

# MONEY SHOW

## 1. Aims of the Exhibition

The M.S. together with IAC (Innovative Applications Centre) is organizing the Financial Congress, entitled "The New Money Market", during which Greek and foreign personalities of the sector will make presentations on the current situation and trends in the wider Money Market.

The **Financial Congress** is also supported by a financial exhibition of the Congress participants, under the title "Money Show".

The "Money Show " aims at exhibiting the financial products and services available in the market.

**More specifically, the following categories are included:**

- all sorts and forms of loans
- other cases of financing, leasing, guaranties, insurance, etc.
- capital investment methods
- consulting services available, directly related to the above financial products.
- available infrastructure services supporting the above (e.g.telecommunications, etc.)

## **The exhibition of these products and services .has two mutually supported aspects:**

**The opportunity for the exhibitors to present every one of their exceptional products to the visitors of the Exhibition, in surroundings well adjusted to the importance and prestige of their sector, through:**

- the organization of the Exhibition in an environment matching the expected level of contacts.
- securing all measures necessary for uninhibited discussions between exhibitors and visitors, and for the arrival and circulation of visitors in the Exhibition facilities.
- (b) The open possibility for group presentations by the exhibitors of new financial products and services, with the alternative aims of:
- either promoting integrated "package solutions" or breaking into new markets.

**From the visitors' point of view, the display of the products and services covered by the Exhibition, aims directly at:**

- (c) The creation of an opportunity for every interested investor to obtain a global idea of the current situation, developments, and trends in a market that is expected to be greatly affected by the changes that will continue to occur.

**Finally, the Financial Congress supported by the Exhibition, entitled "The new money market", aims at:**

- (d) The specific provision of information to the financial products and services market, through presentations from foreign specialists, on the current situation and visible trends in this fast-changing environment.

# 2. Purpose of the Exhibition.

## 2.1 The money market in Greece

- **Greece** belongs to the group of developing countries and, for this reason, presents a significant time lag in comparison with the developed countries, **especially in the sector of services related to the financial markets**. These markets, in their broader sense, have only recently been making an obvious and demanding appearance in our country.
- In its initial form, the money market in Greece (Banks, Stock Exchange) has been known, by its numbered products, solely to organisations of the manufacturing and services sector. The public had a perception of this market as being confined to Savings and Building Loans. The developments in the Global Integration coupled with the increase in the demand for financing because of the cash flow problems in the investments and normal operation of the enterprises, have led to a more intense presence of the money market, through the creation or importation of new products and services.
- In particular, during the last few years, a number of old or new products have been widely covered by the mass media, with the direct result of increased public awareness on subjects such as the Stock Exchange, the issue of public bonds, etc. At the same time, the introduction of new players in this market resulted, through the increased level of competition and the sales support expenses, in a wide promotion among prospective clients of an extensive range of "modern" financing methods (factoring, forfeiting, franchising, etc.).
- Finally, the expected deregulation of the money market, in view of the Global Market, is expected to boost competition, with an increase in the range of available products and services, and in the number of suppliers in the market, directly resulting in the availability of wider options in the search both for capital and for investment opportunities.

## The above summary presentation results in the following specific comments:

- the Greek money market is of a satisfactory size and growing, but is still lagging in comparison with the respective international market
- the interest of the public and the market organizations, for either financing or investments, is increasing and should peak after 2020.
- the awareness of products and services offered by the Greek money market is complete only among specialists, while the public is only informed of selected items, with the rest of them remaining unexploited.
- The public awareness of products and services offered by the Greek money market, is achieved by sporadic reports in the mass media and by specialised seminars organised by individual companies for each product or service separately.
- This form of communication results in a void in the complete and global awareness of the, Emirates money market from the part of those interested at investing or obtaining financing.

# Purpose of the Exhibition

**On the basis of the above, the purpose of the Exhibition becomes obvious, as it plans to:**

- Provide the Greek money market with an opportunity to present globally all the products and services that can be offered to each individual client.
- provide the opportunity to present new products and services to clients of an immediate interest.
- provide the opportunity of an extensive presentation of products and services in the appropriate surroundings, guarantying the confidentiality of discussions with each client.
- present the participating exhibitors with an opportunity to meet the competition
- provide those interested with an opportunity to meet with professionals specializing in goods and services not directly related to the banking sector (brokers, venture capital, etc.)
- allow companies in the Stock Exchange to present their financial situation and future prospects in order to attract new investors
- provide the money market with an opportunity to publicize its existence, dynamism, and potential, through a, so far Inexistent, specialized Exhibition
- (h) present an opportunity for Grece and its institutional organisations to attract foreign companies, through an Exhibition of international glamour, organised on the standards of the respective annual Exhibitions in other countries (London, Hong Kong, etc.)

**In parallel to the above, the Congress will provide the opportunity to interested clients for a briefing on specific subjects through presentations by the specialists in the Sector.**

- The above indicative points provide a good measure of the purpose of the Congress and its parallel Exhibition and of the latter's necessity, in view of the radical developments in the framework of the Greek, at the same time supporting the organizer's ambition to realize them annually.

# 3. Organization of the Exhibition

## 3.1 Exhibition facilities

- The Exhibition will take place in Lobbies, rooms and suites of the Hotel.
- This particular selection was dictated by the following factors:
- The protection of the prestige associated to the Exhibition and the money market
- the necessity for high quality services to the exhibitors
- the need to maintain a high level of confidentiality in the personal contacts between exhibitors and visitors, that could only be guaranteed by a closed meeting set
- the high level and financial power of both exhibitors and visitors
- the presence in the Exhibition of V.I.Ps and high ranking state officials
- the provision for the realization of special presentations by personalities of the sector.

## 3.2 internal arrangements

- The Exhibition will be internally arranged to comprise the following:
- (a) Reception area and Cashier: This area, properly arranged, will be located in the Exhibition entrance and operate as:
  - information desk
  - cashier for the reception of visitors
  - selling point for the Exhibition Guide
  - control desk for visitors
- The area will be manned by expert personnel
- (b) **Exhibition area:**
  - The main area of the Exhibition will cover two floors of the Hotel, with their lobbies and suites serving as the exhibitors booths-presentations rooms.
  - There will be clear indication of the start and end of the Exhibition, that will guarantee a single-direction flow of visitors, thus providing for their access to all exhibitors.
  - Each room will carry an indication of the exhibitor's identification, but all such signs and messages will necessarily be arranged so as to respect the area and the Exhibition's prestige.
  - Finally, we stress the existence of a comprehensive package of facilities to the exhibitors (see below and in the attached documents), that ensure the uninhibited promotion of their goods and services.

# 4. Exhibitors

## • 4.1 Identification of exhibitors

On the basis of what has already been presented regarding the aims of the Exhibition, it has been concluded that, to achieve them best, the exhibitors should necessarily have profiles compatible with the ones presented below:

## Exhibitors Profiles

- State authorities responsible for the money market (Ministries of National Economy, Finance, Commerce, Industry Research & Technology, Bank of Emirates, etc.)
- State organizations .)
- Stock Exchanges
- Banks, Leasing companies, Credit cards, Insurance companies, Brokers
- Companies in the Stock Exchange, Investment consultants, Mutual funds companies
- Franchisors
- Mass media and specialized publications
- Economic education organizations
- Organizations for the collection of information of financial nature
- Software houses for financial applications
- Companies seeking investors
- Merchants of art, antiques, precious stones, metals, coins, etc.
- Real estate agents
- Organizations of respective foreign exhibitions

## 4.2 Participation of exhibitors

- On the basis of the information presented so far, the participation of exhibitors is predicted to be massive. Below, we identify the most important arguments for the participation of exhibitors, as they stem from the analysis of the Exhibition characteristics:
- The aims and purpose of the Exhibition.
- The possibility to present products and services directly to an audience of specific interest
- The services provided by the Exhibition's organizers.
- The attractive advertising and international promotion of the Exhibition and its outcome.
- The official Congress guests/speakers, who will raise the prestige and practicality of the Exhibition.
- (g) The annual organisation of the Exhibition, that provides the money market with a presentation forum.
- (h) The possibility to promote new products and services in the frame of group presentations, that will allow the exhibitors to invite prospective clients and present these services in a prestigious environment.
- (i) The possibility for contacts with the competition.

## **5. Visitors**

- **5.1 Identification of visitors**

- There are two groups of visitors:

- (a) **Visitors of immediate interest, that include:**

- exhibitors' executives
- businessmen (industrialists, artisans, merchants)
- professionals (lawyers, economists, accountants, business -consultants, agents, etc.)
- investors financial executives and students of business and finance.

**(b) Visitors of general interest, including the non-specialized public, that is interested in being informed on the specifics of the money market.**

- Especially for the visitors in the second group (and partly for those in the first), appropriate controls will be applied at the Exhibition's entrance, so as to exclude non-interested individuals.

## 5.2 Attractions to visitors

- With regard to the attractions the Exhibition offers to visitors, most of the arguments that applied for exhibitors are valid for them too. In addition to these, a number of specific attractions to visitors apply:
- The possibility provided by the Exhibition for a comprehensive satisfaction of their financing needs (investments, financing, insurance, etc.)
- The opportunity for a comprehensive and direct investigation of the money market.
- The opportunity for participation in the presentations and discussions, organized in the framework of the Exhibition 'with market specialists.
- The opportunity to be informed of all new financial products and services.
- Their participation to a lottery of significant prizes.
- The special advertising campaign aimed at them.
- The attractions of the services offered by the Exhibition.
- The above, combined with the operation of the selection mechanisms that will operate indirectly as additional attractions to serious visitors, will ensure the massive presence of the public interested in the money market.