

ETHOS MEDIA

HRIMA  
magazine

**MONEY** CONFERENCES  
www.moneyconferences.com

07.06.2012

A Springboard  
for Development  
and a Way Out  
of the Crisis

in co-operation with



**exports**  
**money**  
**conference**  
Athenaeum **2012**  
InterContinental



## INTRODUCTION

**Ethos Media S.A.** in cooperation with the **Union of Diplomats for Economic & Commercial Affairs (ENDY OEY)** and under the auspices of **Hellenic Ministry of Foreign Affairs**, are organising the 2<sup>nd</sup> export conference entitled "**EXPORTS: a Springboard for Development and a Way out of the Crisis**". This year's conference will be held on **Thursday 7 June 2012** at the **Athenaeum InterContinental** hotel.

*The Exports Money Conference 2012 aims at providing Greek exporters with practical and useful tools that will contribute to enhancing and promoting export activities. Moreover, the delegates will have the opportunity to acquire information on the sectors of food, pharmaceuticals and ICT, which are currently of particular export interest. Through the presentations and the contribution of experts, the conference will bring to the foreground all the necessary elements for successful export activities (key factors in expanding the export endeavour) and will facilitate extraversion. A detailed analysis will be carried out regarding the markets of Arab countries, Turkey and Russia. During the conference, the delegates will have the opportunity to meet personally with Heads of the Economic and Commercial Affairs offices, as well as representatives of the Hellenic Foreign Trade Board (HEPO).*

The conference is open to Greek export companies and to companies interested in developing export business.



The **Exports Money Conference 2012** is organised under the auspices of all Greek export bodies, in cooperation with bilateral Chambers of Commerce. In particular, the bodies and chambers participating are the following:

- √ **Ministry of Foreign Affairs**
- √ **Hellenic Foreign Trade Board (HEPO)**
- √ **Panhellenic Exporters Association (PEA)**
- √ **Greek International Business Association (SEVE)**
- √ **Exporters Association of Crete (EAC)**
- √ **Greek Association of Industries and Processors of Olive Oil (SEVITEL)**
- √ **Panhellenic Association of Table Olives Processors Packers and Exporters (PEMETE)**
- √ **Greek Logistics Company (EEL)**
- √ **Greek Wine Federation**
- √ **Greek-Turkish Chamber of Commerce**
- √ **Hellenic-Swedish Chamber of Commerce**
- √ **Hellenic-Russian Chamber of Commerce**
- √ **Hellenic-Chinese Chamber of Commerce**
- √ **Arab-Hellenic Chamber of Commerce and Development**
- √ **Finish Hellenic Chamber of Commerce**
- √ **Hellenic-Canadian Board of Trade**
- √ **Hellenic-Ukrainian Chamber of Commerce**
- √ **Hellenic-Indian Chamber of Commerce**
- √ **Hellenic-Serbian Chamber of Commerce**



## CONFERENCE TOPICS

### PART I

- **A Strategy for Promoting the Extraversion of the Greek Economy and the Contribution of the State in the Developments in Exports**
- **Greek Exports in the Context of the New Conditions in Global Trade. Trends and Perspectives**
- **The Economy of Exports: The Role of Funding, Export Insurance and Factoring**
- **Tools and Resources for Successful Exporting**

### PART II

#### **Session 1: Markets**

This session presents *inter alia* three markets which are particularly important to Greek exports:

- **Arab Countries (Egypt, Libya, Syria, United Arab Emirates)**
- **Russia**
- **Turkey**

These panels are focused on analysing the opportunities offered by these markets, and specifically:

- **Export development in these countries.**
- **Penetration potential for specific products**
- **Particular requirements of importers of Greek products.**
- **What Greek exporters should do in order to achieve their goals.**

#### **Session 2: Product Sectors**

This session includes practical panels that pertain to three product sectors of particular export interest, such as:

- **Food,**
- **Pharmaceuticals, and**
- **ICT.**

In particular, the following shall be discussed with respect to each sector:

- **How and under what conditions did the participant exporters develop their export business?**
- **Specifications and prerequisites regarding exportable products.**
- **The importance of certifying exported products in order to meet the foreign buyers' demands.**



## PARALLEL SESSION

### **Information Meetings between Exporters and Executives of the Ministry of Foreign Affairs (ECA) and Representatives of the Hellenic Foreign Trade Board (HEPO)**

During the conference, information meetings will take place in specially designed areas between Greek exporters and executives of the Ministry of Foreign Affairs who serve as Heads of the Economic and Commercial Affairs offices, as well as representatives of the Hellenic Foreign Trade Board (HEPO) with respect to the following markets:

- ✓ **Russia**
- ✓ **Arab Countries (Egypt, Libya, Syria, United Arab Emirates)**
- ✓ **Turkey**

These meetings are co-organised by the B8 Directorate for Business Development of the Hellenic Ministry of Foreign Affairs and the Hellenic Foreign Trade Board (HEPO). They constitute a substantial benefit to all those participating in the conference who are interested in acquiring more practical information on starting an export business.



## CONFERENCE PROGRAMME

### PART I:

#### **Panel I: "A Strategy for Promoting the Extraversion of the Greek Economy and the Contribution of the State in the Developments in Exports"**

- √ How export orientation is shaped by the new development model of the Greek economy
- √ Disincentives to export oriented growth and their erosion by the National Export Plan
- √ The role of private sector in exports until today and its contribution to the new national export strategy
- √ What changes should be made in order to promote the Greek brand in international markets
- √ Successful Greek exporters discuss their development process in the global market

#### **TOPIC DESCRIPTION:**

Greece is currently called to formulate a new strategy regarding its export policy that will depend on the new economic development model applied as a way out of the crisis.

The Greek export model of the past cannot meet the current demands. The Greek state is led to changes regarding the services offered to exporters, but also regarding its integrity in international markets. The ultimate objective is to support the businesses. In this context, a new strategy is being formed that supports extraversion and serves the modern development model of the country. The Greek state is currently identifying the actions that need to be taken in order to reinforce exports with the support of a "national brand".

At the same time, an independent private initiative is redefining its actions and, in collaboration with the Greek state, it is moving towards a new era of exports by forming a framework for its development.

#### **Panel II: "Greek Exports in the Context of the New Conditions in Global Trade. Trends and Perspectives"**

- √ Prospects for Greek exports in global trade
- √ National and sector strategies for entering new markets
- √ Institutional framework for promoting exports in the following decade and the role of HEPO
- √ Greek export policy, EU agreements and new potential markets for Greek exports
- √ Successful Greek exporters present their success stories in the global market

#### **TOPIC DESCRIPTION:**

Greek exports constitute a component of world trade. The decisions that each export business is called to make are directly dependent on international developments. Greece is currently formulating a new strategy regarding its export policy that depends on the foreign policy of the EU. As a competent institutional body, the Hellenic Foreign



Trade Board (HEPO) plays a key role in refining and implementing this strategy. Different targeting methods are being employed in terms of export sectors and product categories, thereby creating separate frameworks for the development of export activities.

At the same time, agreements that have been recently signed between the EU and third countries constitute the basis for new export endeavours to be supported by the export policy that is being formulated by both the Greek state and the exporters.

### **Panel III: “The Economy of Exports: The Role of Funding, Export Insurance and Factoring”**

- √ International funding and funding tools for Greek export oriented companies
- √ Financial assistance from the EU, International Development Banks and other funding mechanisms
- √ The development of Greek companies in the procurement of goods and services in the EU
- √ The importance of export credit insurance
- √ Factoring and its contribution to the Greek exports
- √ National policy and Greek exports stimulation
- √ EU programmes to assist export oriented growth

#### **TOPIC DESCRIPTION:**

The export sector demands substantial funding support in order to develop. A business needs capital in order to initiate and sustain its export activities. Collaboration with the banking sector is necessary. Financial institutions have integrated export support in their policy and are exploring the prospect of creating new tools that will support exports. At the same time, Greek enterprises can exploit international funding opportunities from the EU, International Development Banks and other funding mechanisms. Moreover, export support policies are being shaped at the national level, while actions to reinforce – support the extraversion of businesses are being developed at the EU level. The credit insurance sector, as well as factoring, play a key role in export development, as they develop along with exports, and practically support the entrepreneurship of extraversion.

### **Panel IV: “Tools and Resources for Successful Exporting”**

- √ Greek branding and the importance of Made In Greece
- √ Contribution of international exhibitions to the exports promotion
- √ Quality control and certification in the process of promoting products and services in foreign markets
- √ Innovation as a catalyst for exports
- √ The key role of Internet and the social media in export promotion
- √ The offices for Economic & Commercial Affairs and their substantive role in the first steps of the Greek exporters



## **TOPIC DESCRIPTION:**

Intensified global competition in the export sector is dramatically increasing the buyer demands. Exporters are required to maintain increasingly higher standards. Branding, promoting a “national identity”, acquiring certifications of higher specifications and producing innovate products constitute the basis for developing export activities. Although Greek experience is already significant, developments call for taking even bigger steps and particularly for acquiring information, which is the key to the exporting future of every business. New “tools” such as the social media and the internet provide exports with electronic potential and evolve rapidly. The Economic and Commercial Affairs offices (ECA) also play a key role in the development of the export endeavour, as they provide businesses with information on foreign markets and contribute to the growth of transactions with other markets.

## **PART II**

### **SESSION 1**

This session presents three markets which are particularly important to Greek exports: **Arab Countries, Russia and Turkey**. These panels are organised with the cooperation of bilateral Chambers of Commerce and the Heads of the Economic and Commercial Affairs offices, and are focused on analysing the opportunities offered by these markets. The delegates will acquire information on how to export to these countries, what products present penetration potential, the particular requirements of these markets, and generally, what is needed in order to develop export activities.

### **SESSION 2**

This session includes panels for three product sectors of particular export interest: **food, pharmaceuticals, and Information and Communications Technology (ICT)**.

The following persons will participate in these panels with respect to each sector:

1. A Greek exporter with successful export activities will discuss the ways and the conditions under which he developed his export business.
2. A foreign exporter who imports Greek products or services to his country will present his country’s market requirements on imported products, such as specifications, qualitative and quantitative characteristics, etc.
3. A consultant on product certification will discuss the importance of certifying exported products in order to meet the foreign buyers’ demands.





## THE AUDIENCE

In order to assure a high-level audience, the participating delegates have been invited by the organisers or the sponsoring companies, while only a restricted number of corporate and individual participations will be available. The sponsoring companies and the organisers will work together to select a specialized high-level audience that will include Greek and foreign business people. The delegates will have the opportunity to participate in discussion panels and workshops, as well as to meet and engage with a unique network of professionals and experts of the export sector during the conference breaks and meals.

The audience will include the following:

- ✓ **Companies operating in the Greek market and abroad**
- ✓ **Representatives of export companies and representatives of companies with large export departments**
- ✓ **Representatives of smaller companies that are now turning to exports**
- ✓ **Academics, Scientists, Experts**
- ✓ **Professionals, specialised executives of institutions, organisations and companies that engage in international trade**
- ✓ **Bank executives in charge of exports**
- ✓ **Insurance executives**
- ✓ **Transportation and logistics executives**
- ✓ **Consulting companies**
- ✓ **Law firms**
- ✓ **Certification companies**
- ✓ **Communication, Internet and Mobility Marketing-Social Media companies**

### **Money Conferences are committed *inter alia* to:**

- ✓ Communicating-promoting the conference through the newspaper ***Asfalizomai*** (free press with a circulation of 70.000 copies across Greece), the magazines ***Hrima***, ***Ph.b (Pharma & Health Business Magazine)*** and ***Insurance World***, the e-magazine ***Hrima Week***, the e-portal ***insuranceworld.gr***, as well through the communication sponsors of the Conference.
- ✓ Using the extensive database of Greek business people and companies to select the appropriate audience.
- ✓ Sending personal invitations to the invitees on behalf of the sponsoring companies.
- ✓ Creating a list for managing and confirming the invitees' participation.



## THE ORGANISERS

### **ETHOS MEDIA A.E.**

Ethos Media S.A. is a company with domestic and international presence that operates in the domain of magazine and newspaper publishing, the Internet (portals, websites, electronic newsletters), as well as in the design, production and organisation of business conferences and meetings.

In particular, the **publications** of Ethos Media include the following business magazines and newspapers: *Hrima*, a financial and investment magazine; *Ph.B (Pharma & Health Business)*, a magazine on health care and pharmaceutical policy; *Insurance World*, an insurance magazine; and *Asfalizomai*, a free press newspaper. Ethos Media also operates the insurance portal **insuranceworld.gr**, the weekly electronic newspaper *Hrima Week*, and the website [www.hrima.gr](http://www.hrima.gr). Lastly, one of the strongest and most important brands of Ethos Media are the renowned **Money Conferences** as well as the **meetings on private insurance** that are organized throughout the year in various large cities in Greece.

### **UNION OF DIPLOMATS FOR ECONOMIC & COMMERCIAL AFFAIRS (ENDY OEY)**

The Union of Diplomats for Economic and Commercial Affairs ENDY OEY was founded in 1981 and represents the civil service body that supports the economic and business outreach of Greek business.

The 156 officers, almost all graduates of the National School of Public Administration, are posted in a network of 60 Offices for Economic & Commercial Affairs established abroad and staff the General Secretariat for International Economic Relations and Development Cooperation with the Ministry for Foreign Affairs.

The Offices for Economic and Commercial Affairs abroad offer inclusive economic and business services to the public and the private sector. The Offices monitor inclusive economic developments, design and conduct studies and market research to keep abreast of market developments, interpret trade and market reviews, advise and support businesses and intervene with national authorities on behalf of national, sectoral or business issues.

The network of Offices and their services are publicised on the [agora.mfa.gr](http://agora.mfa.gr) website. In 2011 alone more than 11.000 business requests for trade promotion activities were answered and subsequently evaluated by the companies, with a particularly high satisfaction rate (94,15%). The procedure for services provided is ISO certified. ENDY OEY formulates proposals and policy recommendations for the administration and the broader business sector with the aim of improving government response. It upholds the international outreach of the Greek business sector as a national strategic goal.



**PREVIOUS MONEY CONFERENCE SPONSORS 2008-11**



**PREVIOUS MONEY CONFERENCE AUSPICES 2008-11**



**PREVIOUS MONEY CONFERENCE COMMUNICATION SPONSORS 2008-11**





## **SPONSORSHIP PROGRAMME**

### **FOUNDING SPONSOR (45.000€ + VAT)**

- ✓ Founding sponsor will be acknowledged as co-organiser of the conference.
- ✓ Founding sponsor executive will be the plenary speaker at the conference.
- ✓ Founding sponsor executive may give a 15-minute talk at the conference.
- ✓ Founding sponsor executive may participate in a conference panel discussion.
- ✓ Founding sponsor may organise a 30-minute workshop.
- ✓ Founding sponsor may set up a 3m x 2m kiosk at the exhibit area (lobby) of the conference.
- ✓ Founding sponsor logo will be displayed in a highly prominent position on all printed and electronic conference promotional materials.
- ✓ Founding sponsor senior executive may give an interview to *HRIMA* magazine (including magazine cover).
- ✓ Founding sponsor senior executive may give an interview to *Insurance World* or *Pharma & Health Business* magazines.
- ✓ Founding sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Founding sponsor is entitled eighty (80) invitations to the conference.
- ✓ Founding sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

### **PLATINUM SPONSOR (30.000€ + VAT)**

- ✓ Platinum sponsor executive may give a 15-minute talk at the conference.
- ✓ Platinum sponsor executive may participate in a conference panel discussion.
- ✓ Platinum sponsor may organise a 30-minute workshop.
- ✓ Platinum sponsor may set up a 3m x 2m kiosk at the exhibit area (lobby) of the conference.
- ✓ Platinum sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- ✓ Platinum sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Platinum sponsor is entitled sixty (60) invitations to the conference.
- ✓ Platinum sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

### **GOLD SPONSOR (20.000€ + VAT)**

- ✓ Gold sponsor executive may participate in a conference panel discussion.
- ✓ Gold sponsor may organise a 30-minute workshop.
- ✓ Gold sponsor may set up a 3m x 2m kiosk at the exhibit area (lobby) of the conference.



- ✓ Gold sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- ✓ Gold sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Gold sponsor is entitled forty (40) invitations to the conference.
- ✓ Gold sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

### **PANEL SPONSOR (12.500€ + VAT)**

- ✓ Panel sponsor executive may give a 15-minute talk at the conference.
- ✓ Panel sponsor executive may participate in a conference panel discussion.
- ✓ Panel sponsor may organise a 30-minute workshop.
- ✓ Panel sponsor may set up a 2m x 2m kiosk at the exhibit area (lobby) of the conference.
- ✓ Panel sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- ✓ Panel sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Panel sponsor may be entitled twenty (20) invitations to the conference.
- ✓ Panel sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

### **SILVER SPONSOR (10.000€ + VAT)**

- ✓ Silver sponsor may set up a 2m x 2m kiosk at the exhibit area (lobby) of the conference.
- ✓ Silver sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- ✓ Silver sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Silver sponsor may be entitled twenty (20) invitations to the conference.
- ✓ Silver sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

### **BRONZE SPONSOR (5.000€ + VAT)**

- ✓ Bronze sponsor may set up a display table for distributing promotional materials at the exhibit area (lobby) of the conference.
- ✓ Bronze sponsor logo will be displayed on all printed and electronic conference promotional materials.
- ✓ Bronze sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Bronze sponsor is entitled ten (10) invitations to the conference.
- ✓ Bronze sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.



### **CORPORATE PARTICIPATION (2.000€ + VAT)**

- ✓ Company may provide promotional materials to be inserted in the conference bag.
- ✓ Company logo will be displayed on conference materials (ads, invitations, banners, main stage backdrop, etc).
- ✓ Company is entitled eight (8) invitations to the conference.
- ✓ Company will receive a conference summary report after the end of the conference.

### **INDIVIDUAL PARTICIPATION (150€ + VAT)**

- ✓ Conference attendance
- ✓ Printed conference materials
- ✓ Coffee breaks
- ✓ Lunch break
- ✓ Certificate of Attendance (upon request)
- ✓ Conference conclusions (including speaker presentations, photographs and videos)

### **SPECIAL INDIVIDUAL PARTICIPATION (90€ + VAT)**

*The special individual participation is intended for members of chambers, honorary sponsors and invitees of communication sponsors.*

- ✓ Conference attendance
- ✓ Printed conference materials
- ✓ Coffee breaks
- ✓ Lunch break
- ✓ Certificate of Attendance (upon request)
- ✓ Conference conclusions (including speaker presentations, photographs and videos)



## COMPARATIVE TABLE OF SPONSORSHIPS

Sponsorship benefits	Founding Sponsor (€45.000)	Platinum Sponsor (€30.000)	Gold Sponsor (€20.000)	Panel Sponsor (12.500)	Silver Sponsor (€10.000)	Bronze Sponsor (€5.000)	Corporate participation (€2.000)
Plenary speaker	√	X	X	X	X	X	X
Keynote speaker	√	√	X	√	X	X	X
Speaker at panel discussion	√	√	√	√	X	X	X
Case Study or Workshop Organisation	√	√	√	X	X	X	X
Exhibition kiosk at the conference venue	3 X 2 sq.m.	3 X 2 sq.m.	2 X 2 sq.m.	2 X 2 sq.m.	2 X 2 sq.m.	Table	X
Sponsor exposure on conference promotional materials	√	√	√	√	√	√	√
Sponsor exposure at conference venue	√	√	√	√	√	√	√
Cover and interview in <i>HRIMA</i> magazine	√	X	X	X	X	X	X
Cover and interview in <i>Insurance World</i> magazine	√	X	X	X	X	X	X
Promotional materials in conference bag	√	√	√	√	√	√	√
Number of invitations	80	60	40	20	20	10	8
Conference summary report	√	√	√	√	√	√	√



## COMMUNICATION

For enquiries related to **sponsorships**, please contact:

**Konstantinos Ouzounis**

CEO, Ethos Media SA

29 Thessalias str, 174 56 Alimos

T.: (+30) 210 998 4864

E-mail: [ouzounis.k@ethosmedia.eu](mailto:ouzounis.k@ethosmedia.eu)

**Grigoris Leonidis**

Commercial Director, Ethos Media SA

29 Thessalias str, 174 56 Alimos

T: (+30) 210 998 4876

E-mail: [leonidis.g@ethosmedia.eu](mailto:leonidis.g@ethosmedia.eu)

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For enquiries related to the **conference programme**, please contact:

**Sofia-Afroditi Voulgaraki**

Communication & P.R. Manager, Ethos Media S.A

29 Thessalias str, 174 56 Alimos

T: (+30) 210 998 4901

E-mail: [voulgaraki.s@ethosmedia.eu](mailto:voulgaraki.s@ethosmedia.eu)

**Athina Fradelou**

Marketing & P.R. Manager, Ethos Media S.A.

29 Thessalias str, 174 56 Alimos

T: (+30) 210 998 4905

E-mail: [fradelou.a@ethosmedia.eu](mailto:fradelou.a@ethosmedia.eu)

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For enquiries related to the **registration of delegates**, please contact:

**Konstantinos Salvarlis**

Conferences Manager, Ethos media S.A

29 Thessalias str, 174 56 Alimos

T: (+30) 210 998 4909

E-mail: [salvarlis.k@ethosmedia.eu](mailto:salvarlis.k@ethosmedia.eu)





## PARTICIPATION FORM

### COMPANY DETAILS

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ Post Code: \_\_\_\_\_ City: \_\_\_\_\_

Business activity: \_\_\_\_\_

VAT Registration No: \_\_\_\_\_ Tax Office: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Communication officer: \_\_\_\_\_

An invoice will be issued and sent to the above details. For individual participations a tax receipt will be issued. All individual participants should write their First and Last Name in the "Company Name" box.

### PARTICIPANT DETAILS

Last Name	First name	Position	Telephone	E-mail

### PARTICIPATION FEE AND BENEFITS

**A. Individual Participation      150 €**

**B. Participation of Members**

**of Chambers & Honorary      90 €**

**Sponsors (- 40% discount):**

The participation fee includes the following benefits for delegates:

- Conference Attendance
- Printed conference materials
- Coffee breaks
- Lunch break
- Certificate of Attendance (upon request)
- Conference conclusions (including speaker presentations, photographs, and videos)

Fees are charged 23% VAT

**TOTAL (VAT INCLUDED):**



### **Registration Procedure:**

To register your participation, please fill out this form and send it via:

- **Fax at** (+30) 210 9984953, **for the attention of Konstantinos Salvarlis**
- **E-mail to** [salvarlis.k@ethosmedia.eu](mailto:salvarlis.k@ethosmedia.eu)

### **Methods of Payment:**

By **Bank transfer** to one of the following bank accounts of Ethos Media:

- **PIRAEUS BANK ΤΡΑΠΕΖΑ ΠΕΙΡΑΙΩΣ**, IBAN : GR51 0172 0280 0050 2804 1137 461
- **NATIONAL BANK OF GREECE**, IBAN : GR46 0110 0890 0000 0894 7027 192

To confirm your participation, please send the **proof of deposit** via **Fax:** (+30) 210 9984953, **for the attention of Mr. Konstantinos Salvarlis** or via email to [salvarlis.k@ethosmedia.eu](mailto:salvarlis.k@ethosmedia.eu) and state your **company name**.

### **Cancellation policy:**

- If you have registered to participate but are unable to attend, you may send another person in your place at no additional charge.
- If cancellation takes place two days prior to the conference, you will be charged 50% of the participation fee.
- If cancellation takes place one day prior to the conference, no refund can be made.
- If you would like to cancel your participation, you should inform us in writing.

Signature – Applicant's first and last name

Seal - Date