

## Look Who's Coming!

Delegates from over 30 countries are registered

Australia  
Brazil  
Bulgaria  
Canada  
China  
Denmark  
Egypt  
Finland  
France  
Germany  
Greece

Guinea  
Hong Kong  
Hungary  
India  
Ireland  
Kazakhstan  
Korea  
Netherlands  
New Zealand  
Norway  
Pakistan

Poland  
Russia  
Singapore  
South Africa  
Sweden  
Switzerland  
Turkey  
United Kingdom  
United States



**Registration Rates**  
Member \$1350 / Non member \$2400 USD

**Venue**  
Divani Apollon  
10, Ag. Nikolau & Iliou Str. 166 71 Athens - Vouliagmeni  
Tel. +30 210 8911100 Fax +30 210 9658010

**Hotel Reservations**  
A limited number of hotel rooms have been reserved for conference attendees at the special rate of 190 per night. To secure the rate complete the form available on the WFIC website at [siiia.net/wfic](http://siiia.net/wfic).

**Optional Activity - Sunday, October 4, 2009**  
FISD Market Data Cup  
*Sponsored by Tullett Prebon Information*  
10:00 pm – 4:00 pm: Enjoy a friendly competition by participating in the FISD Market Data Cup Golf Tournament. This year's event will be held at the Glyfada Golf Club located in the Athens seaside suburb of Glyfada. The course offers spectacular ocean views, is an 18 hole, Par 72 course and designed by Donald Harradine. The Club hosted such events as the World Cup Tournament, the Mediterranean Games, and the PGA Senior Greek Open. Fees include: box luncheon, 19th Hole Celebration, trophies and tournament golf balls.

## WORLD FINANCIAL INFORMATION INDUSTRY CONFERENCE • OCTOBER 4-7, 2009 • ATHENS, GREECE



## WORLD FINANCIAL INFORMATION INDUSTRY CONFERENCE OCTOBER 4-7, 2009 • ATHENS, GREECE

The only worldwide meeting focused exclusively on the issues associated with the dissemination, management and use of financial information.

[siiia.net/wfic](http://siiia.net/wfic)

Presented by the  
Financial Information Services Division (FISD) of the  
Software & Information Industry Association (SIIA)



### HOST SPONSOR



### PLATINUM SPONSOR



### GOLD SPONSORS

BT • SIX EXFEED

### SILVER SPONSORS

Dow Jones • London Stock Exchange  
SIX Telekurs • Standard & Poor's

### BRONZE SPONSORS

3di • Bloomberg • MicroRose Ltd • Netik  
NAQDAQ OMX Group • PLUS Markets • Savvis

### GOLF TOURNAMENT SPONSOR

Tullett Prebon Information

### CONFERENCE BAG SPONSOR

CME Group

"It was an excellent conference all around."

Ian Williams, Head, Market Information, Credit Suisse

"The concentration of influential participants is beneficial to improvements in our industry, the uninterrupted time to confer with each other is invaluable."

Bill Lee, Morgan Stanley

## What Industry Leaders Are Saying About



**WORLD FINANCIAL INFORMATION INDUSTRY CONFERENCE**  
**OCTOBER 4-7, 2009 ♦ ATHENS, GREECE**

**Program consists of keynotes, panel discussions, workshops and structured networking sessions**

### Keynotes

Jon Robson, President, Enterprise, Thomson Reuters  
Rob Cox, US Editor and Director, breakingviews.com

- ♦ Tristan DeHaan, Robeco
- ♦ Lou Eccleston, S&P
- ♦ Steve Ellenberg, Credit Suisse
- ♦ Paul Fagone, BearingPoint
- ♦ Ed Flynn, Fidelity
- ♦ Meredith Gibson, Citi
- ♦ Ottavio Gisler, SIX EXFEED
- ♦ Georg Gross, Deutsche Borse
- ♦ Francis Gross, European Central Bank
- ♦ Keith Hale, Netik
- ♦ Rafah Hanna, Euro MTS
- ♦ Mark Hepsorth, Interactive Data
- ♦ Jarod Hillman, London Stock Exchange
- ♦ Frank Hoer, Australian Securities Exchange
- ♦ Rich Jacobi, Bloomberg L.P.
- ♦ Eleanor Jenkins, Morgan Stanley
- ♦ Jeromee Johnson, BATS Trading
- ♦ Ian Patrick Lauder, PLUSMarkets
- ♦ Mike Lawrence, Reuters News
- ♦ Eli Lederman, Turquoise
- ♦ Bill Lee, Morgan Stanley
- ♦ Michael Mackay, Bloomberg L.P.
- ♦ Jeannie Merritt, Nasdaq OMX
- ♦ Kiou Nayer, Nouri Barclays
- ♦ Alan Paris, Ernst & Young
- ♦ Daniel Parke, Agência Estado
- ♦ Daniel Poon, Hong Kong Exchange
- ♦ Scott Preiss, S&P
- ♦ Barry Raskin, SIX Telekurs
- ♦ Brian Rooney, Bloomberg News
- ♦ Michael Salk, Moody's Analytics
- ♦ Varghese Thomas, Savvis
- ♦ Claus Thorball, Saxo
- ♦ David Watts, Thomson Reuters
- ♦ Bernie Weinstein, BG Cantor
- ♦ Ian Williams, Credit Suisse
- ♦ Marcus Wright, Dow Jones Newswires

"The WFIC conference presents a cost effective opportunity to meet the bulk of our global customers in the one place."

Frank Hoer,  
Australian Securities Exchange

"I use WFIC to refuel my knowledge across key topics within the financial information industry and extend my professional network."

Claus Thorball, Saxo Bank

### Panels

- ♦ Change You Can Profit From: Responding to Challenging Markets
- ♦ Moving the Markets: Innovations in News Content
- ♦ Cost Management and Commercial Tension
- ♦ Risk Management and the Back Office
- ♦ New Trading Venues and Data Sources
- ♦ Latin American Markets: Reactions & Reality
- ♦ Intellectual Property Rights
- ♦ Economic and Political Landscape
- ♦ What does it Mean to Trade Green?

### Workshops

- ♦ Consumer Workshop: Off-Shoring and Cost Management
- ♦ Exchange Workshop: Policy and Practices
- ♦ OTC Markets Trading Simulation

### Speakers

- ♦ Mark Akass, BT
- ♦ Oliver Albers, Nasdaq OMX
- ♦ Sara Banerjee, SIX Telekurs
- ♦ Michael Bergmeijer, Breaking Views
- ♦ David Berry, UBS
- ♦ Rupert Bull, Expand Consulting
- ♦ Werner Bürki, SIX EXFEED
- ♦ Philippe Carre, SunGard Global Trading
- ♦ Geraldo Coelho, Bloomberg
- ♦ Mike Connor, Market News International
- ♦ Ludwig D'Angelo, J.P. Morgan Chase

"WFIC is ... a unique opportunity to meet the business-owners of market data, from banks, brokers, exchanges, trading platforms and vendors. It provides the best possibilities for networking with the industry's decision-makers."

Chris Pickles, BT

Complete program information:

[siiia.net/wfic](http://siiia.net/wfic)