranged by your company.
- Inclusion of company materials in delegate e-packs, which are distributed pre and post event.
- Opportunity to take an exhibition booth to showcase your products and solutions or share a position paper with the audience;

Sponsorship Packages

Sponsor Package - €10,000

- Inclusion of your organisation logo as 'with the support of...' sponsor across all pre-event and event day materials, including:
 - › Conference website (with link to your website)
 - › All marketing emails
 - › Event day banners
 - › Opening and closing credits on all video content
- Two reserved seats for your company staff or guests at the invitation only VIP lunch debate.
- Inclusion of company materials in delegate e-packs, which are distributed pre and post event.
- Opportunity to take an exhibition booth to showcase your products and solutions or share a position paper with the audience;

Sponsorship Benefits

	Premium Partner Package	Sponsor Package
Inclusion of your organisation name and logo across all pre-event and event day materials: <ul style="list-style-type: none"> – Conference website (with link to your website) – All marketing emails – Event day banners – Opening and closing credits on all video content 	●	●
A Speaking position for a company representative to participate in one of the main plenary sessions.	●	
An interview opportunity for your Chairman or CEO speaker to participate on the event website, social channels and post event material.	●	
A guaranteed place for your Chairman or CEO to attend the invitation only VIP dinner.	●	
Guaranteed attendance at the invitation only VIP lunch debate with the participation of senior international speakers.	●	●
Inclusion of company materials in delegate e-packs, pre and post event.	● (A table of 10*)	●
An exhibition booth to showcase your products and solutions or share a paper with the audience	●	● (2 reserved seats)

* A company table for up to 10 guests at the VIP lunch with your company logo prominently displayed on the table. All invitations and seating plan to be arranged by your company;

Sponsorship Packages

Roundtable Package - €12,000

An exclusive opportunity to invite key event attendees and representatives from your core target group to join you for a private roundtable session, hosted by your organisation.

Roundtable Session

- A private room made available with space for up to 20 people to join a hosted session.
- The opportunity to invite a selection of delegates and speakers who are attending the main conference to join your session.
- All invitations will be sent out by Forum Europe on your behalf, and the event team will also handle all logistical aspects on event day.
- Option to shape the session and for a representative to provide a short talk and presentation on a topic of your choice.
- Provision of session attendees' contact details to send a one-off email shot to follow up with further information, presentation slides and your involvement in the event as a whole

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.

Sponsorship Packages

Sponsorship of VIP Dinner - €10,000

This dinner debate has become a highlight of the conference, taking place the evening before the main event. Attendance is strictly by invitation only and with around 20 participants expected, it allows for an open and frank exchange amongst policy and decision makers. Previous attendees include Director generals, ESA chairs, EU Presidency, MEPs and company CEOs/Chairman

- **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.**
- **An interview opportunity, pre-recorded ahead of the conference, for your promotion on social media channels**

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Contact

If you are interested in learning more about the annual Financing Europe conference, please contact James Wilmott using the details below:

James Wilmott
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Forum Europe

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THE 21ST AEFSC
FINANCING EUROPE
Investment that Supports Society

Keynote Presentation:
Mairéad McGuinness
Commissioner for Financial Services, Financial Stability and Capital Markets Union
European Commission

