



Contact: Carly Ferguson
Tel: +44 (0)207 368 9332
Email: carly.ferguson@wbr.co.uk

THE LAUNCH OF TRADETECH FRANCE – THE ELECTRONIC TRADING SYSTEMS AND HIGH FREQUENCY TRADING STRATEGIES CONFERENCE

13 February, Pullman Paris Tour Eiffel

[TradeTech France](#) has been launched for 2012 and has been designed exclusively for the electronic trading community in France, bringing speakers from across Europe to Paris. At a time when global regulatory change is set to revolutionise market structure in Europe this event offers the buy side a unique opportunity to come together and assess how these sweeping changes, such as MiFID II, will impact their industry and trading system choices.

This European meeting expects over 250 senior trading professionals of whom 100 will be represented by senior traders and Heads of Trading. Topics on the agenda include first-hand clarity on what the industry needs to change today to comply with the MiFID Review; efficient trading strategies to successfully exploit the different types of fragmentation; the impact of high-frequency trading (HFT) on the equities market; best practice broker selection; optimising the use of dark pools to minimise market impact; tomorrow's cost-effective technology innovations (SOR, algo technology and low latency connectivity); and unlocking emerging markets potential.

[TradeTech France](#) has partnered with [the European Parliament](#). Dr. Kay Swinburne, Member, Committee on Economic & Monetary Affairs will provide the industry with first-hand clarity on the MiFID Review and highlight the most important areas that will affect the buy side. Particularly, the regime governing best execution, its effectiveness and scope.

Other confirmed speakers so far include: Fabien Oreve, Global Head of Dealing Desk, Dexia Asset Management; Jean-Marie Rey, Co-Head of Trading, CM-CIC Asset Management; François Bonnin, CEO and Founding Partner, John Locke Investments; Simo Puhakka, Head of Trading, Pohjola Asset Management; Karel Lannoo, Chief Executive Officer, Centre for European Policy Studies; Yavuz Arikan, Head of Trading, Cedar Rock Capital; Patrice Robert, Head of Trading, Groupama and Gilles Guérin, CEO, Theam (BNP Paribas Investment Partners)

To receive more information about [TradeTech France](#) or to schedule an interview with one of our speakers, please contact us on +44 (0)207 368 9332 or email tradetech@wbr.co.uk.

About TradeTech

Since its launch in 2001, TradeTech has become the industry's prime source of strategies, information and networking and is the most comprehensive industry get together in the world. TradeTech now runs 40 events globally that cover regionally specific topics and also delves deeper into specific areas with our TradeTech Architecture and TradeTech liquidity spin offs.

It combines a high level conference, with an exhibition hall, to combine unparalleled networking, benchmarking and learning opportunities into one event. Created by an industry advisory board, it is an event created “for the industry by the industry” where all the key issues are uncovered, discussed and resolved.

Every TradeTech is fully supported by large investment banks, as well as dozens of solution providers, MTFs, stock exchanges and technology innovation companies and industry media.