

THURSDAY 14TH JULY 2005  
HELD AT THE UNIVERSITY OF HOHENHEIM  
STUTT GART, GERMANY

**CSC EASTERN EUROPEAN FINANCIAL SERVICE PROVIDERS CONFERENCE**



Hosted by CSC in conjunction with  
the University of Hohenheim



EXPLOIT THE NEW FINANCIAL MARKETS OF TODAY AND THE FUTURE  
A CONGRESS ON THE CENTRAL AND EASTERN EUROPEAN FINANCE OPPORTUNITIES

THIS EVENT IS COMPLIMENTARY  
TO ALL ATTENDEES

## MANY ANALYSTS PREDICT THAT CENTRAL AND EASTERN EUROPEAN COUNTRIES OFFER SOME OF THE MOST ATTRACTIVE OPPORTUNITIES FOR FINANCIAL SERVICE PROVIDERS REGARDING FUTURE GROWTH BUT HOW DO ORGANISATIONS LEVERAGE THEIR POSITION TO HARNESS THIS POTENTIAL?

With the expansion of the EU now incorporating many Central and Eastern European countries, combined with an overall increased economic performance in these regions, the future looks bright for financial services companies who exploit the untapped, latent possibilities that await.

CSC, the Chair of International Economics, the Competence Centre for Finance and the Eastern Europe Centre at the University of Hohenheim are jointly hosting this Congress to spotlight the opportunities and risks of this emerging market.

An array of distinguished academics and international industry representatives from technology and financial services will offer their insight, knowledge and experience on a range of subject areas including: industry hot topics, risks vs. benefits, business culture, market entry strategies, closer examination of particularly attractive territories and much more.

Why not join us for the day and explore the enormous possibilities that these markets could offer you? Attendance is free of charge

To register, please visit:

[www.csc-eec.com](http://www.csc-eec.com) and fill in your details or, alternatively, contact Tanya Bourne on +44 (0) 1252 536427 or email [tbourne@csc.com](mailto:tbourne@csc.com)



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## AGENDA

TIME	NAME & TITLE	PRESENTATION TITLE
09:00 - 09:30	Prof. Dr. Ansgar Belke, Professor of International Economics at the University of Hohenheim and Prof. Dr. Hans-Peter Liebig, Rector of the University of Hohenheim	Introduction
09:30 - 10:15	David Lister, CSC Divisional Vice President Financial Services EMEA	Personal Experiences and Lessons Learnt from Three Years of Developing Business in Poland
10:15 - 11:00	Dr. Juergen Stark, Member of the Board and Vice President of Deutsche Bundesbank	The Capital Market and Banking Market in Central and Eastern Europe - Current Trends
11:00 - 11:15		<b>BREAK</b>
11:15 - 12:00	Daniel Gros, Ph.D., Director of Centre for European Policy Studies in Brussels and President Sanpaolo IMI Asset Management SGR	Banks and Financial Services in Central and Eastern European Countries - a Growth Market?
12:00 - 12:45	Dr. Wolfgang Bassermann, Head of Corporate Banking HypoVereinsbank München	Field Report and Proceeding for Business Policy Reasons of HypoVereinsbank in the Central and Eastern European Countries
12:45 - 13:45		<b>LUNCH</b>
13:45 - 14:30	Dr. Christa Hainz, Assistant Professor at the Economics Department of the University of Munich	Entry Mode of Foreign Banks: Costs and Benefits of Greenfield Investments and Acquisitions
14:30 - 15:15	Prof. Dr. Iakov Mirkin, Finance Academy under the Russian Federation Government, Head of Securities & Financial Engineering Department, Chairman of Expert Council on Securities Market, State Duma of the Russian Federation	Comparative Mechanics of Russia and Eastern European Financial Markets: Potential Growth in an Unstable Environment
15:15 - 15:30		<b>BREAK</b>
15:30 - 17:00	Prof. Dr. Ansgar Belke	Panel Discussion
	CSC	Close

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## About CSC

*Computer Sciences Corporation, one of the world's leading information technology services providers, helps organisations achieve business results through the adroit use of technology. Since its formation in 1959, CSC has earned a customer-centric reputation for developing and managing solutions specifically tailored to each client's needs. No other company offers the same range of professional services and global reach as CSC does in areas such as e-business strategies and technologies, management consulting, information systems consulting and integration, application software, and IT and business process outsourcing.*