

# Presse Press

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## **E.B.I.F. 2008: Information platform for the future challenges of banking IT**

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**Frankfurt, 15 October 2008 – There are still five weeks to go until the 11<sup>th</sup> European Banking & Insurance Fair (E.B.I.F.), which will take place in Hall 5.1 of the Frankfurt exhibition grounds between 18 and 20 November. In 2008, the established trade fair is dominated by the global banking crisis and the numerous regulatory changes that this will entail for the European financial sector.**

Thomas Schütz, Managing Director of Messe Frankfurt Ausstellungen GmbH, comments: "The financial sector is currently facing challenges of historical dimensions. When this turbulence has subsided in a few months' time, the bank landscape will have changed utterly." Owing to the current developments, he expects fewer exhibitors at the E.B.I.F. 2008 compared with the previous year. He adds: "But regardless of the possible conditions imposed by the German government in connection with the bank rescue package announced on Monday, banks will have an even more urgent need for service providers to implement the new requirements. In such an environment, the E.B.I.F. offers an excellent platform for exchanging information and for banks to make contact with prominent medium-sized IT providers. With the support of flexible and highly specialised IT producers, they can succeed in adapting their closely integrated and highly complex business processes to the new requirements."

In addition to topics such as overall bank management and risk management, the E.B.I.F. also focuses on SEPA, flat tax, combating crime and terrorism, and service-oriented architectures. The trade fair will take place during Euro Finance Week, the industry gathering of the European finance and insurance sectors.

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While business and financial issues are discussed during this congress, the E.B.I.F. is geared more towards the practical implementation of the requirements. With trade visitors accounting for approximately 97% of visitors, it is focused firmly on its target group: 77.4% of visitors are involved in procurement decision-making in their respective companies.

Dates for 2008:

11<sup>TH</sup> EURO FINANCE WEEK 17 – 21 November 2008

**E.B.I.F. Trade Fair 18 – 20 November 2008**

Finanzplatz Gala – 21 November 2008