



Conference organized under the auspices of the ICC Banking Commission

SUPPLY-CHAIN FINANCING

Paris
4-5 October 2012

SPONSORSHIP OPPORTUNITY

ICC Supply-Chain Financing 4-5 October 2012, Paris

World trade is predicted to grow by 75% in the next 15 years, with merchandise trade volumes set to climb to US\$48 trillion by 2025, up from US\$27.2 trillion today. New international powerhouses will stem from today's emerging markets to further drive world trade growth.

This growth in international trade, combined with volatility from the current economic crisis, means that innovations in working capital solutions are more vital than ever before. To address these challenges, the ICC Banking Commission is hosting the first **ICC Supply Chain Financing Conference** on 4-5 October 2012 in Paris.

This conference will provide a unique opportunity to learn from experienced corporate experts and bankers about their visions and strategies in the new area of supply chain finance. Attendees can expect insight and commentary on a wide range of issues including streamlining of trade finance operations, the changing landscape from the BPO perspective, the impact of the regulatory environment and tackling logistical hurdles.

New supply chain finance rules are being established: to support companies and suppliers that are faced with the conflicting pressures of improving payment terms, reducing prices and improving cash flow efficiencies. Bank Payment Obligation (BPO) rules, for instance, offer a new instrument that combines the benefits of the letter of credit with those of open account trade.

This innovative conference will be chaired by Daniel Schmand, Vice-Chair of the ICC Banking Commission and Head of Corporate Cash & Trade at Deutsche Bank, and André Casterman, Co-chair of the ICC BPO Project and Head of Banking and Trade at SWIFT. It will combine educational sessions on different supply chain finance techniques used by corporates and banks, drawing on case studies and examples of best practice.

TARGET AUDIENCE

Participants will also include trade finance professionals from the SWIFT banking community (banks, corporate treasurers and credit managers, certified partners, consultants). The conference will be actively marketed to the ICC exclusive global network 20,000 contacts, many of them in the banking field, including:

- Bankers
- CFOs
- Corporate credit managers
- Corporate treasurers
- Insurers
- Risk managers
- Consultants and vendors active in trade and supply chain finance



International Chamber of Commerce
The world business organization

AN OPPORTUNITY FOR EVERY MARKETING GOAL

ICC offers your company many levels to sponsor the Conference:

BENEFITS	GOLD €15,000	SILVER €10,000	BRONZE €5,000
CEO address during social event	X		
Opportunity to submit a relevant speaker	X		
Opportunity to distribute branded notebooks and pens*	X		
Option to send announcement to participants	X	X	
Mention in related press releases when appropriate	X	X	
Exhibition space	X	X	
Complimentary entries each valued at €1,300	5	3	2
Special reduced registration fee 20% reduction	Unlimited	5	2
Option to distribute branded products to participants*	X	X	X
Branding on all promotional materials and activities website, emails, collateral, banners, social media	X	X	X

** To be procured by sponsor, and be pre-approved by ICC*

NOTE: Tailor-made packages are available to suit your company's needs.

We also offer rates to sponsor participants from a developing regions or students.

WE THANK OUR SPONSORS



CONTACT

Luz A. Rodriguez / Global Partnerships Manager / +33 (0)1 49 53 28 42 / lrz@iccwbo.org