



CeBIT Banking & Finance World

CeBIT

HANNOVER
2.– 6. 3. 2010

cebit.com

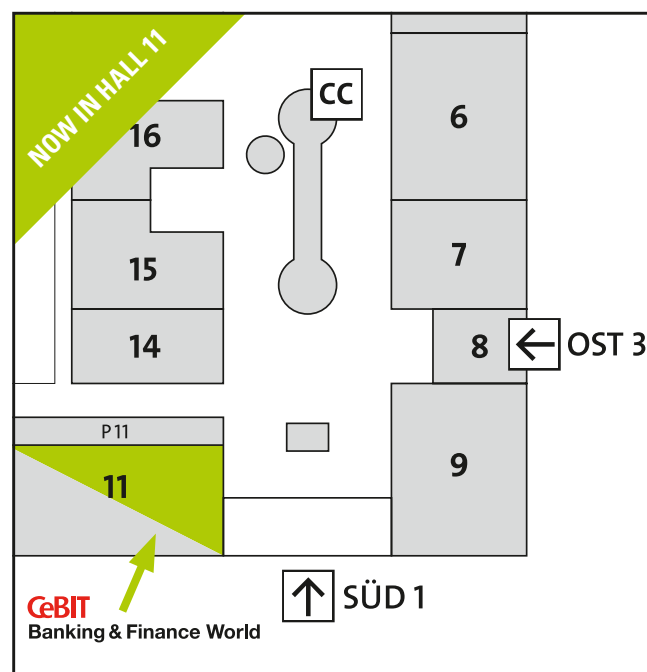
The world's No. 1 marketplace for digital business

CeBIT BANKING & FINANCE WORLD

→ Speaking at the opening ceremony of CeBIT 2009 Craig Barrett, CEO at Intel, said: "You cannot save your way out of a crisis – you can only spend your way out." The display category "CeBIT Banking & Finance World" at CeBIT 2010 will be the perfect embodiment of this motto. Here in Hannover you'll meet top decision-makers from banking and finance, attract new customers and hence generate new business for your company. The largest platform of its kind worldwide, CeBIT Banking & Finance World will bring together all the relevant experts at a single place and time. This creates an ideal opportunity to establish new business contacts and tune into key issues such as outsourcing, risk management, process optimization, compliance and multi-channel banking. Make the most of this opportunity: Push your business!

NEW NAME, NEW HALL, PROVEN CONCEPT

→ In future CeBIT Banking & Finance World will be located in Hall 11, close to the visitor magnet CeBIT Security World. This will enable you to generate new contacts and leads in interesting areas such as IT security, physical security and data centre management. You'll also profit from the close proximity of the display category Card Technology. In other words, CeBIT Banking & Finance World is the ideal place for networking and knowledge transfer. Last but not least, you'll benefit from the visitor flows at the West 1 Entrance, one of the most heavily frequented access points to CeBIT.



Schematic representation

"Despite the difficult economic climate, CeBIT 2009 was an overall success. This applies to our own organization, as well as the partner enterprises that participated in our group presentation for savings bank service providers. Alongside CeBIT's general appeal, a further positive factor is that in recent years we have positioned our stand as the first port of call for information and guidance."

Alexander von Stülpnagel, Management Spokesman, SIZ Informatikzentrum der Sparkassenorganisation GmbH

CeBIT BANKING & FINANCE WORLD

POPULAR WITH DECISION-MAKERS: CeBIT BANKING & FINANCE WORLD

→ Your chance to meet the people who really count:

Extensive coverage

Exploit the strong presence of the media, policy-makers and business leaders, and focus attention on the important questions – for example, the stability of the banking sector, regulatory issues and the role of trust centres. We will provide a broad range of marketing and networking tools.

International topics and trends

Join forces with the CeBIT visitors and discuss the key trends that will shape the future of the banking industry. 210 exhibitors from 30 countries will paint a broad international picture. The Banking & Finance advisory committee (made up of high-ranking bankers, business leaders and academics) will ensure that CeBIT Banking & Finance World – and the accompanying program – gets to grips with all the important issues. The information you gain could be of decisive importance for your future market success.

Point of Sale, Kiosk Systems & Technologies and Digital Signage

In 2010 the product categories **Kiosk Systems & Technologies** and **Point of Sale** will be relocated to Halls 14–17 (under the umbrella of ICT Infrastructure). This is your chance to access new target groups – for example, ICT dealers, wholesalers, distributors and systems integrators. Immediately adjacent to Planet Reseller in Halls 14/15 the European digital signage federation OVAB will create a 360° live communication platform – for more than 12,000 professional visitors.

AN IMPRESSIVE LINE-UP: THE DISPLAY CATEGORIES

EQUIPMENT & SYSTEMS, SOFTWARE

- eBusiness/eCommerce systems
- Sales/customer management systems
- Card/payment systems
- Transaction management systems
- Business intelligence systems
- Human resources management
- Information/communication management systems
- Core banking systems
- Equipment, roomware

FINANCIAL SOLUTIONS

- Banking
- Corporate finance
- Financial planning, private savings, multilevel marketing
- Asset management
- Financial consulting & rating
- Complementary financial services

POINT OF SALE

- Cash register systems and accessories

KIOSK SYSTEMS & TECHNOLOGIES

- Interactive kiosk systems
- POI kiosk systems

DIGITAL SIGNAGE

NEW IN
HALLS 14–17

“CeBIT is the world’s most important IT show. Being there is an absolute ‘must’. We come to CeBIT in search of new potential partners. All our discussions went very well. We are very satisfied. There is a high level of interest in our products. We’ll be back again next year.”

Katsumi Ikegami, Marketing Manager, OKI Electric Industry Co., Ltd., Tokyo, Japan

IN FOCUS: THE HIGHLIGHTS AT CeBIT BANKING & FINANCE WORLD 2010

Future Banking – doing tomorrow’s business today

As its title implies, “Future Banking” showcases new technologies. Experts from the banking, finance and trading sectors will gather here to discuss advanced solutions for a broad spectrum of business processes. This exclusive forum is the ideal place to present your innovative products and services and set the trends that will capture the attention of the banking industry.

Banking & Finance Research Applications – knowledge that pays dividends



Patroned by the Hannover Center of Finance, this one-day conference will centre on R&D in the banking and finance sectors. Leading international experts will come together with banking representatives in order to evaluate the latest research findings and case studies.



Marketing strategies for the future

New trading conditions, stronger competition, increasing customer demands – these are just some of the challenges facing the financial services industry. At this special event you’ll discover innovative solutions for **customer relationship management, intelligent multichannel banking and targeted product and service offerings**. In short: the keys to your future success.

Secure payment transactions

The emergence of new sales channels and purchasing habits has had a major impact on payment processes. CeBIT 2010 will highlight all the latest developments in **mobile banking, mobile brokering, mobile cash and mobile payment**.

“Quality is more important to us than quantity. Instead of crowded aisles we want to see the important decision-makers from the relevant target groups. In this respect CeBIT 2009 was a complete success and we look forward to coming back again next year. What’s more, we received the ‘European Seal of Excellence 2009’ in platinum from the European Multimedia Forum (EMF) in recognition of our innovative and outstandingly successful interactive marketing strategies.”

Ismet Koyun, CEO, KOBIL Systems, Worms, Germany

SEE YOU AT CeBIT 2010!

CONVINCING STATISTICS

The visitors – your potential customers

- Banking & Finance at CeBIT 2009 attracted almost 25,000 visitors
- 74 % of the visitors are decision-makers with responsibility for investment projects
- 20 % of the visitors come from outside Germany
- More than one visitor in three has definite investment intentions
- More than 50 % of the visitors do not attend any other ICT shows

A profitable investment: your options as an exhibitor

- Individual presentation
- Participation in the "Future Banking" presentation
- Participation in the conference "Banking & Finance Research Applications"

"CeBIT 2009 stands out more on account of quality than quantity. Compared with previous years, the show is smaller, but the visitors are more clearly focused and are looking for specific solutions to their business requirements. Vasco is presenting its new 'DIGIPASS 835a', which has been well-received by German banks in their drive for online security. We are very satisfied."

Jan Valcke, President & COO, VASCO Data Security, Wommel, Belgium

You want to boost your business? Then return the enclosed application form without delay!

More information can be found in the enclosed brochure for CeBIT 2010 or online at:

www.cebit.de/bankingfinance_e

If you have any further questions, please don't hesitate to contact us. A member of the team will be pleased to advise you.



Deutsche Messe

Hannover · Germany

**Deutsche Messe
Messegelände
30521 Hannover
Germany**

Tel. +49 511 89-0
Fax +49 511 89-32626
cebit@messe.de
www.messe.de

Your contacts

Christine Meibert

Tel. +49 511 89-33106
christine.meibert@messe.de

Gunda Lippoldt

Tel. +49 511 89-33114
gunda.lippoldt@messe.de

Rebecca Scherzada

Tel. +49 511 89-33178
rebecca.scherzada@messe.de