



AN EXCLUSIVE OPPORTUNITY FOR SELECTED PARTNERS



13th - 14th JUNE 2003
HOTEL EDEN - LUGANO



DISPLAY-WORKSHOP ON THE
MOST RECENT TECHNOLOGICAL
SOLUTIONS FOR BANKS
AND FINANCIAL INSTITUTIONS



BC Forum Lugano - Ever Green Park - 6945 Origgio (Lugano) - Switzerland
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PARTNERSHIP PROPOSAL

MEDIA



INTRODUCTION

- How to cut management costs without affecting customers' satisfaction.
- How to identify profitable activity areas and loss-making ones.
- How to decide which solutions to build in-house, to buy from a vendor, and to outsource completely to a "best-of-breed" service provider.
- How to conceive and implement in the best possible way the necessary consolidation of processes and/or partners targeting coherent and rationalised strategies.
- How to manage clients related risks (Due diligence and Compliance) without releasing attention to operations risks.
- **What is the role of IT in such a context ? Which are the driving forces behind strategic technology investments ? Under which conditions, outsourcing is the good option ? Which are the tools made available by some applications to conform to legal and regulatory obligations ?**

These are some of the themes and topics, all crucial and fundamental for the banking world, which will be covered by the partners, guest speakers and invited guest of the Banking Solutions Forum Lugano 2003.

Following the success of Banking Solutions Forum 2002, with a subsequent workshop in November for some of our partners and their guests, **the 2003 edition will take place on Friday 13th and Saturday 14th, June 2003, also at Lugano Hotel Eden.**

The gracious full hospitality formula for the invited guests, accompanied by their companions if they wish, will be maintained. (Top and Senior Managers of Swiss and Italian banks, in some cases together with IT managers and/or Compliance Officers).

A higher presence of recognised keynote guest speakers from the banking world and from the IT strategic analysis for banks and financial institutions will result in a even better number and quality of the attending invited guests.

Referring to the agenda, the conferences will terminate in the morning of **Saturday**, followed by a closing lunch in the breathtaking Lugano Lake environment; this will allow the guests to enjoy the relax and the local beauties from the beginning of the afternoon.

In the following pages, for the Partners already familiar with the BSFL and for the ones willing to know it and to participate this year, the presentation, the details, costs and novelties of 2003 edition.

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MAIN PURPOSES OF THE DISPLAY-WORKSHOP banking solutions forum lugano

1. to offer a limited number of software, solutions and platform providers for Banks and Financial Institutions the opportunity to present and promote their products and services, and to conduct specific conferences before carefully selected guests in an exclusive and enhancing international environment.
2. to organise some very high level conferences of specific interest, highlighting strategic evaluations and choices in their fields, with the participation of highly recognized bankers and international experts.
3. to provide the partners and attendees with the possibility of informal interaction and the development of *one on one* relationships in the framework of a well targeted working program and of a setting providing first rate hospitality .

DATE and LOCATION

banking solutions forum lugano will take place Friday and Saturday June 13th and 14th, 2003 at Grand Hotel Eden (www.edenlugano.ch) - Riva Paradiso 1 - CH - 6900 Lugano. It is a five stars hotel, with a privileged position directly on the lake, close to the Motorway as well as to the City centre.



THE "ACTIVE PARTICIPANTS" GUESTS (Their participation is free of charge).

The event is based on invitations, open to **Top and Senior Managers of Swiss and foreign banks** interested in the recent topics and strategic problems connected to the **Banking Solutions world**, understanding Italian or English, **looking for relevant and direct information and favouring direct contacts.**

- Their invitation includes **access to the Partners Hall, attending the conferences, the coffee-breaks, two business lunches and a cocktail party.**
- Selected "active participants" guests will be offered the night at the **Hotel Eden with their companions and will enjoy gracious complementary hospitality**, including a cultural and entertaining program for the companions and a gala dinner.





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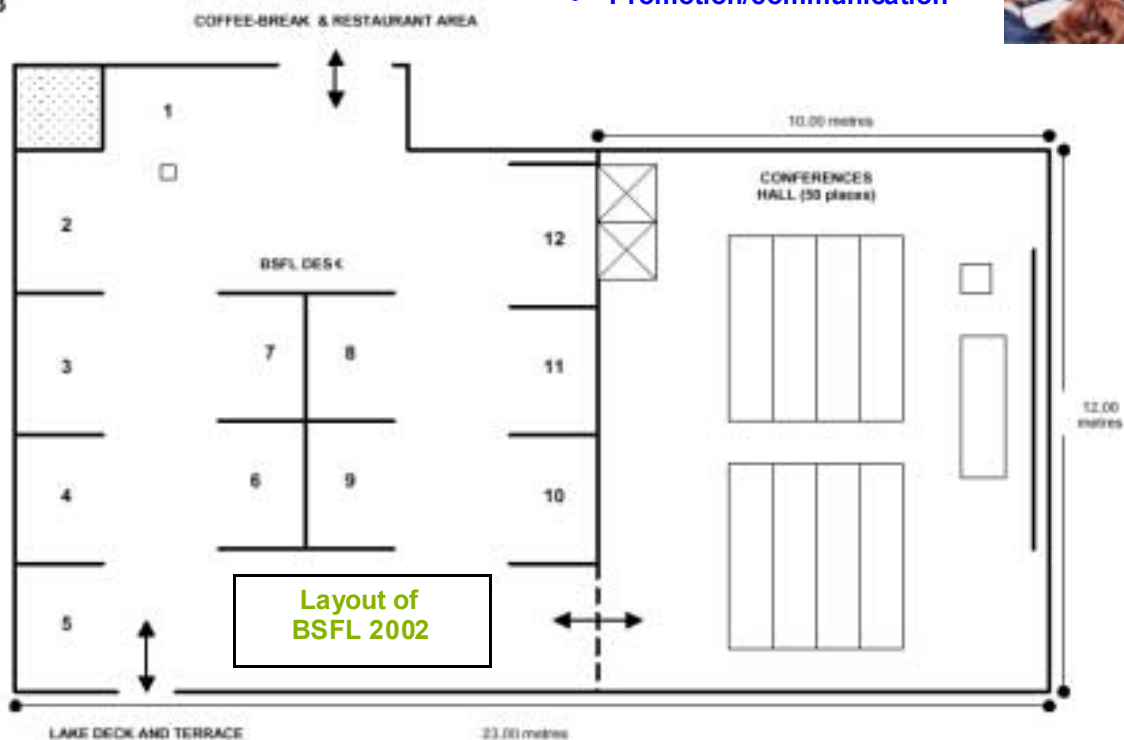
TWO PARTNERSHIP OPPORTUNITIES

⇒ MAIN PARTNER

- Stand
- Guests full hospitality
- Networking
- Promotion/communication

⇒ EVENT PARTNER

- Conference
- Stand
- Guests full hospitality
- Networking
- Promotion/communication





GUARANTEED SERVICES AND RETURNS FOR "PARTNERS"

FOR EVENT PARTNERS

A conference of about 20' + 10' for possible questions and answers.

As previously indicated, in addition to partners conferences, other conferences and keynote speeches will be held, by Swiss and Italian recognised bankers and specialists of IT for banks and financial institutions.

Frequent coffee breaks from each conference to the next one will allow discussion and interaction between Partners and participants. A specialised journalist will coordinate discussions and debates.

A simultaneous translation English/Italian and vice-versa will be available.

FOR ALL PARTNERS (MAIN PARTNER AND EVENT PARTNER)

Their own dedicated area for the two days of the event, about 3m x 2m; walls made with white plastic panels aluminium framed. The partners will have the possibility to install their own decoration or to utilise the various components offered by the organisation .

The dedicated area will be their prestigious meeting point, a sort of stand/meeting room for in depth discussions with their guests. It will be installed in the hotel's halls reserved for the event, adjacent to the conference room, some directly on the lake.

Gracious, full hospitality at Lugano Hotel Eden (***) for their guests and their companions** (a special cultural and entertaining program will be organised for them) from Friday morning, June 13th until Saturday June 14th after lunch.

Participation in the event networking program :

- the **coffee-breaks**
- the **Friday evening cocktail party** (2 persons per partner)
- two **business lunches** (2 persons per partner)

For the **Friday gala dinner**, an express request should be made upon participation confirmation. Its cost will be indicated in the near future. .

Integration in the event promotion program (specialised Swiss and international press, as well as web sites, specialised television channel, personalised invitations for guests and other BSFL literature) upon confirmation of their participation in the event.

To promote the event and Partners visibility, special partnerships with the following media have been established with ads and articles, beginning from April 2003 :

- **Schweizer Bank** (Swiss monthly magazine - German language)
- **Banque Assurance** (Swiss bimonthly magazine - French language)
- **Azienda Banca**. (Italian monthly specialised magazine)
- **Teleticino** (economic and financial TV channel)

The web site www.forumlugano.com will include the links with the Partners' web sites, the Forum program, as well as useful information and updates. There will also be links with other related web sites.

A TELETICINO special will be produced during the event and broadcasted during the prime time news. Also a CD of the special will be distributed to the partners.