

Update: City Week 2013, London – 22-25 April 2013

Background

City Week London was established in 2010 in order to provide a high level, annual forum for the discussion of current issues facing the international financial services community. The event brought together senior management from both the providers and users of international financial services along with politicians, government officials, regulators and others involved in the industry.

City Week is organised under a partnership between the UK Government (in the form of UK Trade & Investment), TheCityUK (the independent, cross-sector voice for UK financial and professional services) and City & Financial (a leading research-based conference and publishing company).

City Week is now firmly established as the premier international event of its kind.

TFSA's Objectives & Deliverables

TFSA was an official sponsor which provided us with multiple platforms within the conference program including speaking opportunities, free passes, an exhibition stand, access to networking events and high profile branding at the site and in promotional materials. Being involved in this event enabled TFSA to deliver from both a Sector Promotion (Reputation) and Business Attraction (Growth) perspective in a key global market. Along with North America, London is one of the two regions that will be TFSA's focus in 2013 & 2014.

The event offered TFSA three days of strategic promotion of Toronto's FS strengths - overall and in the specific area of Clean Tech Finance - to a global FS audience which included potential new investors, current investors and thought leaders. Janet Ecker, President & CEO, TFSA and Matt Hobbs, VP Business Development & Marketing attended.

One of the key elements of this sponsorship included Janet Ecker participating in a panel on 'Global Financial Centres Roundtable – Opportunities and Challenges in a Multi-Polar World' representing Toronto as a top ten global financial centre. Other panel representatives included international exchanges and other international financial centres.

Another major part of the programme for TFSA was a breakout session on the 23rd, where we partnered with TMX to build a unique platform discussing Toronto's role in financing the clean tech revolution. TFSA worked with TMX to identify a lineup of speakers from the each relevant part of the financing

process to give a detailed story. Janet introduced the speakers and moderated. Graham Dallas from the TMX in London spoke on the actual exchange and infrastructure. Dai Clement from RBC spoke about European businesses opening in Toronto and provided a detailed success story. Finally, Christian Gauthier from Bennet Jones touched on the ease of Toronto's regulatory process and the timeline for pushing a project through.

As stated earlier the sponsorship also gave TFSA an exhibition booth. This booth was located in a strategic position within the conference area and featured materials promoting Toronto's financial sector as well as collateral aimed to provide information on Toronto's strengths.

TFSA also partnered with Canada's High Commission for a special lunch event, entitled "Canada's Financial Services".

Press

Janet Ecker was also interviewed by the BBC for one of their business programs.

Business/Jobs Attraction (Growth)

As stated, the conference met TFSA's sector promotion or reputation objectives and its business attraction or growth objective by providing meeting opportunities with potential investors.

In addition to meetings with City UK and UK Trade & Investment, Janet Ecker and Matt Hobbs attended a total of 11 company meetings – 9 of which were totally new projects for TFSA. These companies came from the Insurance; Fintech; Wealth Management and Banking sectors.