

# ICMA Annual General Meeting & Conference

**PARIS | May 24 to 26, 2023**



Sponsorship  
& Exhibition



# Welcome

---



## Meet the international capital market in Paris in 2023.

Following the success of ICMA's Annual General Meeting (AGM) & Conference in Vienna, in June 2022, we are pleased to announce that the next AGM and annual conference will take us to Paris in May 2023.

With influential speakers from governments, regulatory authorities, central banks and financial institutions, the event regularly attracts a large audience of market participants from ICMA's international membership and the wider financial community.

ICMA promotes well-functioning cross-border capital markets, which are essential to fund sustainable economic growth. It is a not-for-profit membership association with offices in Zurich, London, Paris, Brussels and Hong Kong, serving more than 615 member firms in 65 jurisdictions. It provides industry-driven standards and recommendations, prioritising three core fixed income market areas: primary, secondary, repo and collateral, with cross-cutting themes of sustainable finance and fintech. ICMA works with regulatory and governmental authorities, helping to ensure that financial regulation supports stable and efficient capital markets.



# Previous high-profile speakers

**John Berrigan**

Deputy Director-General, Financial Stability,  
Financial Services and Capital Markets Union,  
European Commission

**Dr. Magnus Brunner**

Federal Minister of Finance, Austria

**Julia Hoggett**

Chief Executive Officer, London Stock Exchange

**Professor Danuta Hübner**

Member of the European Parliament

**Alexandra Jour-Schroeder**

Deputy Director General, Directorate-General  
for Financial Stability, Financial Services and  
Capital Markets Union, European Commission

**Margaret L. Kuhlow**

Finance Practice Leader, WWF International

**Leslie Maasdorp**

Vice President and Chief Financial Officer,  
New Development Bank

**Steven Maijoor**

Chair, European Securities and Markets  
Authority

**Mairead McGuinness**

European Commissioner, Financial Stability,  
Financial Services and the Capital Markets  
Union

**Arunma Oteh**

Vice President and Treasurer, World Bank

**Verena Ross**

Chair, European Securities Markets Authority

**Alexander Stubb**

Vice President, European Investment Bank and  
Former Prime Minister & Finance Minister of  
Finland

**Gillian Tett**

Chair of the Editorial Board & Editor-at-Large,  
US, Financial Times

**Harald Waiglein**

Directorate General III - Economic Policy,  
Financial Markets and Customs, Federal  
Ministry of Finance, Austria

**Jakob Groot**

Member of the Executive Board,  
Head of Corporates & Institutions, Danske Bank

**Aerdt Houben**

Director, Financial Markets,  
De Nederlandsche Bank N.V.

**Stefan Ingves**

Governor and Chairman of the Executive Board,  
Sveriges Riksbank

**Christian Luiga**

Executive Vice-President and Group Chief  
Financial Officer, Telia Company

**Henrik Normann**

President and Chief Executive Officer,  
Nordic Investment Bank

**Javier Alonso**

Deputy Governor, Banco de España

**José Antonio Álvarez**

Chief Executive Officer, Santander Group

**Samir Assaf**

Group Managing Director and Chief Executive  
Officer, Global Banking and Markets, HSBC  
Holdings plc

**Piyush Gupta**

Chief Executive Officer, DBS Group

**Barbara Novick**

Vice Chairman, BlackRock



# Why be a sponsor or exhibitor at the ICMA AGM and Conference in Paris?



## Align with Excellence

- Associate your brand with the industry body that has been at the heart of the international bond market since it began in the 1960s
- Be part of an event that has established its credibility as a forum for industry discussion for over 50 years
- Find out what makes world class companies, major banks, stock exchanges, clearing houses, software vendors and others, come back to sponsor the ICMA AGM and Conference year after year



## Unparalleled Exposure

- Understand the main trends which will affect banks, investors, traders, infrastructure providers and lawyers in the industry
- Hear top level speakers from leading market authorities describe the latest regulatory developments and identify the opportunities for your business in the new regulatory landscape
- Showcase your products to an international audience of debt capital market decision makers in the dedicated exhibition area
- Have your brand exposed to a European mailing list of over 50,000 capital market professionals and through the event's advertising campaign in major financial publications

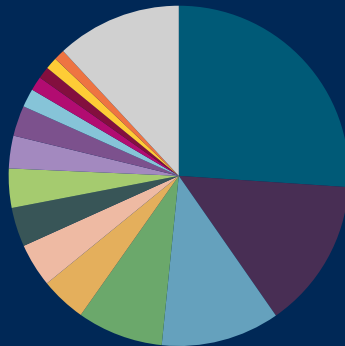


## Connect with Industry Influencers

- Access a C-level audience of over 1,100 debt market specialists drawn from ICMA's membership in 65 jurisdictions
- Experience unrivalled opportunities for your staff to network with delegates during the conference and two evening receptions in prestigious locations
- Connect with the international debt capital market in the largest European industry event

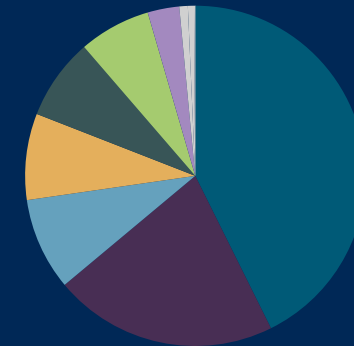
# 2022 Delegate Breakdown

Almost 1,000 international delegates attended from across the globe in 2022, in Vienna.



## Country of Origin

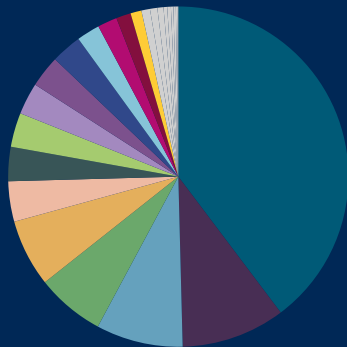
26.06%	United Kingdom	0.83%	Denmark	0.21%	Malta
14.27%	Austria	0.72%	Hong Kong	0.21%	Philippines
11.27%	Switzerland	0.72%	Hungary	0.21%	South Africa
8.17%	Germany	0.62%	Brazil	0.21%	Thailand
4.34%	Luxembourg	0.62%	Finland	0.21%	Uganda
4.14%	France	0.52%	Canada	0.10%	Cyprus
3.72%	The Netherlands	0.52%	Korea, Republic of	0.10%	Estonia
3.72%	United States	0.52%	Saudi Arabia	0.10%	Kosovo
3.10%	Italy	0.52%	Singapore	0.10%	Latvia
2.90%	Belgium	0.52%	United Arab Emirates	0.10%	Lebanon
1.76%	Spain	0.31%	Guernsey	0.10%	Norway
1.34%	China	0.31%	Liechtenstein	0.10%	Poland
1.14%	Ghana	0.31%	Nigeria	0.10%	Portugal
1.14%	Sweden	0.21%	Australia	0.10%	Russia
1.03%	Japan	0.21%	Bahrain	0.10%	Tanzania, United Republic of
0.93%	Czech Republic	0.21%	Croatia	0.10%	Turkey
0.93%	Ireland	0.21%	Kuwait		



## Company Category

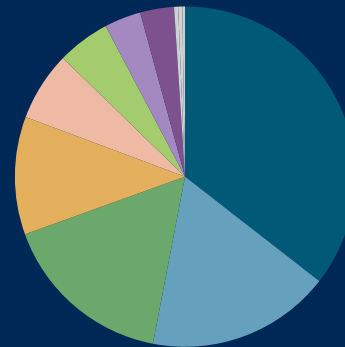
42.66%	Sell-Side
21.27%	Infrastructure Provider/Vendor
8.79%	Buy-Side
8.21%	Trade Body
7.75%	SSA
6.82%	Legal/Consultancy
3.01%	Central Bank
0.81%	Corporate Issuer
0.58%	Regulatory Body
0.12%	Academic Institution

# 2022 Delegate Breakdown



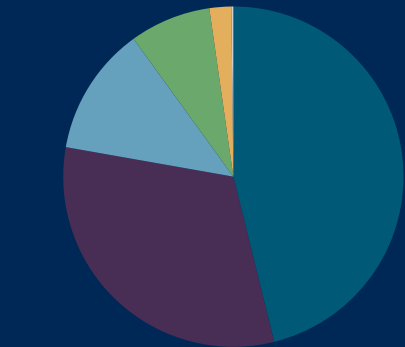
## Company Type

39.72%	Bank	1.39%	Ministry of Finance/ DMO
9.87%	Exchange/Trading Facility	1.05%	Press/Media
8.25%	SRO/Trade Association	0.81%	Data Vendor
6.50%	Law Firm	0.70%	Non Financial Corporate Issuer
6.39%	Development Bank/ Institution	0.58%	Regulator
3.83%	Software & Fintech Solutions	0.35%	Accounting/ Consultancy
3.25%	Asset Management/ Institutional Investor	0.35%	Hedge Fund/ Alternative
3.25%	CSD/CCP	0.23%	Bank and Broker/ Dealer
3.02%	Monetary Authority	0.23%	CSD/CCP and Exchange/Trading Facility
3.02%	Private Bank	0.12%	Academic Institution
2.90%	Broker/Dealer	0.12%	Financial Corporate Issuer
2.21%	Asset Management/ Institutional Investor and Private Bank		
1.86%	Credit Rating Agency		



## Department

35.52%	Trading/ Treasury/ Markets	3.47%	Communications/ Advisory/Events/ Marketing/Admin/ Education
17.50%	Sales/Account Management	3.22%	Press
16.47%	Legal/Consultancy/ Consulting	0.39%	Advisory
11.20%	Strategy/Operations/ Risk	0.39%	Partner/C-Level Suite/ Board Member
6.56%	Origination/ Syndication / DCM	0.26%	Director/Executive/VP/ Manager
5.02%	Compliance/ Government & Regulatory Affairs		



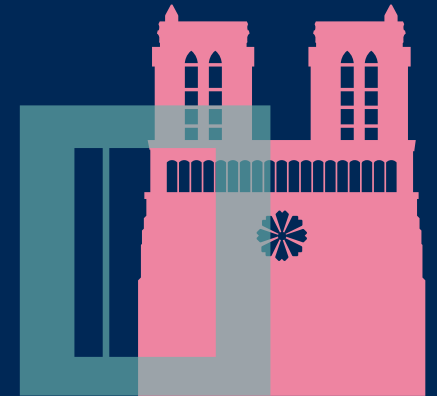
## Seniority Level

46.14%	Director/VP/Manager
31.64%	Managing Director/ Executive
12.24%	Partner/C-Level Suite/Board Member
7.72%	Associate/Assistant
2.07%	Consultant
0.19%	Trading/Treasury/Markets

The ICMA AGM & Conference is distinct in that the majority of its audience is very senior including Chairmen, Chief Executives and Managing Directors.

\*In 2020 and 2021, the AGM was held in written form with the conference held virtually in 2021. In 2022, the event was held in Vienna.

# 2022 Sponsors & Exhibitors in Vienna



## Lead Sponsors



BlackRock



wiener  
boerse

## Supporting Sponsors



EUREX



## Exhibitors



## Media Partners





# Sponsorship



There are a wide range of sponsorship packages available, offering numerous benefits, including brand exposure and the opportunity to network with the key decision makers within the industry.

## Gold Sponsor

€50,000

- Logo on all marketing
- Logo and 100 word profile on 'AGM and Conference Sponsors' page of the ICMA website
- 250 word profile in the sponsors section of the AGM and Conference event app
- Opportunity to provide one speaker for a panel (speaker and panel to be agreed by ICMA)
- Extensive branding on materials at the conference venue
- Double exhibition stand (6mx2m)
- 20 passes (providing access to the conference and social events)

## Silver Sponsor

€35,000

- Logo on all marketing
- Logo and 75 word profile on 'AGM and Conference Sponsors' page of the ICMA website
- 175 word profile in the sponsors section of the AGM and Conference event app
- Extensive branding on selected materials at the conference venue
- Exhibition stand (3m x 2m)
- 14 passes (providing access to the conference and social events)



# Sponsorship



## Bronze Sponsor

€20,000

- Logo on all marketing
- Logo and 50 word profile on 'AGM and Conference Sponsors' page of the ICMA website
- 100 word profile in the sponsors section of the AGM and Conference event app
- Branding on selected materials at the conference venue
- Exhibition stand (3m x 2m)
- 10 passes (providing access to the conference and social events)

## Alternative Sponsorship Packages

In addition to the main sponsorship packages, a wide range of alternative and interesting sponsorship opportunities will be available.

### Benefits for these alternative options include:

- Logo on 'AGM and Conference Sponsors' page of the ICMA website
- Logo and 50 word profile in the sponsors section of the AGM and Conference event app
- Branding at the event (associated with the specific sponsored item)



# Exhibition



## Exhibitor

€10,000

- Exhibition stand (3m x 2m)
- Logo on selected marketing
- Logo on 'AGM and Conference Exhibitors' page of the ICMA website
- Logo and 75 word profile in the sponsors section of the AGM and Conference event app
- Logo on selected branding at the conference venue
- Three passes (providing access to the conference and social events)

### Exhibition Extras

- 15% discount for each additional delegate pass
- Audio visual equipment and alternative furniture (prices available on request)
- Hard wired internet (price available on request)



# At a Glance



## Venues

### Welcome Reception

Wednesday, May 24

### Gala Reception

Thursday, May 25

### Annual General Meeting and Conference

Thursday, May 25 and Friday, May 26

Palais Brongniart

All coffee and lunch breaks will be in the exhibition area, which will be open throughout the conference.

A comprehensive floor plan will be made available to all confirmed exhibitors in Spring 2022.

## Programme at a glance

### Wednesday, May 24

19.30 to 23.00 Welcome Reception

### Thursday, May 25

08.00 to 09.00 Registration, Tea & Coffee

09.00 to 11.30 Annual General Meeting

11.30 to 13.00 Lunch

13.00 Open of Conference

15.00 to 15.30 Coffee Break

18.00 Close of Conference

19.30 to 01.00 Gala Reception

### Friday, May 26

08.30 to 09.30 Registration, Tea & Coffee

09.30 Open of Conference

11.00 to 11.30 Coffee Break

13.30 Lunch

14.30 Close of Event

\*The above timings are approximate and subject to change. The conference programme will be announced on the ICMA website in February 2023.

# Contact

---

For more information or to confirm a sponsorship package, please contact:

**Shannelle Rose**

Senior Director, Head of Events

@ [shannelle.rose@icmagroup.org](mailto:shannelle.rose@icmagroup.org) **or** [events@icmagroup.org](mailto:events@icmagroup.org)

☎ +44 (0)20 7213 0327 or +44 (0)7788 392 922

🌐 [www.icmagroup.org](http://www.icmagroup.org)

