

### 3. Structure of the Cyprus Money Show

The Organotecnica Group organizes, the Financial Multi-Convention "Cyprus, investment and trading opportunities and the New Money and Insurance Market", during which Cypriots and foreign personalities present their views on the current situation and future tendencies in the greater Investment, Insurance and Money Market. Each Multi-Convention follows the structure of its previous successful annual organizations, and includes one Central and a number of Parallel Conventions:

- (a) The Central Convention includes the most significant presentations from the Cypriot and international state, banking, and insurance sectors, giving the central tone and orientation of the annual Multi- Convention.
- (b) The Parallel Conventions aim to inform and educate the market of financial products and services, through a number of presentations by experts, on the prevailing situation and apparent trends. These Conventions are carried out by the most significant organizations of each particular market sector.

The Annual Financial Multi-Convention operates in parallel to a Financial Exhibition, under the title "Money Show". The Money Show aims at the promotion and presentation of all available financial products and services.

#### **Organization of conferences. Venue**

The conferences of the Cyprus Money Show' 2016 will take place in the Ballroom of the Cyprus Hilton. The capacity of the Ballroom is 200 persons in theater style (three different ballrooms with the same capacity). The selection of this particular venue and style was deemed necessary to meet the needs of the Cyprus Money Show'2016.

1

In parallel to the conferences, the organizers have programmed a series of events based on the needs of the customers. The Organotecnica Group has formed a special team that proceeds with the analysis of every client's communication needs, to formulate a final proposal for their satisfaction.

#### **Liaison between conferences and exhibition**

The conferences and the exhibition are not two separate events that coincide in time. Beyond the informative scope of the exhibition, that is of interest to visitors, a specific procedure is in place to link the exhibition to the conferences.

In that respect, the exhibition area is the private space of every exhibitor, where he is presented with the possibility to negotiate agreements and hold personal discussions with the conferences' speakers and participants, who will visit the exhibition stands.

To exhibitors-sponsors that participate in the anticipation of serving specific contact needs with conference speakers or honored guests, apart from their information needs, the events provide them with an environment conducive for such multiple contacts with specific representatives of organizations from Cyprus, saving time and money.

#### **On the basis of the above, the axes of the conferences' design are the following two:**

- a. Global coverage of the issues of a convention centered on the investment/trading developments in Cyprus.
- b. Coverage of specific needs for commercial contacts with the Greek and foreign participants of the conferences.

#### **Speakers and audience of the conferences**

The audience of the conferences comprises three groups:

- A. Honored guests.

- B. Specific-interest guests, including: foreign investors, commercial attaches, executives of the exhibitors.
- C. C. Representatives of the Cyprus government, domestic business and investment community.

As far as the conferences' audience is concerned, the view of the organizers is centered around the opinion that a convention' success is judged mainly through its selection of the audience. The name of the participants will be in the disposal of every requested party during the events. To attract the convention speakers, the Organotecnica Group has formed a special task force, in cooperation with its strategic collaborators. The final schedule of the conferences will be issued one week before the event.