

*The 2<sup>nd</sup> Annual Global Impact Investment Conference*  
**IMPLEMENTING A GLOBAL IMPACT INVESTMENT STRATEGY**  
*Trends & Considerations for Asset Allocators, Family Offices & Institutional Investors*  
Conference – May 18<sup>th</sup>, 2017 – Mövenpick Hotel – Geneva



**With the exceptional participation of the following Impact Investment experts:**

**Allan Lerberg Jorgensen - Chairman**  
Director, Human Rights and Development  
**Danish Institute of Human Rights, Copenhagen, DK**

**Kurt Morriesen, Senior Manager, PRI Association, London**

**Karim Abdel Ghaffar Plaza**  
Director, Family Office Partners & Foundations  
**BlackRock, London, UK**

**John McKinley**  
Director, Impact Investing-Strategic Product Management,  
**BlackRock, London, UK**

**Amogh Kanade, Co-Founder, SoPact, San Francisco, USA**

**Tenke A. Zoltani, Independent Investment Advisor, BETTER FINANCE, Geneva**  
Member of S&S Committee and Executive Office, **SUSTAINABLE FINANCE GENEVA**

**Charly Kleissner Ph.D, Co-Founder, KL Felicitas Foundation, Toniic, 100% Impact Network**

**Peter Brock, Leader FO Services, E&Y GmbH, Düsseldorf, Germany**

**Matthew Norman**  
Deputy Chairman, **Family Office Council, London, UK**

In Partnership with:

**Peter Wüthrich, lic. oec. HSG, CFA, FRM, Member of the Management Board, OnValues Ltd, Zurich**

**Antonis Schwarz, European Community Manager, The ImPact, Greece**

**Jan Willem den Besten, Senior REDD & Advisor IUCN National Committee of The Netherlands (IUCN NL), Amsterdam, The Netherlands**

**Florian Schmied**  
Chairman,  
**Tucher & Schmied Family Office, Munich, Germany**

**Simon Henry, Program Director, International Carbon Reduction & Offset (ICROA)**

**Luca Taiana, Senior Investment Advisor Sustainable Investing, UBS**

**Tim Radjy, CEO, AlphaMundi Group**

**John Fairhurst, Executive Director Programs, UBS Optimus Foundation, Zürich**

Organised by:



# IMPLEMENTING A GLOBAL IMPACT INVESTMENT STRATEGY

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February 14<sup>th</sup>, 2017

Dear Executive,

The **sustainable investment market** largely dominated by negative screening and ESG integration strategies for public equities is slowly but surely transitioning to **impact investment** with a dual bottom line of **positive societal and financial returns**.

The impact investment market is shaping its future and moving into mainstream across portfolios and asset classes driven so far by **private capital and “early entrant” family offices** with a **long term investment horizon** that fit particularly well the Sustainable Development Goals set by the UN to reduce world environmental and social imbalances.

The conference will highlight **the latest research & developments and measurement techniques** concurring to the widening of investment flows into the impact market from both **private and institutional investors**. Acquiring impact capabilities across family office portfolios will be detail through lively debate and case-studies. **Pooling impact investment strategies and techniques** to optimize financial as well as social and environmental returns will be detailed and discussed.

The quality of the speakers and participants through lively discussions and insightful presentations will help **investors, asset owners and managers** drive the impact agenda forward.

Join us in Geneva next **May 18<sup>th</sup> 2017** and meet and discuss amongst investors and experts the key challenges to the **design, implementation and measurement of an impact strategy embedded in a total asset allocation and portfolio management**.

**François Golbery**  
Chairman, ESAFON

## WHO SHOULD ATTEND

- Institutional Investors including Asset Managers, Insurers, Re-insurers, Pension Funds
- Large scale Family Offices, Private Investors, Multi Family Offices, Strategic Advisors
- Endowments and Foundations
- Asset & Fund Managers, Lawyers, Administrators and Service Providers
- Real Estate Fund Managers & Private Equity Fund GP's and LP's
- Global Heads of Fund Development
- Private Banks and Wealth Managers willing to set-up and implement impact investment fund vehicles

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## Conference Key Highlights 2017

- ✓ Latest Key Advances Concurring to The Growth of The Impact Institutional and Family Office Market
- ✓ Targeting Positive Impact in a whole Portfolio Investment Strategy
- ✓ From Impact Measurement to Impact Management in Institutional and Family Office Portfolios
- ✓ Pooling Opportunities for Co-impact Investments Through Both For-profit and Not-for-profit Private Capital
- ✓ Implementing, Measuring and Reporting Positive Impact across Asset Classes
- ✓ How does a Foundation Take Advantage of The New Toolkit in Impact Management?
- ✓ What are The Challenges for Single Family Offices to Create an Impact Investment Capability?
- ✓ How and why a Family Office defines and incorporates an impact investment capability into its business model?
- ✓ From Tech Entrepreneur to Impact Investor: How Sorenson Catalyzed Impact Investing
- ✓ Broadening the Scope of Social and Environmental Impact Investments through Landscape Management and Conservation Finance
- ✓ Sustainable Urbanization Projects & Financing in Africa & China
- ✓ How to Reconcile Institutional Investor's Perspective with Impact Manager's Goals & Objectives
- ✓ Designing key criterion for impact investment from an institutional investor's perspective
- ✓ Result of the survey on Corporate Carbon Strategies & Offsetting: Why or why not to offset?
- ✓ How to select an impact manager
- ✓ Case Study: 7-year impact investment track record across Latin America and East Africa, in Agriculture, Solar and Microfinance.

## About ESAFON Global Impact Conference - November 16<sup>th</sup> 2016 - Geneva

*"We found the sessions particularly insightful and it was a tremendous chance to socialize different ideas, views and perspectives to help drive the impact agenda forward"*

*"Thank you for the excellent conference yesterday. I was impressed by the quality of the attendees and insightful commentary. I think the small event format was effective, and I was surprised and happy by the very large number of connections I was able to make in a very short period of time"*

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## Agenda

Conference, May 18<sup>th</sup>, 2017

**8.00 am-8.30 am: Registration of the Participants & Welcome Coffee**

- **8.30 am-8.45 am: Opening Remarks by François Golbery and the Chairman**

**Allan Lerberg Jorgensen, Director, Human Rights and Development  
Danish Institute of Human Rights, Copenhagen, DK**

- **8.45 am-9.45 am: Latest Key Advances Concurring to The Growth of The Impact Institutional and Family Office Market**
  - How to define impact?
  - Where are we?
  - What is an impact investment company
  - Engaging with investors to design a methodology

**Kurt Morriesen, Senior Manager, PRI Association, London**

- **9.45 am-10.30 am: Targeting Positive Impact in a whole Portfolio Investment Strategy**
  - Deconstruction of the Financial Return to Measure Impact Contribution
  - Impact Measurement to Climate Change on Portfolios
  - Measuring Return on Equity Portfolio with Impact Overlay

**Karim Abdel Ghaffar Plaza, Director, Family Office Partners, Foundations & Endowments,  
BlackRock, London, UK**

**&**

**John McKinley, Director, Impact Investing - Strategic Product Management,  
BlackRock, London, UK**

**10.30 am-11.00 am: Coffee-Break**

- **11.00 am-12.00 pm: From Impact Measurement to Impact Management in Institutional and Family Office Portfolios**

**Amogh Kanade, Co-Founder, SoPact, San Francisco, USA**

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- **12.0 pm-12.45 pm: Implementing, Measuring and Reporting Positive Impact across Asset Classes**

- Focusing on private versus public markets
- Integrating measuring and reporting ex-ante and ex-post
- Resourcing/headcounts for measuring and reporting?
- Measuring frameworks (UN, IRIS, etc)
- Are returns better from higher reported impact?

**Tenke A. Zoltani**, Independent Investment Advisor, **BETTER FINANCE**, Geneva  
Member of S&S Committee and Executive Office, **SUSTAINABLE FINANCE GENEVA**

- **12.45 pm -2.00 pm: Buffet Lunch hosted by:**

- **2.00 pm-2.30 pm: Challenging The Status Quo of Impact Investing - What Will it Take to Change The Financial System?**

**Charly Kleissner Ph.D**, Founder, **KL Felicitas Foundation**, **Toniic**, 100% Impact Network

- **2.30 pm-3.30 pm: FAMILY OFFICE PANEL: Impact Investment Implementation**

- What are The Challenges for Single Family Offices to Create an Impact Investment Capability?

**Speaker: Peter Brock**, Leader FO Services, **E&Y GmbH**, Düsseldorf

**Panel Discussion**

- How and why a Family Office defines and incorporates an impact investment capability into its business model?
- Innovative structures & solutions for achieving scalability in impact co-investment

**Moderator: Peter Brock**, Leader FO Services, **E&Y GmbH**, Düsseldorf

**Panellists:**

**Mathew Norman**, Deputy Chairman, **FAMILY OFFICE COUNCIL**, UK

**Peter Wüthrich**, lic. oec. HSG, CFA, FRM, Member of the Management Board, **OnValues Ltd**, Zurich

**Benjamin Firmenich**, Partner in charge of Investors Relations, **IMPACT FINANCE** (to be confirmed)

**John Fairhurst**, Head of Programmes, **OPTIMUS FOUNDATION**

**Karim Abdel Ghaffar Plaza**, Director, Family Office Partners, Foundations & Endowments,  
**BlackRock**, London, UK

- ✓ **Antonis Schwarz**, European Community Manager, **The ImPact**

- Wisdom and Actionable Insights from three of The ImPact's families on their impact investing journeys: the Sorenson case, the Rockefellers, Toni's story

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- **3.30 pm-4.00 pm: Afternoon Coffee Break**
- **4.00 pm-4.45 pm: Broadening the Scope of Social and Environmental Impact Investments through Landscape Management and Conservation Finance**

**Jan Willem den Besten**, Senior REDD & Advisor

**IUCN National Committee of The Netherlands (IUCN NL)**, Amsterdam, The Netherlands

- **4.45 pm-5.15 pm: Sustainable Urbanization Projects & Financing in Africa & China**

**Florian Schmied**, Chairman, **Tucher & Schmied Family Office**, Munich, Germany

Chairman, **European Union Sustainable Urbanization Association (EUSUA)** (to be confirmed)

- **5.15 pm-6.15 pm: INSTITUTIONAL PANEL SESSION**
  - How to Reconcile Institutional Investor's Perspective with Impact Manager's Goals & Objectives**Speaker: Kurt Morriesen**, Senior Manager, **PRI Association**, London

### Panel Discussion

- Designing key criterion for impact investment from an institutional investor's perspective
- Innovative approaches and case-studies to dual impact and return in portfolio management
- Result of the survey on Corporate Carbon Strategies & Offsetting: Why or why not to offset?
- How to select an impact manager
- Preferred structure and governance issues
- How to deal with exit issues at access stage – open structures
- Risk profiling consideration and reporting
- Distribution issues over lock-up

**Moderator: Kurt Morriesen**, Senior Manager, **PRI Association**, London

### **Panelists:**

- **John McKinley**, Director, Impact Investing - Strategic Product Management, **BlackRock**, London, UK
- **Luca Taiana**, Senior Investment Advisor in Sustainable Investing, **UBS**
- **Simon Henry**, Program Director, **International Carbon Reduction & Offset (ICROA)**
- **Tim Radjy**, CEO, **AlphaMundi Group**
- **Urs Baumann**, Member of the Board of Directors **PG Impact Investments AG**
- **John Fairhurst**, Executive Director Programs, **UBS Optimus Foundation**, Zürich
  - Innovative Structures & Solutions for Achieving Scalability in Impact Co-investment
- **6.15 pm- 6.30 pm Closing Remarks by the Chairman**
- **6.30 pm-7.30pm Closing Cocktail hosted by:**

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## PARTNERS



### About EY's Family Business Services

EY is a market leader in advising and guiding family businesses. With almost a century of experience supporting the world's most entrepreneurial and innovative companies, we understand the unique challenges they face – and how to address them.

We offer a personalized range of services aimed at the specific needs of each individual business – helping it to grow and succeed for generations.

Our Family Business Global Center of Excellence is a powerful resource that provides access to our knowledge, insights and experience, connecting family business owners to their peers and the strength of our global network.

For more information about EY please visit [www.ey.com](http://www.ey.com)

**The Family Office Council** is a membership group for Single Family Offices with leadership and agenda set by Single Family Offices. Members of the Council are Principals and Single Family Office Executives.

### The purpose of the Family Office Council is:

- To create a community for Family Office Executives to meet their needs
- To improve the services provided to Family Offices and UHNW individuals internationally by exchanging best practices
- To provide a forum for communication of best practice between Family Offices
- To improve public understanding of Family Offices and create a better environment for Family Offices.

For more information, please visit FOC website: <https://familyofficecouncil.com>



**MGFF** is a **global impact investment advisor** helping investors select impact investment opportunities, overcome the lack of information and track record, and undertake due diligence.

**MGFF** is helping managers **structure impact investments** and assist them in fund raising.

**MGFF** is a strategic advisory firm based in Dublin, with 16 years' experience in addressing new developments that will have a long-term impact to the Fund and Wealth Management Industry in Europe, the US, LATAM and Asia.

**MGFF** provides a strategic vision to complex investment environment with a specialty in **real assets and impact investing**.

For more information, please visit our web site [www.mgffadvisory.com](http://www.mgffadvisory.com)

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## ESAFON PARTNERSHIP OPPORTUNITIES 2017

Should you like to **enhance** your **brand, products** and **services** and **showcase** and **promote** your **impact expertise** or **proven technology, know-how** and **processes** to Chinese investment partners, high profile Family Offices, Impact Private & Institutional Investors and Impact Fund & Asset Managers, don't hesitate to benefit from the following Partnership Opportunities.

If interested, please contact **Dr Anne Golbery, Senior Managing Director, ESAFON**, at [a.golbery@esafon.com](mailto:a.golbery@esafon.com) or on her mobile 00 33 6 45 83 67 67; she will be pleased to discuss with you your **specific needs of communication**.

### “EXHIBITOR PARTNER”: CHF 2'450

- partner logo inserted in the conference brochure
- an exhibition space in the conference foyer for the duration of the conference to set-up your booth
- a personalised invitation to send to your contacts with a 50% discount for any registration for your contacts
- your Corporate Profile inserted on our web site with a link to your web site
- 3 complimentary conference invitations for your colleagues or clients (value: 1'800 CHF)
- the complete mailing list of the conference participants

### “FIRST CLASS PARTNER”: CHF 3'970

- a 30 minute non-commercial presentation as a speaker
- a personalised invitation to send to your contacts with a 50% discount for any registration for your contacts
- your Corporate Profile distributed to the participants
- 4 complimentary conference invitations for your colleagues or clients (value: 2'400 CHF)
- the complete mailing list of the conference participants

### “SILVER PARTNER”: CHF 5'480

- partner logo on front page of the conference brochure
- a 30 minute non-commercial presentation as a guest speaker with a formal introduction from the chairman
- lunch or cocktail hosted by your organisation (luncheon costs included in the total package of CHF 5'480)
- partner's logo appears on the schedule in participant folders
- your Corporate Profile published on our web site and distributed during the conference
- a personalised invitation to send to your contacts with a 50% discount for any registration for your contacts
- 5 complimentary conference invitations for your colleagues or clients (value: 3'000 CHF)
- the complete mailing list of the conference participants

### “GOLD PARTNER”: CHF 7'850

- all the conditions applying to EXHIBITOR partnership, plus:
- partner logo on front page of the conference brochure
- lunch or cocktail hosted by your organisation (lunch included in the total package of CHF 7'850)
- a 30 minute non-commercial presentation as a guest speaker with a formal introduction from the chairman
- 10 complimentary conference invitations for your colleagues or clients (value: 6'000 CHF)

### “LEAD PARTNER”: CHF 8'950

- all the conditions applying to GOLD partnership, plus:
  - exclusivity of partnership to company's market sector
- >The ESAFON Partners take in charge their travel and accommodation expenses  
->A 50% discount is granted on the second Partner Contract signed in 2017



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## ESAFON BOARD MEMBERS



**François Golbery, Chairman, ESAFON, Switzerland**

[fgolbery@esafon.com](mailto:fgolbery@esafon.com)

François Golbery is the Chairman of ESAFON, a non-profit independent association registered in the Registrar of the Federal Office in Bern with the objective of promoting and facilitating best practices amongst professionals from the asset, fund and wealth management industries across Switzerland and Europe.

François is also **Senior Managing Partner of MGFF Ltd**, a global strategic advisor to Institutional & Private Investors for long-term and sustainable investments.

François, through its long-term involvement at MGI in organizing high-level expert – driven conferences addressing the strategic consequences of EU principle-led directives within the Lamfalussy procedure in Europe has been at the forefront of interactive developments towards the best practices within the financial industry across Europe.

Established in Switzerland since 1997, he contributes and helps financial centres to formulate their strategic positioning and train market participants to implement change in day-to-day business practices.

Prior to MGI, François Golbery has served in various senior positions in Marketing and Finance within multinational companies. In 1988, he started-up and grew the French subsidiary of IIR in Paris as the most profitable entity of the group. He took over the responsibility of the Portuguese office as well.

He holds an MBA in Finance from the University of Hartford (Connecticut). François Golbery is a member of the Royal Ocean Racing Club in London



**Dr Anne Walhain Golbery, Senior Managing Director, ESAFON, Switzerland**

[a.golbery@esafon.com](mailto:a.golbery@esafon.com)

Dr Anne Walhain Golbery is **Managing Director and Board Member of ESAFON**, a non-profit independent association started in 2001. Anne is Head of the Global Operations including RP, Partnership, Customer Service, Marketing, IT, Finance, and Human Resources.

Anne is also **Managing Partner of MGFF Ltd**, a **global strategic advisor** to Institutional & Private Investors for **long-term and sustainable Impact investments**.

Anne has been with François Golbery, the co-founder of MGI Management Global Information SA, managing the global operations of MGI for 18 years.

Previously, as IT Program Manager, Anne has been designing and implementing Technical Information Systems for the Space Electronic Equipments at EADS, France, for 12 years, from 1982 to 1994.

Anne held a **Doctorate in Atomic Physics**, University of Caen, France, 1979.

Two from among her five children, Brieuc & Severine Maisonneuve, are running their **own Family Business in the 3rd generation**. Her youngest son, Edouard Golbery, Master Degree in Finance from HEC Lausanne, after 2 years as Treasurer at L'Oreal, arrived 4<sup>th</sup> from the Class 40 in the famous transatlantic solo race **TheTransat Bakerly**, Plymouth-New York, last May 2016.

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## ESAFON 2017



If you are an Asset Manager, a Fund Manager, the Head of a Family Office or a Strategic Advisor, join for 2017

### **ESAFON – The European & Swiss Network of Asset and Fund Managers, Family Offices and Strategic Advisors**

**ESAFON** is a Swiss registered non-profit association located in Switzerland that includes **family offices, institutional investors and best in class experts** addressing **global strategic impact investment issues**.

With 100 honorary members, the primary objective for **ESAFON** in 2017 is to help **family offices and institutional investors** increase **access, scalability and effectiveness** of their **Global Impact Investments**.

**ESAFON** members network with major international leaders through think tank meeting and social events. A major conference next May 18<sup>th</sup>, 2017 in Geneva will address global impact asset allocation across total portfolio.

A second conference in Shenzhen, November 22<sup>nd</sup> & 23<sup>rd</sup>, 2017, will discuss global impact co-investment in the new created Technopole CEFC China-EU Future City.

**ESAFON** members will furthermore have access to the GLOBAL IMPACT FAMILY OFFICE CO-INVESTMENT PLATFORM 2017 through the **ESAFON** website: [www.esafon.com](http://www.esafon.com)

- Their details are added to the **ESAFON DIRECTORY** which is updated on a monthly basis.
- They benefit from **one personal complimentary invitation to one ESAFON conference 2017** and from a **50% discount** on their registration fee to all ESAFON Conferences during one year.
- The Annual **Individual Membership Fee** 2017 is 400 CHF.
- The Annual **Institutional Membership Fee** 2017 is 900 CHF. It allows each Institution, Member of ESAFON, to register until 3 executives as ESAFON Member
- **ESAFON Honorary Membership**: this membership is restricted to the Donors willing to support the Association ESAFON for one year : from 1'000 CHF
- Please find ESAFON MEMBERSHIP APPLICATION FORM below.

*For more information concerning ESAFON Membership, please contact:*

**Dr Anne Golbery**, Senior Managing Director, **ESAFON** by either

**e-mail:** [a.golbery@esafon.com](mailto:a.golbery@esafon.com), or **mobile phone:** + 33 6 45 83 67 67

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Please return this form to **ESAFON** *by email*: [a.golbery@esafon.com](mailto:a.golbery@esafon.com)



## ESAFON APPLICATION FORM 2017

Name: .....

Job Title: .....

Company: .....

Address: .....

City & Zip-Code: .....

Country: .....

Telephone: .....

E-mail: .....

**Yes, I wish to enter the non-profit Association ESAFON, The European and Swiss Network of Asset and Fund Managers, Family Offices and Strategic Advisers for 2017**

*I am introduced by:.....*

**Yes, I send you a short biography by e-mail with a colour portrait to be published on the private ESAFON website 2017**

Individual  
Subscription  
**2017**

(400 CHF)

Institutional Subscription  
**2017**

Until 3 members (900 CHF)

Honorary Membership  
**2017**

Donor :.....

(from 1'000 CHF)

**Yes, I will send you the payment upon receipt of your invoice**

Date:

Signature:

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## How to Register:

Please send back this Form fulfilled and signed to our Customer Service at [customer.service@esafon.com](mailto:customer.service@esafon.com)

**CONFERENCE:** (cpe: 8 hours)

**14.02.2017**

**Title: IMPLEMENTING A GLOBAL IMPACT INVESTMENT STRATEGY**

**Date:**

May 18<sup>th</sup>, 2017

**Conference Code:**  
C1720

**Conference Venue:**

Mövenpick Hotel Geneva, Route de Pré-Bois 20, 1215 Geneva, [www.movenpick.com](http://www.movenpick.com)

*This 5\* Business Hotel is very closed to the Airport and has a free shuttle available every 15 min for its clients*

**REGISTRATION:**

Name..... First Name .....

Position .....

Company .....

Address.....

E-mail.....Tel.....

<b>IMPLEMENTING A GLOBAL IMPACT INVESTING STRATEGY</b>	<b>Fee includes Refreshments, Buffet Lunch, a Full Documentation Package including the CD ROM of the presentations</b>
<input type="checkbox"/> Yes, I wish to register * May 18 <sup>th</sup> , 2016 – Mövenpick Hotel, Geneva (C1720)	
<input type="checkbox"/> Yes, I wish to book a room at Mövenpick Hotel at the special ESAFON rate of 200 CHF	
<input type="checkbox"/> Standard Registration Fee	CHF 600
<input type="checkbox"/> Special Early Registration Fee for Registration & Payment by February 28 <sup>th</sup> , 2017	CHF 400
<input type="checkbox"/> Special Early Registration Fee for group of 2 persons and more, for Registration & Payment by February 28 <sup>th</sup> , 2017	CHF 300 per delegate
Date: .....	Signature: .....

\*Please tick the applicable box

Yes, I will pay by wiring transfer upon the receipt of my invoice

Please send the invoice to the following address:

Name, Job Title:.....

Address:.....