



CONFERENCES



The State and Prospects of the Cyprus Economy

Sponsorship Proposal

Thursday, 21st May 2015, Hilton Park Hotel, Nicosia

Organizers



Communication Sponsors



1. INTRODUCTION

The European Commission's autumn forecast states that the recession in Cyprus has been milder than anticipated this year and a modest economic recovery is expected to begin in 2015 and strengthen in 2016, in line with the rest of the EU. Cyprus' public finances are forecast to improve significantly, as a result of the government's efforts and the improvement in the economy. Inflation was close to zero in 2014, due to weak domestic cost pressure; however, it is expected to increase gradually in 2015.

Following the satisfactory EC predictions for the year, the Government is determined to continue with the strict implementation of the programme of reforms for the complete restoration of Cyprus. The encouraging predictions are seen as a continuation of the recent sovereign upgrades by rating agencies, but also of the successful results of the latest stress tests. It is believed that the recession has completed its cycle, unemployment is on a declining course after several years, public finances are under control and Cyprus can now look to the future with optimism.

2. THE CONGRESS

Now in its 5th year, the Nicosia Economic Congress is the meeting place for senior business executives, economists, financiers, policy- and decision-makers and government officials, who will discuss the:

- European Economic Outlook 2015-2016
- State of the Cyprus Economy two years after the Eurogroup's decisions
- Restructuring of the Banking Sector
- Road to Privatisation
- Measures to tackle unemployment
- Future of the Cooperative Banking system in Cyprus

The Nicosia Economic Congress has established itself as the biggest financial/economic event in the island's capital. Its objective is to provide members of the Institute of Certified Public Accountants of Cyprus (ICPAC) and the broader business world with comprehensive information on the latest economic trends and developments, both in Cyprus and across the world. Hosting distinguished international speakers who will analyze and give their own forecasts for the economy and markets; it addresses all owners and managers of companies and organisations who are actively involved in the decision-making process.

This one-day event will bring together influential and innovative minds in the finance and accounting sectors as well as economic decision- and policy-makers.

2.1 Audience

The Congress will be attended by:

- Members of the Institute of Certified Public Accountants of Cyprus
- CEOs and CFOs of companies from all sectors of the economy
- Senior Managers
- Professional Accountants
- Government Officials

- Industry Leaders
- Policy Makers

2.2 Date & Venue

Thursday 21 May 2015, Hilton Park Hotel, Nicosia

3. ORGANIZER



Institute of Certified Public Accountants of Cyprus

The Institute of Certified Public Accountants of Cyprus (ICPAC) is the competent authority for regulating the accounting and audit profession in Cyprus. Established in 1961, ICPAC currently has more than 3.500 professional accountants as members and 2,800 students. Its principal objectives include the provision of an organisational framework for all professional accountants, the support and the promotion of the activities and interests of the accountancy profession, safeguarding the reputation of the profession and adherence to the Code of Ethics by all its members, as well as the continuous professional development and updating of members on issues relevant to accounting, auditing and other business matters. Apart from the above role, ICPAC is also a competent authority under the Anti-Money Laundering laws and the laws on the regulation of enterprises providing administrative services. ICPAC deploys a series of actions to provide knowledge, training, technical assistance and guidance to its members on various professional topics of interest. The Institute is a key stakeholder in the economy of the country, playing a vital role to establish and maintain Cyprus as an international business centre of repute. It provides assistance to the Government and its departments, as well as cooperating harmoniously with other bodies in the private sector. ICPAC shares its views and opinions on various issues that are addressed either by the Government or by the House of Representatives during the drafting of bills or other documents, something which is highly valued.

4. COORGANIZER



IMH is the leading business knowledge and information transfer organisation in the Eastern Mediterranean region. Its services include conferences and commercial

exhibition organisation, business media publishing and human resources consulting and training. Every year, IMH organises over 60 conferences on a variety of business issues in Cyprus, Greece, the UK, the Czech Republic and Russia. IMH also organises six commercial exhibitions, dozens of educational seminars and workshops and three business awards ceremonies. The IMH Business Media department publishes two monthly magazines: IN Business, the leading business magazine in Cyprus, is read by thousands of executives, managers and entrepreneurs. Gold is a monthly English-language business magazine addressed to the international professional services, investment and finance community. IMH operates the INBusinessNews portal (www.inbusinessnews.com), and the English-language GoldNews portal (www.goldnews.com.cy) and distributes daily the IN Business Daily Newsletter and the GoldNews Daily Newsletter. IMH has a dedicated department that responds to Calls for Tender from the local public sector, the European Union and other international organisations. IMH services are addressed to a specific audience: Entrepreneurs, managers and executives working in all sectors of economic and business activity. This premium audience of white collar decision makers participates in our conferences, exhibitions and awards and consumes our media. Through its activities IMH gives businesses the opportunity to grow, network and discover new opportunities. www.imhbusiness.com

5. COMMUNICATION SPONSORS



6. PRELIMINARY CONGRESS THEMATOLOGY

Chairman's Introduction

Welcome addresses

KEY NOTE PRESENTATIONS

- Economic Outlook for Europe 2015 – 2016
- The State and Prospects of the Cyprus Economy
 - Harris Georgiades, Minister of Finance of the Republic of Cyprus
- The Economic Outlook for Greece and the Next Steps
- Redeveloping the Growth Model for Cyprus
- The Cyprus Privatization Process
- The State of Banking in Cyprus
- The Prospects for the Cyprus Economy as Viewed by Foreign Institutions
- Cyprus' Best Economists/ Academics Present Economy Forecasts for the Next Two Years
- How Credit Rating Agencies View the Prospects for the Economy of Cyprus

Panel Discussion:

- The CEOs of the largest audit firms in Cyprus discuss the state of the Economy

7. CONSIDERING BECOMING A SPONSOR AT THE CONGRESS

Communication for the conference will take place at three levels: Pre-event promotion to attract delegates, during and post-event promotion for the conference.

The total communication campaign for the conference amounts to ~~€~~30,000

8. COST OF SPONSORSHIP

Main Sponsor: ~~BOOKED~~

- Main Sponsor presents the event (e.g. “IMH presents the 5th Nicosia Economic Congress”)

Gold Sponsor: ~~€7.000 (seven thousand euros) + VAT~~

Special price for ICPAC members ~~€~~5.000 (five thousand euros) + VAT

Key Benefits

- Gold Sponsor will be offered thirty (30) complimentary participations to the conference worth of ~~€~~8.700
- Exclusive use of a dedicated space within the reception area for a promotional stand/display. The sponsor can utilize the space allocated for unique networking & lobbying
- Gold Sponsor will benefit from extensive media coverage

Silver Sponsor: ~~€4.000 (four thousand euros) + VAT~~

Special price for ICPAC members ~~€~~3.000 (three thousand euros) + VAT

Key Benefits

- Silver Sponsor will be offered ten (15) complimentary participations to the conference worth of ~~€~~4.300
- Exclusive use of a dedicated space within the reception area for a promotional stand/display. The sponsor can utilize the space allocated for unique networking & lobbying
- Silver Sponsor will benefit from extensive media coverage

9. SPONSORS' BENEFITS:

Sponsors' business company profile as well as their services will be promoted in the best possible way to a specifically defined target audience throughout the Congress

More specifically, sponsors' benefits include:

- Appearance of logo on the brochure / invitation, which will be printed and sent to the target audience of the congress.
- Appearance of sponsor's logo in the e-mail campaign which will be sent electronically to 20,000 recipients.
- Company profile of sponsors to be included in the congress programme / invitation that will be printed for the conference.
- Gold Sponsor will be offered thirty (30) complimentary participations to the congress worth of €8.700
- Silver Sponsor will be offered fifteen (15) complimentary participations to the congress worth of €2.900
- Appearance of sponsors' logo in the IMH website or most specifically on the congress' webpage.
- Appearance of logo in the advertising campaign of the congress
- The sponsors will be assigned an exhibition area within the area of the congress. The sponsors can utilize the space allocated for promotion of services and products.
- Sponsor's logo / product / service logo will appear on all the Conference banners and signage (main banner, head table, conference entrance)
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- Sponsor's promotional material / give-aways can be distributed during the Conference
- Sponsor's advertising spots to run during coffee breaks

Communication of the Congress

- Advertisements in IN BUSINESS magazine
- Advertisements in Gold magazine
- Report/ Coverage of the event and sponsors in IN Business magazine
- Email Campaign of the congress brochure to approximately 20,000 email addresses
- Electronic email reminder of the congress to approximately 20,000 email addresses
- Advertising banners of the congress on InBusinessNews.com
- Advertising banners of the congress on IN Business Daily Newsletter
- Advertising banners of the congress on GoldNews.com.cy
- Advertising banners of the congress on GoldNews Daily Newsletter

Advertorials/ newsletters/ press releases / interviews of sponsors in the following:

- IN Business magazine
- InBusinessNews www.inbusinessnews.com
- IN business TV
- Gold Magazine
- GoldNews www.goldnews.com.cy

The above communication campaign is preliminary.

10. PAYMENT METHOD

- 50% on signing the contract
- 50% one week prior the congress

11. CONFIDENTIALITY

IMH takes all necessary measures for the protection of the data and information received from its customers and associates. We require that all our employees strictly obey the rules and deontology. All our employees maintain a high level of confidentiality regarding any information received in the context of their professional duties.

12. CONTACT INFORMATION

IMH

5 Aigaleo Str., 2057 Strovolos

P.O. Box 21185, 1503 Nicosia, Cyprus/Tel: +357 22 505 555,

Fax: +357 22 679 820, e-mail: events@imhbusiness.com