



Raise the profile of your Company at the most prestigious event in CEE

XIX Economic Forum

Krynica, Poland

SEPTEMBER 9-12, **2009**



○ **THE ECONOMIC FORUM IN KRYNICA, POLAND**, held annually since 1991 at the beginning of September, is a **HIGHLY RECOGNIZED EVENT IN CENTRAL AND EASTERN EUROPE**. Its mission is to create a favourable climate for development of political and economic co-operation between the EU and its neighbouring countries. While fulfilling its mission, the Forum remains independent and impartial.



Plenary Session,
Economic Forum 2008



The Krynica Forum
promenade

The Economic Forum in Krynica has become an important spot on the political map of the world and probably the only one where East meets West on such a large scale. **IT IS ATTENDED BY OVER 1800 GUESTS FROM 80 COUNTRIES AND COVERED BY THE MAJOR DOMESTIC AND INTERNATIONAL MEDIA**. It has been depicted as **“THE PULSE OF NEW EUROPE”** by the opinion-forming dailies such as Le Monde, Frankfurter Allgemeine Zeitung and Le Soir.

The Economic Forum represents an extensive project. The Regions’ Forum, the Investment Forum and the Young Leaders’ Forum make an integral part of it.

The Economic Forum is organized by the **WARSAW-BASED INSTITUTE FOR EASTERN STUDIES** and constitutes its major initiative. The other undertakings by the Institute include: Energy Forum, Europe – Russia Forum, Europe – Ukraine Forum, Europe – Turkey Forum, and are held annually in different European cities.

They trusted us:





Prime Minister of Poland
Donald Tusk

Word from the Chairman

„**THE ECONOMIC FORUM IN KRYNICA** is a major step towards reinforcing the partnership between the EU and its neighbouring countries as well as fostering initiatives of the EU enlargement in the region.



Chairman of the Economic
Forum Programme Council
Zygmunt Berdychowski

Two decades after the fall of communism in CEE, the Krynica Forum makes up a **UNIQUE PLATFORM** to address key economic and political issues not only for the region but in a broader perspective”.

— Zygmunt Berdychowski

*Chairman,
Economic Forum Programme Council*

They trusted us:

Roland Berger
Strategy Consultants

SIEMENS

JPMorgan



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CMS Cameron McKenna

ABB





○ **BECOME A PARTNER OF THE ECONOMIC FORUM:**

- » **RAISE THE PROFILE** of your Company
- » **REACH THE DECISION MAKERS** with your message
- » **FOSTER RELATIONSHIPS** with your key partners, competitors and regulators
- » **GET FIRST-HAND INFORMATION** on the market developments
- » **INFLUENCE DISCUSSIONS** on issues of primary importance to your business



Reporters at the Economic Forum 2008

Every year the Economic Forum in Krynica brings together the **KEY DECISION MAKERS IN BROAD CEE REGION:** EU commissioners, state and government leaders, executives of the key companies, bankers and local government officials. No other event in the region can be compared in terms of the profile and number of delegates.

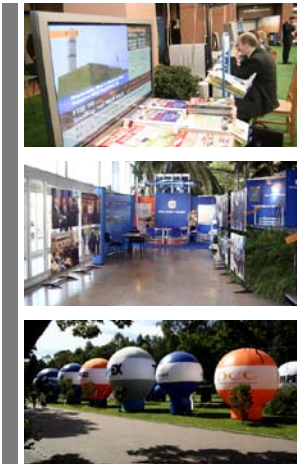
○ **STAGE A DEDICATED PANEL DISCUSSION – THE MOST VALUABLE OPPORTUNITY TO RAISE YOUR COMPANY’S PROFILE.**

It offers you the most effective way to get your message across and shape the discussion on the issues most important to you. During the three days of conference 120 panel discussions are held in 10 thematic tracks:

- | | |
|---|---|
| <ul style="list-style-type: none"> » Business and Management » Macroeconomics » Science and Culture » New Economy » Energy and Fuels | <ul style="list-style-type: none"> » State and Reforms » International Politics and Security » Regions » Society » European Union and Neighbours |
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They trusted us:





○ **YOUR ADVERTISEMENT CAN BE FEATURED USING VARIOUS COMMUNICATION CHANNELS:**

- » Banners and roll-ups in the conference venues
- » Advertising Folder distributed among delegates
- » Website of the Economic Forum and Intranet
- » Pre-conference mailing
- » A large format outdoor advertisement
- » Multimedia presentations
- » Booths and hostesses on Krynica promenade
- » Other add-ons: pencils, conference bags, logos on badges and publications, etc.

○ **YOU ARE WELCOME TO HOST DEDICATED SOCIAL AND SPORTS EVENTS OPEN FOR ALL OR SELECTED DELEGATES:**

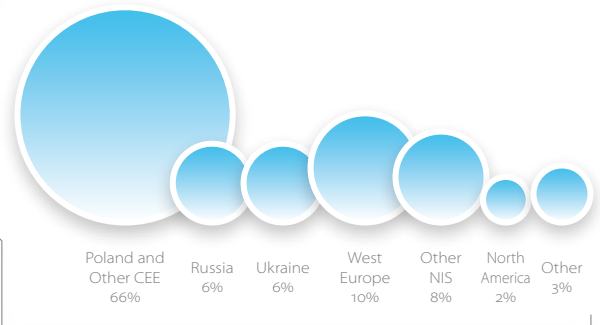


- » Sponsored gala luncheons
- » Cocktail receptions or wine tasting sessions
- » Concerts
- » Raft sailing, quad rally and other outdoor activities
- » Spectacular hot air balloon or helicopter flights

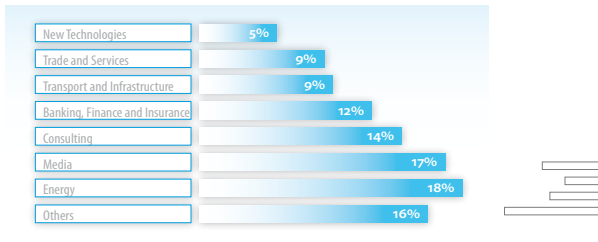
They trusted us:



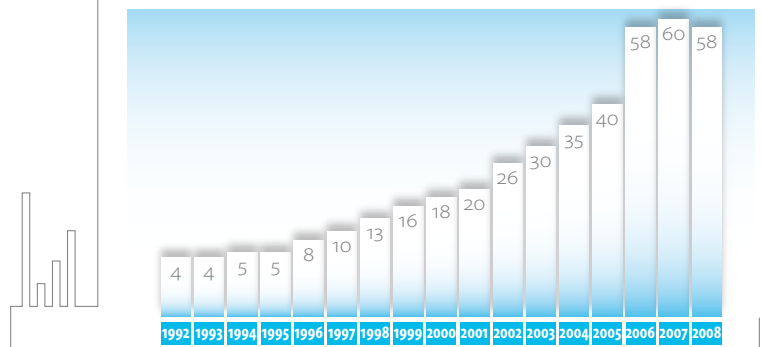
Delegate breakdown by country in 2008



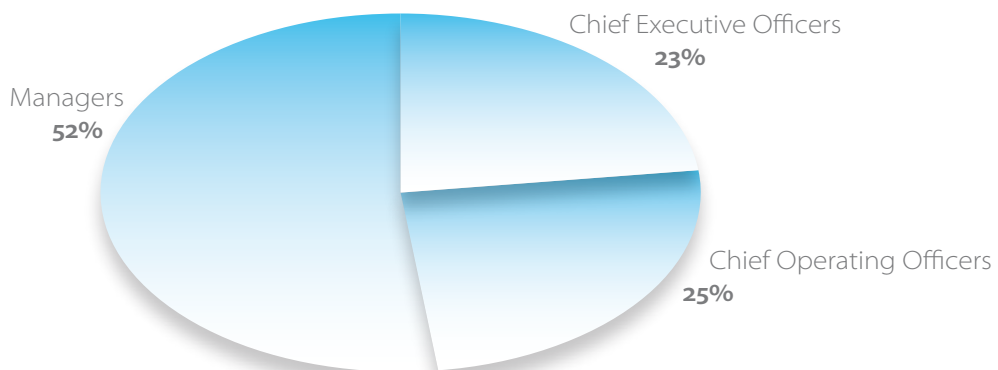
Delegate breakdown by sector in 2008



Numbers of represented countries



Delegate breakdown by job title in 2008
Commercial sector



Over the years, we have established a long-term, mutually beneficial partnership with the world's leading companies operating in various sectors.

The significance of the Economic Forum is reinforced by media coverage throughout Europe and well beyond it. This is thanks to efforts of 150 media partners and some 400 journalists attending the Krynica Forum every year. Our media partners include:



Contact us

Our team of friendly and professional consultants is here to assist you in securing maximum efficiency of your participation.

You will be offered competitive, tailor-made sponsorship packages and flexibility in responding to your specific requirements. We are open to your ideas on how to make your message stand out.

For more information please feel free to contact us by email: forum@isw.org.pl or by phone +48 22 583 11 00.

The Economic Forum in Krynica is organized by:

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www.forum-ekonomiczne.pl

They trusted us:





Martin Roman –
President of CEZ,
Czech Republic

For me, the Economic Forum is the most important place where East meets West. I have met a great number of politicians and businesspeople, which has later evolved into various attractive initiatives.

Forum is also a place of interesting discussions attended by renowned experts. I am particularly interested in energy issues, as I may significantly contribute to this crucial debate on energy security, which is one of the key subjects in contemporary European policy.



Marc Sielemann –
Chief Executive Officer
of MAN, Germany

I reckon that the Economic Forum is a professionally organized event, during which I had an opportunity to get acquainted with representatives of many enterprises and establish interesting relations. I approve of the concept of the Forum as a meeting place for people from the world of business and politics. It was essential for me to meet representatives of various industries, which was also crucial for MAN as an investor. I would also like to stress the attractive location of the meeting – the town of Krynica and its picturesque surroundings.



Filip Thon – President,
RWE Poland

The Economic Forum in Krynica is the premier resource for CEE economic information as well as a tremendous networking opportunity; you'll have the chance to meet experts from a variety of industries that have an interest in the local economy.
