

Presse Press

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Messe Frankfurt Ausstellungen GmbH presents new concept for E.B.I.F. 2008

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- **Theme areas to help visitors find their bearings**
- **Demonstration points for brief presentations**
- **Back by popular demand: the Business Solutions Forum**

Frankfurt, April 2, 2008 – The European Banking & Insurance Fair (E.B.I.F.) is to be given a new, more modern profile in 2008. The aim is to design a more attractive, more ‘hands-on’ trade fair that reflects the current sector zeitgeist – with a host of highlights that will increase both exhibitor and visitor numbers. The E.B.I.F. wishes to present itself in 2008 as a colourful, international marketplace for IT solutions. Among other things, this involves increasing the focus on communication between exhibitors and visitors.

With this new concept, the organisers aim to reflect the change in the trade fair sector in recent years. Increased competition through other marketing measures had the effect of decreasing exhibitor and visitor numbers for a number of sector events held during this time. With its new concept, the E.B.I.F. aims to counter this trend.

The following new developments will determine the new-look E.B.I.F. in 2008:

1. Hall 5.1 will be divided up into four theme areas, each focusing on a specific topic, in order to help visitors to find their way around the hall and to locate the most suitable solutions for themselves. The individual areas will be characterised by a number of different colours, which can also be found in the exhibitor catalogue and online at www.ebif.com.

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2. Within the individual theme areas, exhibitors can give brief and exclusive presentations of their most recent IT solutions and products to interested visitors at 'demonstration points'.
3. While in the past, banks were only present at the E.B.I.F. as visitors, they are now invited to exhibit as well.

At the same time, many established elements will be retained: for example, the Business Solutions Forum launched together with the Maleki Group in 2007 will take place once again owing to the positive feedback from participants. Here, renowned IT service providers present concrete best practice solutions here together with their customers from banks and insurance companies.

Thomas Schütz, Managing Director of Messe Frankfurt Ausstellungen GmbH, is optimistic about the E.B.I.F. in 2008: "In 2008, the trade fair will be more stimulating, more 'hands-on' and therefore more visitor-friendly than before. We aim to bring communication between exhibitors and visitors more to the fore – after all, trade fairs are all about networking and forging good contacts. I am confident that exhibitors and visitors alike will respond positively to the new concept." Dr. Nader Maleki, organiser of Euro Finance Week (EFW), also welcomes the closer ties between the E.B.I.F. and the EFW. "With the possible inclusion of banks on the exhibitor side and the improvements to the physical appearance of the trade fair, it will live up to the expectations of a truly international marketplace. I am very optimistic that this is a move in the right direction and that the E.B.I.F. will further increase its appeal among exhibitors and visitors alike."

The E.B.I.F. is Europe's largest independent technology trade fair for solutions and services in the banking and insurance sector and for other financial service providers. With trade visitors from the financial sector accounting for approximately 97% of visitors, the trade fair is focused firmly on its target group: 77.4% of visitors are involved in procurement decision-

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making in their respective companies. In 2008, the E.B.I.F. will once again take place during Euro Finance Week, the high-powered industry gathering of the European finance and insurance sectors. Euro Finance Week is the largest industry gathering of the European finance and insurance sectors.

Dates for 2008:

11TH EURO FINANCE WEEK 17 - 21 November 2008

E.B.I.F. Trade Fair 18 - 20 November, 2008

Finanzplatz Gala – 21 November 2008

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