

## ICC Global Survey 2012:

### Patterns of Trade and Development



#### SPONSORSHIP OPPORTUNITY

*“ICC Global Survey 2012: Patterns of Trade and Development”* is the worldwide publication providing leading bankers, traders and government officials with a comprehensive and concise outlook on the current economic situation impacting business today.

ICC Global Survey 2012 on Banking- the fifth consecutive poll of this kind issued by the ICC Banking Commission– contains contributions from experts from around the globe and is widely read by business, policy and legal professionals worldwide. Representatives from 210 banks in 94 countries respond to this global survey, which asked for their opinion, as well as statistics, on the current trade finance landscape in their respective countries.

In 2011 the ICC Global Survey received high praise around the world:

“This initiative is particularly useful in providing evidence that trade finance is safe and worth promoting,” Pascal Lamy, Director-General of the World Trade Organization (WTO)

“Trade flows: Adapting to sea-changes in commerce”, 9 November 2011, Financial Times

“Trade finance is a safe bet, ICC reports”, 26 October 2011, China Daily

“World commerce chamber calls for easing of trade finance”, 26 October 2011, Business Day

Sponsorship opportunities are available for companies with global reach and financial institutions with international presence to associate themselves with this important analysis tool and to make their name and expertise known to the wide international readership of the publication.

#### GLOBAL REACH

##### Publication launch

Presented at the high-profile ICC Banking Commission Meeting in Doha, 26 March 2012.

The meeting will be attended by over 300 commission members from 50 countries.

Launched 16 April in Paris at a press conference attended by key media in the banking sector.

##### Promotion

The survey will be featured on the ICC website, which is subject to 450,000 monthly page views

The survey will also be sent to:

- ✓ International organizations and policy makers worldwide:  
United Nations, World Bank International Monetary Fund, World Trade Organization
- ✓ ICC worldwide business members:
  - Thousands of companies across business and professional sectors in over 120 countries
  - ICC national committees in over 90 countries



## AN OPPORTUNITY FOR EVERY MARKETING GOAL

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Your company may choose to sponsor the survey at a rate of **€5,000**.

**BENEFITS** include:

5 Complimentary entries to 2012 Banking Commission Meetings: Qatar (March) and Mexico (November)

1/2 page profile inside the Survey  
Print and electronic media versions

100 branded copies of the Survey  
"Courtesy of YOUR COMPANY NAME HERE"

Verbal recognition during 2012 Banking Commission Meetings and press conferences

Branding on all promotial materials  
Marketing to ICC's exclusive database and social media activities

Ask about our tailor-made packages, which can be built to suit your specific company needs.

## CONTACT

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