

News release:

New York, December 2009

The Transatlantic Business Forum proudly supported a timely event:

“The Status of the Euro on its 10th Anniversary; going strong despite doubts”

Marking the 10th anniversary from the establishment of the Euro, a high level discussion was organized on December 2, 2009 at the Cultural Services of the French Embassy in New York with the support of the Transatlantic Business Forum. There couldn't be a better timing for this, as apart from commemorating the anniversary, the event also provided insights into the European Central Bank's monetary policy as well as trends in currency markets in light of Euro's appreciation.

The panel of distinguished subject matter experts included **Dr. Irene Finel-Honigman**, Adjunct Professor of International Affairs, International Finance and Economic Policy (IFEP) at Columbia University School of International and Public Affairs (SIPA), who also served under the Clinton Administration as Senior Advisor on Finance Policy at the United States Department of Commerce and drafted the first report on the Euro; **Dr. Joerg Stephan**, Deutsche Bundesbank's Representative in New York; **Boris Schlossberg**, Director of Currency Research at GFT and well-known currency commentator on CNBC, Bloomberg and other media as well as author of the *“Technical Analysis of the Currency Market”* and co-author of *“Millionaire Traders”* books; and **Katarina Storfer** of the Slovak Investment and Trade Development Agency and Euromoney Institutional Investor Senior Business Relationship Manager & Research Analyst for Emerging Markets. The panel was introduced and moderated by Pete Chatziplis, CFA of the Transatlantic Business Forum.



Panel (left to right): Dr. Irene Finel-Honigman, Dr. Joerg Stephan, Boris Schlossberg, Katarina Storfer; Boris Schlossberg speaking.

The discussion covered a historical background on the introduction of the Euro and perceptions toward it in the US and the EU, ECB's monetary policy and measures taken during the financial crisis and off course commentary on current dynamics in the currency markets and exchange rate forecasts. Reflections from Slovakia's experience in adopting the Euro, the latest country to do so, were also presented as a real life case study of how Euro affects government financials and the main street.

A lengthy and lively Q&A session followed that covered issues ranging from the ratification of the Lisbon Treaty and possible effects on EU's monetary and economic policy, to deficits and structural differences across Europe, the economical situation and fiscal concerns in Southern and Central Europe as well as qualifying criteria for future Euro adopters.



Views of the reception and conference session.

The event was held at the premises of the Cultural Services of the French Embassy, at the historic and elegant Payne Whitney House on the Upper East Side, that was kindly provided by the French Embassy's Cultural Services. It drew an audience of high caliber finance professionals from companies such as Merrill Lynch, Smith Barney, Metlife, HSH-Nordbank, GFT, Deloitte & Touche, Citigroup, Salibello & Broder as well as from private equity funds and real estate companies. It was also attended by officers from the consulates of Finland, Hungary, France, Japan, Belgium, Poland, Spain and Greece, offering a first class opportunity to network with and receive first hand input from state officials.

The event was organized by the European Union Association in the US NGO with the kind support of GFT. Besides the Transatlantic Business Forum, other contributors to the event's success, were Mergermarket (www.mergermarket.com) for media promotions and Meeting Consulting Inc and Smorgas Chef (Scandinavia House New York) with the event planning and catering.

The Transatlantic Business Forum (www.transatlanticbusinessforum.com) is a portal that connects professionals and other individuals interested in the transatlantic economy with the aim of facilitating discussions on these topics as well as communications regarding opportunities for cross border capital flows (M&As and trade) between Europe and the Americas.