

Invitation

Luxembourg Financial Forum



Luxembourg, 3 June 2010

It is my great pleasure to invite you to the fifth Luxembourg Financial Forum, as organised at the initiative of Luxembourg for Finance, the Agency for the Development of the Financial Centre. The Financial Forum will be held under the high patronage of H.R.H. the Grand Duke of Luxembourg.

This year, the debates will focus on how to reach sustainability in finance.

The quality and depth of the speakers that we have gathered together for this forum are testament to the international stance that has always been taken by the Luxembourg financial centre. The forum has developed into a prime stage for an ongoing discussion on core financial and economic issues of international importance.

I look forward to welcoming you to the Luxembourg Financial Forum 2010.

A handwritten signature in blue ink, appearing to read 'Jean-Claude Juncker'.

Jean-Claude Juncker
Prime Minister
of the Grand Duchy of Luxembourg

Programme

8:00 a.m. Registration

9:00 a.m. Opening

Paul Helminger Mayor, City of Luxembourg

Jean Meyer Chairman, The Luxembourg Financial Industry Federation (PROFIL)

9:20 a.m. Welcome address

Jean-Claude Juncker Prime Minister of the Grand Duchy of Luxembourg

9:30 a.m. Panel 1

BEYOND ESG: DEFINING SUSTAINABLE FINANCE

Questions & answers

10:45 a.m. Coffee break

11:15 a.m. Panel 2

ARE NEW FINANCIAL PRACTICES SHOWING THE WAY?

Questions & answers

12:30 p.m. Lunch

2:30 p.m. Dialogue

VALUES FOR MONEY: COMBINING PROFITABILITY WITH RESPONSIBILITY

Speakers **Jacques Attali** Writer, President of PlaNet Finance

Jean-Claude Juncker Prime Minister of the Grand Duchy of Luxembourg

Moderator **Philippe Mudry** Managing Editor, Agefi

3:30 p.m. Reception

4:30 p.m. End of the fifth Luxembourg Financial Forum

Panel 1: BEYOND ESG: DEFINING SUSTAINABLE FINANCE

Speakers	Urs Leimbacher	Director of Communications, SwissRe
	Colin Melvin	CEO, Hermes Equity Ownership Services Ltd
	Rolf Tarrach	Rector, University of Luxembourg
	Henrik Steffensen	Co-founder and VP, Asset4 (a Thomson Reuters company)
	Giuseppe van der Helm	President, Eurosif and Executive Director, VBDO
Moderator	Tim Heritage	European Affairs Editor, Bureau Chief Brussels, Thomson Reuters

When talking about sustainable finance, several themes come to mind, such as responsible investment, carbon markets, environment, social justice and governance principles. Ethical views flourish during times of crisis but sustainability is a long-term approach that should not stop as soon as economic growth returns. What exactly does sustainability in finance encompass? How do clients perceive it and express their specific needs? How can the tools for its evaluation be built?

1. DEFINING AND EVALUATING SUSTAINABLE FINANCE
2. UPGRADING CUSTOMER RELATIONS: COMPREHENSION OF CLIENT REQUESTS IN A POST-CRISIS PERSPECTIVE AND ACCOUNTABILITY TOWARDS THEM

Panel 2: ARE NEW FINANCIAL PRACTICES SHOWING THE WAY?

Speakers	Erol Bilecen	Director and Head of Sustainable Investment Client Services, Sarasin Bank
	Royston Braganza	PDG Grameen Capital India Limited
	Lord Hastings	Global Head of Citizenship and Diversity, KPMG
	Raja Teh Maimunah	Global Head, Islamic Markets, Bursa Malaysia Berhad
	Richard Pelly	Chief Executive, European Investment Fund
Moderator	Judith Bogner	Presenter, Bloomberg Television

Following the repeated failures of the current financial system and their severe repercussions, observers and financial stakeholders have been focusing on alternative models and solutions. The present success of sustainable finance lies in its capacity to integrate economic and social needs: it seems to offer a positive relationship between risk and ethics. Is this the solution for financial markets, a way to smooth over economic rough patches and achieve stability, while creating inter-generational equity? What solutions have been developed or should be developed to create stable leverage for economic activities? Is it not all about common sense?

1. ISLAMIC FINANCE: AN EXEMPLARY MODEL?
2. HOW DOES SUSTAINABLE FINANCE CONTRIBUTE TO RESILIENCE TO CRISES?
3. HOW DOES MICRO-FINANCE CONTRIBUTE TO THE STABILITY OF THE CREDIT AND INVESTMENT MARKET?

Organiser



Luxembourg for Finance, the Agency for the Development of the Financial Centre, is a public-private partnership between the Luxembourg State and the Luxembourg Financial Industry Federation (PROFIL). It consolidates and enhances the efforts made by the public authorities and principal actors of the financial sector to ensure the development of an innovative and professional financial centre.

The objective of the agency is to create a strong brand image of the Luxembourg financial centre through a coherent and structured communication policy.

Thus Luxembourg for Finance will enhance the external presentation of the financial centre, communicating the advantages of its products and services to a wider public and highlighting the numerous opportunities available to investors and clients, whether institutional or private, from all around the world.

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Conference Partners



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Luxembourg Financial Forum



Luxembourg, 3 June 2010

- Yes, I wish to attend.
- I will be unable to attend, but would like to send a representative.
- No, I will not be attending.

	My name	Representative's name
Title (Ms/Mr/other)	_____	_____
Name	_____	_____
First name	_____	_____
Position	_____	_____
Company	_____	_____
Street	_____	_____
ZIP/City	_____	_____
Country	_____	_____
Phone	_____	_____
Fax	_____	_____
E-mail	_____	_____

Upon registration, you will receive confirmation of your participation.

Please reply by Tuesday May 25, 2010.

Fax reply: **(+352) 27 20 21 399** • E-mail reply: **events@financialforum.lu**

General Information

Conference Date 3 June 2010

Conference Languages English
Simultaneous translation into
French and German

Conference Location Centre de conférences
4, place de l'Europe
L-1449 Luxembourg

Registration Please return the enclosed fax reply
to the organisation office.

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Accommodation

A limited allotment of rooms at a special rate will be available for the conference delegates at the hotels listed. For reservations, please make use of the hotel booking forms which can be downloaded from the website

www.financialforum.lu

**** Hotel Le Royal 12, boulevard Royal
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