

SCREENING BOOK
FASHION MEETS FINANCE
2005

PERSONAL AND CONFIDENTIAL

FASHION MEETS FINANCE

MAY 2005

The fashion industry market

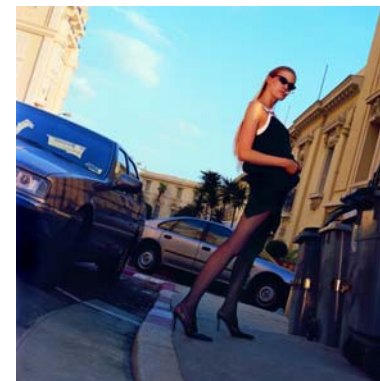


FASHION REVENUES:	58 BILLION EURO (2002)
EMPLOYEES:	MORE THAN 5 MIO. PEOPLE WORKING IN FASHION AND TEXTILE INDUSTRY
CONSUMER MARKET:	MORE THAN 4 BILLION PEOPLE WORLDWIDE
ADVERTISING BUDGET:	MORE THAN 2 BILLION US \$
EXPORT ACTIVITIES:	37 BILLION US \$
STOCK EXCHANGE:	MORE THAN 5.000 LISTED COMPANIES

Revenues &
advertising

Source: Federal statistical office 2002
Bloomberg

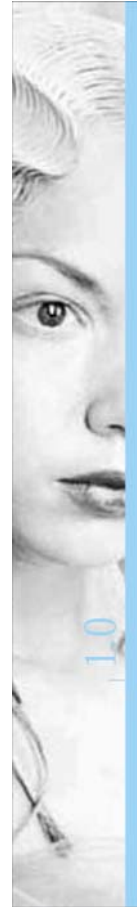
Fashion meets Finance 2005



PRIVATE EQUITY
INVESTOR RELATION
CONFERENCE CAPITAL

**... MUCH MORE
THAN A
CONFERENCE...**

An experience world for professionals



EACH DAY OF THE CONFERENCE IS DEVELOPED UNDER A SPECIAL MOTTO AND THEME.

THE CONGRESS AND THE EVENTS ARE CONCERTED TO THE THEMES OF THE DAY.

THE THEMES, LIKE COMMUNICATION, WILL BE FOUND IN MANY DETAILS DURING THE DAY (HOTEL ROOMS OF GUESTS, FOOD, THEMES OF PHOTO EXHIBITION, DECORATIONS, MUSIC, COLORS...).

BY THIS WAY SPONSORS AND PARTNERS CAN PLACE THEM SELVES VERY EFFECTIVELY IN THEIR VISUAL, MATERIAL AND EMOTIONAL WORLD.

THE CONTENT OF FASHION MEETS FINANCE 2005

Fashion meets Finance



SPEAKER

- PRESENTATIONS OF STOCK LISTED COMPANIES (CAPITAL CONFERENCE)
- PRESENTATIONS OF STARTUP COMPANIES (PRIVATE EQUITY FORUM)
- SPEECHES OF PROMINENT BANKERS AND REPRESENTATIVES OF NEW YORK STOCK EXCHANGE
- SPEECHES OF CONSULTANT COMPANIES, UNITED NATIONS AND EUROPEAN UNION
- SCHOOLS SPECIALIZED IN FASHION & FINANCIALS (MBA LUXURY GOODS...)



**THE SPEAKERS OF THE FINANCIALS DAY
REPRESENT THE FINANCIAL AND POLITICAL
ENVIRONMENT OF THE FASHION**

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VISITORS

- BANKS
- PRIVATE AND INSTITUTIONAL INVESTORS
- INVESTMENT FUNDS
- ANALYSTS
- RESEARCH COMPANIES
- INVESTOR RELATION COMPANIES
- MERGER & ACQUISITION CONSULTANTS



**THE VISITORS OF THE FINANCIALS DAY
ARE THE REPRESENTATIVES OF THE
FINANCIAL COMMUNITY**

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EVENTS

- FASHION SHOW OF YOUNG STARTUP DESIGNERS
- HOTEL ROOMS: SPONSORED GIVE AWAY RELATED TO FINANCIALS (EXCLUSIVE CALCULATOR, PHOTO BOOKLET OF THE AWARD EVENING...)
- DIFFERENT INCENTIVES OF COMPANIES AND BANKS
- 1 BIO. \$ JEWELRY DINNER (CARTIER, DE BEERS)
- GALA DINNER BY SPONSOR
- FASHION NIGHT PARTY BY SPONSOR

**THE SPECIAL EVENTS WILL THEMATICALLY
DEAL WITH FASHION IN THE BUSINESS
WORLD**



CONFERENCE: FASHION AND FINANCE

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KEYNOTES

- **ADVENTURE COMPANY FINANCING 2005: HOW THE COMPANIES SHOULD BE FINANCED IN THE FUTURE**
OPENING KEYNOTE OF PROMINENT FINANCIAL EXPERT OR FINANCIAL MEDIA
- **SUCCESS FACTOR LIQUIDITY**
SPEAKER: REPRESENTATIVE OF FINANCIAL INDUSTRY
- **“THE FASHION CAPITAL MARKET”**
SPEAKER: REPRESENTATIVE OF FINANCIAL MEDIA
- **“THE CRITERIONS TO FUND LUXURY GOODS”**
SPEAKER: REPRESENTATIVE OF FINANCIAL WORLD, BANKER, VC...

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COMPANY SPEECHES

- **STOCK LISTED COMPANIES PRESENT THEIR STRATEGIES, EQUITY STORIES OR BUSINESS PLANS TO INVESTORS AND ANALYSTS**
- **YOUNG STARTUP COMPANIES GET THE OPPORTUNITY TO PRESENT THEM SELVES TO INVESTORS**

*** SOME SPEECHES WILL BE STRICTLY CLOSED PRESENTATIONS FOR**

- **INVESTORS**
- **ANALYSTS**
- **FINANCIAL PRESS**

THE LOCATION CAN ALSO BE USED BY STOCK LISTED COMPANIES FOR THE ANNUAL BALANCE PRESENTATION (PLEASE REGISTER PREMATURELY) OR PRESS CONFERENCES.

Fashion and Finance

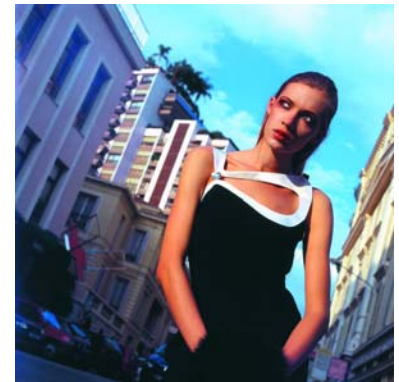
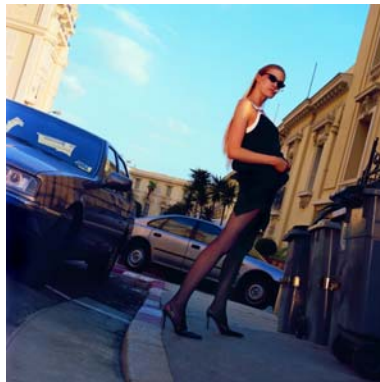


WORKSHOPS

- **THE SUCCESS FACTORS FOR RAISING WORKING CAPITAL**
SPEAKER: EXPERT OF FINANCIAL INDUSTRY
- **INVESTOR RELATIONS FOR LUXURY GOODS COMPANIES**
SPEAKER: IR EXPERT FOR LUXURY GOODS
- **MERGER & ACQUISITIONS: HOW TO FIND A STRATEGIC PARTNER**
SPEAKER: M&A EXPERT
- **OPPORTUNITIES TO FUND AN ARTISTIC PRODUCT COMPANY**
SPEAKER: FINANCIAL EXPERT
- **GOING PUBLIC: PREPARATION AND SUCCESS FACTORS**
SPEAKER: IPO- ADVISOR, BANKER, CAPITAL FUND

World Fashion Forum

Fashion meets Finance



Enjoy the conference 2005

WORLD FASHION FORUM SWITZERLAND

BAARER STRASSE 8, CH-6301 ZUG

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