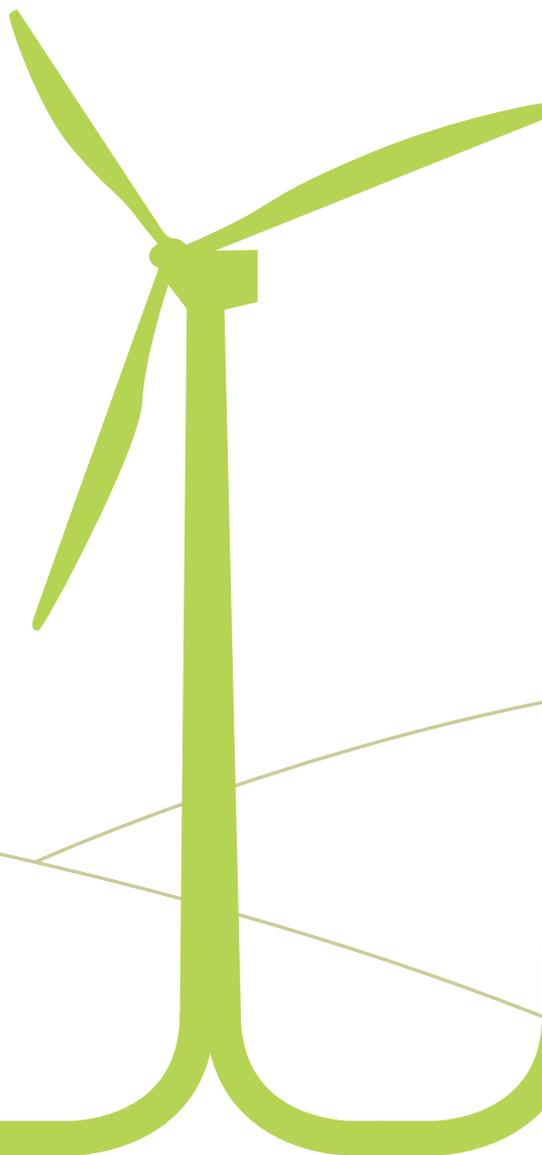


14th April 2011 . La Bibliothèque Solvay . Brussels

Financing Tomorrow's EU Energy Policy

The 2nd annual conference on the greening of the european economy, energy policy and the role of the financial sector

Host Proposal Document



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About the Conference

Now in its second year, 'Financing Europe's Energy Needs and Climate Action in the 21st Century' is an annual, high-level conference, held in partnership with Fleishman-Hillard.

In support of the European Union's efforts to achieve its ambitious emission reduction targets, this unique event allows the financial services community to engage with the energy and environment sectors, to discuss and debate the financing requirements associated with the development of Europe's energy infrastructure.

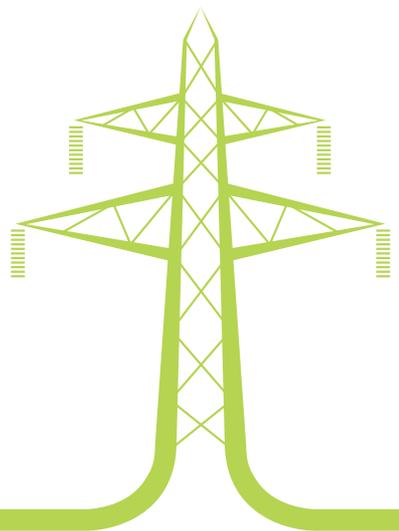


2010 Audience Breakdown



Based on 264 delegates

- 62% Corporate Organisations
- 32% European Institutions
- 6% Press



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Speakers at the 2010 conference



Philip Lowe
Director-General,
DG Energy,
European Commission



Jos Delbeke
Director-General,
DG Climate Action,
European Commission



Sharon Bowles
MEP & Chair of
ECON Committee,
European Parliament



Lena Ek
MEP,
European Parliament



Fatih Birol
Chief Economist,
International Energy
Agency



Javier Echarri
Secretary General,
EVCA



Johannes Kindler
Vice President,
BNetzA



Howard Chase
Director, European
Government Affairs,
BP



Trevor Sikorski
Head of Environmental
Markets Research,
Barclays Capital



Louis Redshaw
Head of Environmental
Markets Trading,
Barclays Capital



Delia Villagrasa
Senior Advisor, Climate
Diplomacy, European
Climate Foundation
(ECF)



Russel Mills
Global Director, Energy
& Climate Change
Policy, Dow Europe



Andrzej Błachowicz
International Co-Operation Manager,
Polish National Administration of the
Emissions Trading Scheme / National
Centre for Emission Management

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Hosting your event...

Forum Europe is currently in the early planning stages for the second in this series of high-level annual events, to be held at the prestigious Bibliothèque Solvay in Central Brussels on 14th April 2011. This year, we are inviting an additional host company exclusively from the energy sector to become a partner in this unique event, alongside Fleishman Hillard.

With over 200 delegates present at the inaugural 2010 conference, and with this number on target to increase in 2011 and beyond, hosting this event offers you significant visibility (press, EU and international legislators, corporate and public sectors), policy input and business development opportunities.

Format

Following the success of this format in 2010, the event will comprise of:

- An exclusive VIP Dinner-Debate the evening before the conference, which is by invitation only and will bring together speakers, sponsors and high-level invited guests for pre-conference discussion.
- A one day conference, from 08:30 - 14:30, with Keynote Addresses, 2 sessions and a buffet lunch.

Date

Timed to take place during EU Sustainability Energy Week, the event will take place on Thursday 14th April 2011, with the VIP Dinner-Debate during the evening of 13th April.

Venue

The event will again take place at La Bibliothèque Solvay, one of Brussels most prestigious venues. La Bibliothèque Solvay is situated in Brussels' Parc Léopold, next to the European Parliament and close to other institutions.

Budget

The total budget for this event is €75,000, and will be covered by each of the 3 event hosts contributing €25,000.

This includes full event management and press services, the venue and catering costs for both the VIP Dinner-Debate and the main conference, and the production of a detailed conference report produced by an experienced journalist.

Financing the event

Each host company has the option to offset their financial input by offering small sponsorship packages (at €10,000 and €5,000) to their contacts and clients. Forum Europe supports fully the administration and invoicing of these smaller packages, and each host company receives the full amount of sponsorship they bring in against the cost of their initial commitment. This offers host companies the benefits of high profile visibility at a prestigious conference, with the possibility of a very low financial commitment, or even making a profit from the event. The risk therefore is limited to the initial commitment only and this can be significantly reduced.

Host Benefits

- Sectoral exclusivity as the only conference host from the energy sector.
- The opportunity to support the development of the conference programme and have significant input and influence as part of this process, in liaison with the other conference hosts.
- Named as event host on all event material, with top branding and exposure both through the marketing beforehand, to the 200-250 high level attendees who participate on the event day itself and through the high level of post-event press coverage that is expected.
- The opportunity to put forward a senior individual to represent the organisation in a high visibility speaking slot at the conference.
- Personal invitations to all speakers sent out by Forum Europe on behalf of the hosts (with representatives of the host companies as signatories on all letters).
- An invitation for 2 high level representatives to attend the VIP and speaker dinner-debate that takes place on the eve of the event, and provides an excellent networking opportunity in a more intimate and relaxed environment (maximum of 25-30 participants).
- Association with other industry leaders.
- Space for an exhibition stand in the refreshments area.
- Full access to the VIP / Speaker room for your representatives.

To discuss in more detail please contact:
Laura McDouall on +44 (0) 2920 783 025
or email laura.mcdouall@forum-europe.com

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