

Presse Press

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E.B.I.F. 2008: Eleven days left to go

- **Financial crisis further highlights need for innovative IT solutions**
- **Best practice solutions for current issues in the Business Solutions Forum**

Frankfurt, 7 November 2008 – In eleven days' time, the European Banking & Insurance Fair (E.B.I.F.) will open its doors for the eleventh time. Between 20 and 22 November, the latest trends and solutions for the financial services sector will once again be showcased by prominent medium-sized IT providers in Hall 5.1 of the Frankfurt trade fair grounds. As in previous years, the E.B.I.F. 2008 will be taking place within the framework of Euro Finance Week, the high-powered industry gathering of the European finance and insurance sectors. While key business and financial issues will be discussed during this congress, visitors to the E.B.I.F. can expect innovative, practical IT solutions for implementing regulatory requirements.

Particularly given the far-reaching restructuring measures in the financial system expected in the wake of the banking crisis, the trade fair is an important platform for exchanging information about the future challenges facing banking IT. Measures called for by politicians and economic experts range from pay caps for managers to a ban on certificates. Whatever form the new regulations will ultimately take – especially in Europe – banks and insurance companies will be forced to adapt their IT systems to the new specifications. As well as questions such as SEPA and core banking, the main focus of this year's trade fair will be on flat tax, compliance, IT security, customer relationship management and service-oriented architectures. At the same time, the E.B.I.F. will be unveiling a new concept with an increased focus on communication. Colour-coded theme areas have been introduced to help trade visitors to find the solutions that they

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are looking for right away. On the 'Business Solutions Forum', IT service providers join forces with their banking and insurance customers to present concrete best practice solutions for the financial sector on questions such as 'transaction banking', 'mobile technology', 'industrialising processes', 'IT security' and 'risk management'. Exhibitors can also give brief and exclusive presentations of their latest IT solutions and products to interested visitors at the separate demonstration points.

Barry Dark, Chairman of the General Management of Kordoba GmbH, states: "We are very happy to be exhibiting here again this year. Particularly in view of the current critical environment, we see this trade fair as an important forum for interacting with our customers and partners and informing them about our solutions for the financial sector. Heinz Schier, Chairman of the Managing Board of B+S Bankssysteme AG, adds: "Taking part in the E.B.I.F. is an important component of our marketing mix. Although the financial sector is on tenterhooks at the moment, this trade fair allows us to meet our exact target group – those who make decisions about IT purchasing in banks and insurance companies". With trade visitors from the financial sector accounting for approximately 97% of visitors, the E.B.I.F. is focused firmly on its target group: 77,4% of visitors are involved in procurement decision-making in their respective companies.

E.B.I.F. – The European Market Place for Financial Services Solutions!

Dates for 2008:

11TH EURO FINANCE WEEK 17 – 21 November 2008

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

IT Forum 2008 18 – 21 November 2008