



**ICC BANKING COMMISSION MEETINGS**

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**SPONSORSHIP OPPORTUNITIES**



**International Chamber of Commerce**

*The world business organization*

## BANKING COMMISSION MEETINGS

Twice a year the ICC Banking Commission brings together bankers, business leaders, finance experts, lawyers and international organizations officials at Commission meetings to promote dialogue, make policy recommendations and develop rules to enhance trade finance practices throughout the world.

The ICC Banking Commission meeting is the only event of this kind gathering over 400 banking executives and government officials from more than 50 countries to rethink the future of trade finance, encourage governments, regulatory bodies and G20 leaders to remove obstacles to trade finance and stimulate economic growth and job creation.

“The ICC Banking Commission meetings remain the essential event on the calendar of banking and government officials. The meetings are a worldwide forum with trade finance experts whose common aim is to facilitate international trade finance across the world. Sponsoring this event demonstrates support to our common goals as to achieve economic prosperity.”

Kah Chye Tan,  
Chair, ICC Banking Commission  
Global Head of Trade and Working Capital, Barclays



## MEETING HIGHLIGHTS

### Program

An extensive program designed to appeal to our international members, including specialized conferences and customized meetings.

### Networking

The meetings are an excellent opportunity to network with leading bankers and government officials.

### Exhibition

Our exhibition area gives sponsors the forum to promote opportunities in different regions where the ICC Banking Commission is hosted. It promotes the setting to showcase products and services.

## Future Meetings

- Mexico City, Mexico  
12-16 November 2012
- Lisbon, Portugal  
15-19 April 2013
- Vienna, Austria  
21-25 October 2013

## A UNIQUE SPONSORSHIP OPPORTUNITY

The ICC Banking Commission meetings offer an unparalleled opportunity to create or strengthen partnerships with the banking industry. Sponsorship confirms your support for the vitally important trade finance movement, a vector for spreading the common aim of facilitating international trade finance across the world. Our sponsorship options are available at various funding levels and can be tailored to your branding and marketing goals.

### Past Sponsors:

SWIFT  
Surecomp  
Exporta  
Glohex  
BAFT-IFSA  
Scotiabank  
China Systems  
Swiss Banking  
State Bank of India  
Coastline Solutions  
Commercial Bank  
Micro-Informatique & Technologie

HSBC  
ING  
J.P. Morgan  
Credit Suisse  
Mashreq Bank  
Dubai Chamber of Commerce  
European Banking Federation  
Zurcher Kantonalbank  
Asian Development Bank  
PricewaterhouseCooper  
The Association of Banks in Singapore  
US Council for International Business

BNP Paribas  
La Caixa  
Doha Bank  
Bancomext  
Banktrade  
Bank of China  
The Bank of East-Asia  
National Bank of Greece  
Qatar National Bank  
State Bank of India  
China Construction Bank  
National Bank of Belgium



Sponsor a Meeting:



## Build trust in a global brand

The Banking Commission Meetings attracts high level banking executives and government officials from over 50 countries. By sponsoring this event your organization align itself with the International Chamber of Commerce, Banking Commission brand, one of the most trusted and most recognized brands around the world. Sponsoring a meeting at a level that it is right for your organization will ensure that your message reaches the banking industry.

## GLOBAL REACH

### Promotion

Your logo will be featured on the ICC website, which is subject to 450,000 monthly page views. Furthermore, your logo will be included in all promotional materials, which will be sent to:

-  International organizations and policy makers worldwide
-  ICC worldwide business members:
  - Thousands of companies across business and professional sectors in over 120 countries
  - ICC national committees in over 90 countries



“This unique forum provides delegates from across the world with a unified platform to promote dialogue, make policy recommendations and develop rules to enhance trade finance practices throughout the world.”

Dan Taylor  
Vice-Chair, ICC Banking Commission,  
Managing Director, TSS Global Market Infrastructures, J.P. Morgan

Sponsor a Meeting:

## An opportunity for every marketing goal

Sponsorship opportunities are available for companies with global reach and financial institutions with international presence to associate themselves with such an important event and to make their name and expertise known to the wide international banking industry.



Sponsor Benefits	<b>GOLD</b> 15,000 €	<b>SILVER</b> 10,000 €	<b>BRONZE</b> 5,000 €
Opportunity to address participants	x		
Verbal recognition During meeting and press events	x		
Ad in participants folder	x	x	
Table in exhibition area	x	x	
Complementary entries to a commission meeting Mexico (Nov 2012), Portugal (spring 2013), Vienna (autumn 2013)	8	6	3
Opportunity to include gift or promotional material in the delegate's dossier	x	x	x
Branding on all promotional materials and at meeting Social media, invitations, brochure, banners, website	x	x	x

## Tailor made opportunities

ICC offers you the opportunity to profit from reduced rates should your company choose to sponsor more than one commission meeting:

- 2 meetings 10% discount
- 3 meetings 20% discount

We also offer tailor-made packages to fit your company's goals.

## CONTACT US

We look forward to your engagement and support of the ICC Banking Commission Meetings and remain at your disposal to discuss these exciting sponsorship opportunities. For more information on sponsorship contact: Luz Rodriguez, Global Partnerships Manager, [lrz@iccwbo.org](mailto:lrz@iccwbo.org) or +33 (0)1 49 53 28 42



## International Chamber of Commerce

ICC is the largest, most representative business organization in the world. Its hundreds of thousands of member companies in over 120 countries have interests spanning every sector of private enterprise.

A world network of national committees keeps the ICC International Secretariat in Paris informed about national and regional business priorities. More than 2,000 experts drawn from ICC's member companies feed their knowledge and experience into crafting the ICC stance on specific business issues.

The United Nations, the World Trade Organization, the G20 and many other intergovernmental bodies, both international and regional, are kept in touch with the views of international business through ICC.

### ICC, Banking Commission

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