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**Paris EUROPLACE International Financial Forum in Mumbai  
« Fostering Business Opportunities between India and France »  
Wednesday, October 28, 2009  
Taj President, Mumbai**

**PRESS RELEASE**

**Mumbai, October 28, 2009** – Paris EUROPLACE, the organization in charge of promoting the Paris financial marketplace, hold its second edition of its International Financial Forum in Mumbai aimed to foster dialog regarding lessons arising from the financial crisis and to present new business and investment opportunities in India and France. The Forum was attended by more than 200 Indian and French business leaders, market professionals as well as representatives of regulatory authorities.

**Anne-Marie IDRAC**, French Secretary of Foreign Trade, declared that **“France has been supportive of a stronger voice for India in the world scene, in the G 20 meetings. I would like to underline the convergence of views between India and France on better compensation and convergence of regulation, and highlight the early rebound of the French economy”**.

**Jean-Pierre LANDAU**, 2<sup>nd</sup> Deputy Governor, Banque de France, highlighted that **“Today, we can be reasonably assured that we have stabilized our economies and avoided the worst. Current forecasts by the IMF show reasonable prospects for growth in the world economy in 2010. But there are many downside risks and adverse scenarios that could still materialize. Above all, we have a duty, and a mandate, to make sure that the causes of the crisis are addressed and that our economies do not fall victim to such shocks in the future”**.

**Arnaud de BRESSON**, Chief Executive, Paris EUROPLACE, indicated the **strong presence of the French banks, asset management and insurance companies in India and the development of fruitful joint ventures between Indian and French market players like BNP Paribas and SBI in the life insurance, or more recently CAAM/SBI which have just announced a JV in asset management. He also underlined the growing role of the euro in the international capital markets and the strong opportunities offered to Indian issuers and investors in Paris.**

- The euro today represents 26% of international reserve currencies and 30% of international securities markets. It is considered as a valuable hedge against the depreciation of the US dollar and commodity risk and is an efficient tool for portfolio diversification: according to a recent study published by Bank of America and Merrill Lynch, the post crisis environment

will still benefit Europe as asset allocators will continue to increase their investment in the Eurozone.

- the access to NYSE Euronext platform, the leading Exchange in the world, with a large presence of French Blue chips in the Eurostoxx 50 index,
- the access to a secure and liquid Euro denominated bond market, with a strong corporate bond segment, which offers key opportunities to Indian issuers,
- the strength of the French Asset management industry, with the presence of international market players: AXA IM, BNP Paribas AM, CAAM/SGAM also operating in Mumbai,
- the quality of education and research in France in mathematics and in finance and the developments of new cooperation between French and Indian universities and high schools.

Additionally, Paris accelerates its positioning on the new growing financial segments: project financing, environmental finance (carbon and climate), Socially Responsible Investment (SRI) and Microfinance.

**Arnaud de BRESSON concluded by suggesting that “Paris EUROPLACE and the Mumbai financial center develop new cooperation, in stock markets, asset and wealth management, project financing, education and research mainly on risk management”.**

Technical panel sessions and interactive debates covered 4 main themes:

- Asset Management Partnership with Leader Retail Networks in India and France: Common Challenges ?
- The Partnership Policy of a French Bank in India: the example of BNP Paribas
- Invest in Paris Region – the Attractiveness of the Paris Financial Industry
- Post-Crisis Instruments: Research on Risk Management

**Serge BOSCHER**, Managing Director, Invest in France Agency, in his closing remarks noted that **“France has never been as attractive as today. Up to Indian investors to take advantage of this opportunity”.**

The Paris EUROPLACE International Financial Forum in Mumbai 2009 has been organized with the support of the Reserve Bank of India (RBI), Banque de France and the French Economic Mission in Mumbai and in partnership with BNP Paribas, Crédit Agricole Asset Management, Calyon, Europlace Institute of Finance (EIF), Hauts de Seine County Council, Invest in France Agency (AFII), MCX –SX, Mega Ace Consultancy, Paris region Economic Development Agency (ARD) and SBI.

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#### About Paris EUROPLACE

The mission of Paris EUROPLACE, a non for profit organisation created in 1993, is to develop and further modernize the Paris financial market and promote its key advantages at the regional, European and international level. Paris EUROPLACE, which today gathers 150 member institutions, brings together a multiplicity of players in the financial industry: corporate issuers, financial intermediaries, asset management companies, law and accounting firms and consultancies – all of which participate in the association’s actions and activities. Paris EUROPLACE also contributes to the “competitiveness clusters” program, and aims at making the Paris financial market a full-fledged center, thereby confirming its leading position, particularly in asset management and in financial research. Web Site : [www.paris-europlace.net](http://www.paris-europlace.net)