

- 30+** global private banking specialists
- 8+** hours of dedicated networking
- 4** interactive panel sessions
- 3** days of high level content
- 1** unmissable event

PRIVATE BANKING Middle East 2006

19th – 21st November 2006, Shangri-La Hotel, Dubai, UAE

Top level speakers include:



Chris Allen
Deputy Head Middle East
Private Banking
Coutts & Co



Arpit Agarwal
CEO
Dawnay Day



Ahmed Abbas
CEO
Liquidity Management Center



Sohail Zubairi
Vice President & Head
Dubai Islamic Bank



Jahangir Aka
Director – Private Banking &
Wealth Management
SEI Investments



Sohail Jaffer
Managing Director
FWU Group



Michael Walton
Managing Director
Rynda Capital Investors



Protect. Nurture. Grow.

The Middle East's definitive private banking congress

- The annual high-level strategic conference catering to the needs of the region's foremost private banking specialists
- Your opportunity to learn how the private banking industry is evolving globally
- Your chance to position your business to profit from the local growth in HNW business
- A privileged insight from 30+ of the world's foremost private banking experts on what investments provide real opportunity and value for your key clients

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Official broadcaster



Strategic event partner



Organised by



Featuring
pre-conference
masterclass on

19th November 2006:

'The global family office'
– a practical guide to
setting up a family office
for families and HNW
advisors

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The world's most successful private banking event comes to the Middle East!

The rate of growth in HNW business in the Middle East is astounding. HNWI's are becoming increasingly sophisticated investors, seeking a truly global reach. Last year, it was estimated that over 50% of HNW investments went offshore. In order to successfully capture this growth, private banking specialists and wealth managers need to be informed.

Private Banking Middle East is the region's definitive private banking congress and part of a global series of highly successful private banking events. Featuring a content-led two day conference, *Private Banking Middle East* is your opportunity to address the key issues in wealth management today. This event takes place only once a year – register today!

HNW and ultra-HNWIs are becoming increasingly demanding. No longer satisfied with pension schemes or bank accounts that offer them 5-7% per annum growth, they are looking at more complex products. Offshore banking schemes, insurance and assurance products, real estate investments and retail hedge funds – private investors want a wider choice of where to invest their money.

How do you weigh up the different investment options? How do you achieve the delicate balancing act of maximising your client's annual returns with risk? And perhaps most importantly, how do you gain and retain clients in what, let's face it, is an increasingly competitive market?

At *Private Banking Middle East* you will hear from over 30 global leaders in private banking and wealth management. Highly interactive panel sessions allow you to put your questions to the experts.



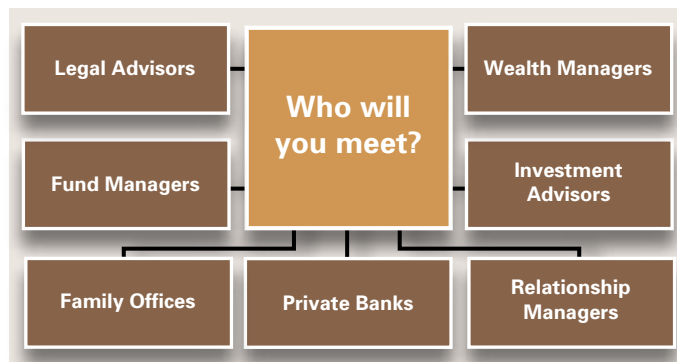
What do delegates say about our private banking events?

"The topics covered at the conference were relevant and topical. The speakers were drawn from around the world and there was active participation from the audience."

Yeong Phick Fui, Managing Director & Head, **DBS Private Banking, Singapore**

"Interactive panel discussions, inspiring speakers and ingenious networking formats make this conference one of the best events I have attended"

Alain Mestat, Head of Marketing & Communications, **Banque Privée Edmond de Rothschild, Luxembourg**



Introducing a few of the leading experts you will hear from at *Private Banking Middle East*:



Michael Maslinski, Founding Partner at **Maslinski & Co**, shares his views on the delicate balance between product specialist and client advisor.

Michael is an expert in the wealth management sector, in which he has been working as a specialist consultant since 1995, after 22 years practical experience in the sector. He has advised a wide variety of institutions on the development of their private client business, ranging from large retail and investment banks to wealth management boutiques and family offices. He was formerly Head of Marketing and Business Development at Coutts & Co.



Georges Noël, Director of the Investor Relations Committee at **European Private Equity & Venture Capital Association (EVCA)**, joins us to discuss the findings of a recent EVCA family office survey – gauging the HNW appetite for private equity investments.

Georges has been involved in the private equity and venture capital industry for over 14 years. His professional experience has encompassed a range of roles at various private equity houses, including CAM Private Equity, East Belgian Investment Company AG and Fortis Private Equity NV. Georges realises his professional activities through his management company, Cofino SA.



Imad Ghandour, Head of Strategy & Research at **Gulf Capital**, discusses the potential for IPOs in the GCC. While investing in IPOs has typically been limited to a select number of founding partners in private placement, Imad explains how new opportunities are unfolding for HNWI's through pre-IPO private equity funds.

Prior to joining Gulf Capital, Imad was a business advisor to several regional and international organisations. He is a Board Member of the Gulf Venture Capital Association, chairing the Statistics & Information Committee and a founding member of the Arab Private Equity Association.



Tarek Osman, Vice President of Corporate Finance at **Addax Investment Bank**, explores the various opportunities available to the region's wealthiest individuals and families through investments to the leisure infrastructure in the UAE. It is a time of astounding growth and development; how can you offer your ultra-HNW clients exposure?

Tarek has over 8 years of experience in investment banking and financial advisory in the UK and the Middle East. He has completed engagements in the UK, Germany, the Netherlands, Italy, the Czech Republic, UAE, Kuwait, Bahrain and Lebanon.

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08:30 Registration and refreshments

09:00 Chairman's opening remarks
Arpit Agarwal, CEO, Dawnay Day

CAPTURING THE EXPLOSION OF HIGH NET WEALTH

09:10 Keynote address: a global evolution in private banking and changing needs of HNWIs

- How international growth in HNW business aids in development of world-class offerings
- How will the increase in mergers and acquisitions affect the global landscape for private banking?
- Relating how the private banking market structure is expected to evolve over the next year

Chris Allen, Deputy Head Middle East Private Banking, Coutts & Co.

09:30 Panel session: Super wealth in Arabia – opportunities and changes brought about by the massive increase in HNW and ultra-HNW wealth

- Examining the developments in the private banking market in the Middle East
- Relating the impact of new Switzerland-based Middle Eastern private banks on the region
- Witnessing the shift in the Middle East towards tailored financial management

Sadaat Muzaffar, Head of Global Wealth Management, Dubai Islamic Bank, UAE
Gilles Rollet, CEO, Middle East & Subcontinent Private Banking, ABN Amro Bank

RISK, REWARD AND NEW OPPORTUNITIES

10:10 Panel session: optimising revenue streams through an effective market segmentation strategy

- Assessing the current state of play in the Middle East private banking market
- How wealth managers are positioning themselves today
- How is the market expected to evolve over the next year, the next three years?
- Examining the implications of the recent trade from onshore vs. offshore

Arpit Agarwal, CEO, Dawnay Day
Bruno Martorano, Senior Executive Officer, Ansbacher

10:40 Morning coffee break

11:20 Building a successful risk assessment model that fits both bank and client

- Developing and implementing a risk assessment model for differing risk profiles
- Balancing product innovation while protecting your clients' downside
- How does your assessment model work to support your segmentation strategy?
- Achieving best practice transparency when disseminating your risk management policies and methodologies to your HNW clients

Alexander Reus, Partner, Diaz Reus Roloff & Targ

11:40 Spotlight on Saudi Arabia: adding value for your clients in the fastest growing HNW market

- Relating the impact of Saudi Arabia's WTO accession on competition locally, globally
- How can you successfully compete in differing niches?
- Determining your need for expatriate expertise and experience
- How important are Islamic products and service to the HNW market in Saudi Arabia?

Iqbal Mamdani, Vice Chairman & Chief Executive, TAIB Bank



12:10 Lunch

INNOVATIVE APPROACHES TO ISLAMIC PRIVATE BANKING

13:40 Panel session: Shariah compliant investing in the current private wealth climate

- Identifying the top performing classes of Islamic assets
- What expertise is essential to establishing and managing an Islamic fund?
- Finding global institutions that offer Islamic investment funds
- Global trends towards offering Islamic funds
- New Islamic investment funds and their growing popularity
- Investor profile and the widening appeal of Islamic funds

Nizar Al-Shubaily, Global Head of Islamic Structuring, Deutsche Bank
Sohail Jaffer, Managing Director, FWU Group
Sohail Zubairi, Vice President & Head, Dubai Islamic Bank

14:20 Exploring the sukuk market and the attraction for private clients

- Recent issues in investor take-up and yield potential
- How are sukuk deals constructed in line with Shariah law?
- Liquidity of sukuk – the potential for secondary trading
- Which assets are the most attractive for securitisation?

Ahmed Abbas, CEO, Liquidity Management Center

14:40



One-to-one Business meetings

Popular with senior executives across the world, you can now meet the key players in your industry in a time-efficient structured meeting environment. This is a great opportunity to meet senior executives in the market and exchange business cards with key individuals in the field of private wealth management. Swift and efficient interaction that you can be confident will lead to lucrative, ongoing associations.

15:20 Afternoon coffee break

CREATIVE STRATEGIES IN WINNING AND RETAINING CLIENTS

16:00 Tailoring your services to allow for comprehensive succession planning

- Understanding the importance of inter-generational wealth transfer
- Providing thorough analysis of the personal needs and requirements of your clients
- Instilling in your client's children the need and desire to become good corporate citizens
- How services like education planning and funding add value to your services

Carol Pepper, President, Pepper Family Office International

16:30 Best practice to increase client loyalty and ensure customer satisfaction

- What are the problems in approaching a client retention strategy?
- What inspires the HNW to move?
- Cost of retaining existing clients vs. cost of acquiring new clients
- Monitoring relationships to ensure the highest level of satisfaction

Sebastian Dovey, Managing Partner, Scorpio Partnership

17:00 Chairman's closing remarks

17:10 Networking reception

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www.terrapinn.com/2006/pbme

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08:30 Registration and refreshments

09:00 Chairman's opening remarks

ADDING VALUE THROUGH OPPORTUNITY

09:10 **Keynote address: positioning yourself as the trusted advisor**

- Acting in the interest of the client – is it at the expense of the bank?
- Achieving balance between product specialist and client advisor
- Discussing how investment types relate to varying investor types
- Building a culture that promotes advocacy and empathy

Michael Maslinski, Managing Director, **Maslinski & Co**

09:30 **Bolstering your reputation as a competent asset manager vs. allocator**

- Differentiating yourself from your competitors through comprehensive offerings
- Justifying the expense of maintaining in-house products and how they affect perceived value
- Evaluating the importance of branding and how best to position yourself as a market leader
- A lesson in humility – when do you need to accept someone else can do it better?

Jahangir Aka, Director – Private Banking & Wealth Management, **SEI Investments**

IDENTIFYING HOT SECTORS ACHIEVING SUPERIOR RETURNS TODAY

10:00 **Investing in leisure infrastructure in the UAE**

- Who is currently investing in leisure facilities?
- Building boom: finding the right investments
- Potential returns from these assets
- What are the risks inherent to investing in tourism-related projects?

Tarek Osman, Vice President, Corporate Finance, **Addax Investment Bank**

10:30 Morning coffee break

11:10 **Tapping into the potential for outstanding returns through property investment**

- Identifying the markets that are gaining the interest of HNWI's in the Middle East
- Are HNWI's looking for more sophisticated investment instruments?
- Current trends in indirect investment – REITs, property derivatives
- Who are the most likely investors – entrepreneurs, family offices?

Michael Walton, Managing Director, **Rynda Capital Investors**

11:40 **Getting the most from opportunities in private equity**

- How private equity can cater to the long-term goals of your client
- Hot sectors in private equity: middle markets and beyond
- Relating the findings of the recent EVCA family office survey
- Understanding the risk to the client of direct investments

Georges Noël, Director, Investors Relations Committee and Development, **European Private Equity & Venture Capital Association (EVCA)**

12:10 Lunch



OPPORTUNITIES FOR THE SOPHISTICATED INVESTOR

13:30 **Panel session: hedge funds and the HNWI – a passing interest or lasting position in your client's portfolio?**

- Do returns still justify the liquidity premium and fees?
- How does a fund of funds add value to a portfolio?
- Monitoring correlation amongst strategies
- Added value through risk monitoring
- Improving liquidity to clients

Hashem Arouzi, Managing Director, **Gottex Fund Management**

John Bauer, Senior Vice President, Asset Management, **United Gulf Bank (UGB)**

Dirk Söhnholz, Managing Partner, **Feri Institutional Advisors GmbH**

Egon Vorfeld, Founding Partner, **IWM**

14:10 **Moving portable alpha onto the HNW radar**

- What is portable alpha and how is it being used to control investment strategy?
- Who can profitably apply portable alpha strategies?
- Evaluating choices for beta exposure and alpha generation
- Relating what your client needs to know before implementation

Mark E. McCarron, CFA, **SEI Investments**

14:40 **Exploring the potential for IPOs in the GCC**

- IPO levels in the GCC and future growth by market sector
- Risk inherent to strategic pre-IPO investment
- Potential for profit as companies list on the market
- Listing regulations: opportunity vs. restrictions

Imad Ghandour, Head of Strategy & Research, **Gulf Capital**

15:10 Afternoon coffee break



BANKING ON AN ALTERNATIVE OFFERING

15:50 **Offering your client the best – structured products in commodities**

- Historical evolution of derivatives and leveraged structured products
- Why is interest shifting from institutional investors to the HNWI's?
- Investing in commodities via Shariah compliant products
- The Rogers International Commodities Index (RICI), family certificates, ETF, protected notes and leveraged certificates on commodities

Salvatore Miserendino, Structured Products, **ABN Amro**

16:20 **Looking to art as an investment for the HNWI**

- Relating how global wealth creation has driven mainstream interest
- How art allows for a long-view on investments
- Does a wealth manager have to have a significant client base in order to do business in art?

Robert Timmers, Vice President, Middle East, **ABN Amro Private Banking**

16:40 Chairman's closing remarks

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Sunday 19th November 2006

The global family office

Led by **Carol Pepper**, President, **Pepper International**

This workshop is designed to meet the needs of high net worth families who are considering setting up a family office, single family offices that might like to become multi-family offices and HNW advisors who are working with families who might like to create or join a family office. The workshop is highly detailed and offers concrete steps that will help you to move forward with the creation of a family office.

Topics covered include: overview of the global family office industry and existing models, considerations when joining a family office as a client, steps that must be taken to create a single family office, converting a single family office to a multi-family office and emerging trends in the global family office industry.

Workshop Agenda

13:00 Registration and refreshments

13:30 Welcome and opening remarks

PART ONE

13:45 An overview of family office types

- Effectively matching the family to the right type of office
- Understanding when joining a multi-family office proves most appropriate
- How to go about joining a multi-family office

14:30 Identifying global family office trends

- Visiting the past, current and future of family office trends

15:00 Afternoon coffee break

PART TWO

15:30 The three-step process for family office creation

- Setting up a single family office

PART THREE

16:00 Converting a single family office to a multi-family office

- What you need to know for successful implementation

16:30 End of workshop

About your workshop leader:



Carol Pepper
President, **Pepper International**

Carol Pepper is President of Pepper International, a virtual family office located in New York City. Carol oversees all aspects of her clients' wealth, including investment management, estate and tax issues, and charitable giving. She also acts as a consultant to ultra-wealthy global families who would like to create their own single family or multi-family office. Prior to founding Pepper International in 2001, Carol spent the previous fifteen years working within a variety of roles and responsibilities for Morgan Stanley, Rockefeller & Co., Citibank Private Bank, Peregrine Acquisitions, Credit Suisse, JP Morgan and Salomon Brothers. A board member of ESAFON (www.esafon.com), Carol lectures extensively around the world. Past and current speaking engagement agendas are posted on the company website, www.pepperinternational.com. Carol graduated from Bryn Mawr College in 1984, and obtained an MBA from Columbia University in 1989.



'One-to-one business meetings' is a formal part of the conference proceedings where all conference delegates meet each other and exchange business cards. The delegates then proceed to form meaningful business relationships. 'One-to-one business meetings' is a unique feature of *Private Banking Middle East* and guarantees heightened networking for all participants.



contact

We introduce you to 'Contact' - a system to enable you to set up meetings before the event. It is more than just online networking. Important forms and conference tips can be downloaded and, after the event you can download the white papers and presentations from our world-class speakers.



interactive Panel sessions

Private Banking Middle East offers a unique opportunity to interact with the people at the forefront of the private banking industry in the region. We offer 4 interactive panel sessions where you ask the questions to get the answers you need. You will not get a better chance than this to question those who have been there, done it and learned your lessons for you. Consider it a head start.



Private Banking Middle East is your only must attend event in 2006. Book today by calling +44 (0) 20 7242 2324, fax the registration page to +44 (0) 20 7242 2320 or register online at www.terrapinn.com/2006/pbme

Protect. Nurture. Grow.

Do business with the foremost names in wealth management

Private Banking Middle East is where you will generate new business partnerships by meeting a perfectly targeted group of banking specialists and wealth managers actively working with the region's wealthiest families and individuals.

Private Banking Middle East explores the size and scope of opportunities on offer in the non-institutional retail wealth management marketplace. For both new and experienced wealth management investors and practitioners, *Private Banking Middle East* offers the latest strategies on how to meet and to exceed your clients' expectations. Now is your opportunity to share your expertise!

Sponsorship is a cost-effective way to advertise to all of your prospects and it can afford you the prestige of speaking on an agenda alongside the world's leading experts in wealth management and private banking. You'll also achieve extensive branding, distinguishing you as a prominent player and leader in the market. This is your best sales and marketing opportunity of the year. If you are serious about being positioned as a market leader in the Middle East's private banking community, then this is the event you need to be at!

If your marketing mix involves intellectual positioning via speaking at events; focused, long-term branding exercises; entertaining clients and exhibiting to potential partners, Terrapinn will deliver for you at *Private Banking Middle East*. Position your organisation as a leading light in the private banking marketplace by exhibiting at *Private Banking Middle East*.



We offer more than an event. As an exhibitor you can expect:

Pre-event

- Your company logo on the event website with a hyperlink to your site
- Access to delegates pre-conference via our 'Contact' online meeting system

During the event

- Extended networking breaks around the exhibition area – all refreshments including networking lunch and evening reception
- An exhibition space to conduct your one-to-one meetings
- Executive structured networking session to ensure you meet everyone relevant to your business

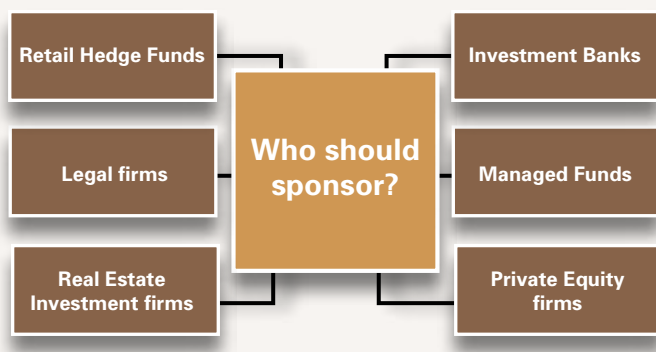
Post event

- Post-show report with full breakdown of the audience demographics and their feedback
- Access to 'Contact' so you can continue to email attendees and download conference documentation



Who should sponsor Private Banking Middle East?

If you wish to create a real impression in the private banking community, then you should seriously consider sponsoring *Private Banking Middle East*:



Who will you meet at Private Banking Middle East?

Private Banking Middle East serves as the annual meeting place for the foremost names in specialist private banking and wealth management in the MENA region. More to the point, you will meet the people dealing directly with the region's largest HNW and ultra-HNW investments.

Being a conference attendee means you can meet your prospects. Being a sponsor means you send a clear message to the whole market – **you are the people to do business with.**



For sponsorship and exhibition opportunities, please contact Angela Tomassetti, Project Manager on: +44 (0) 20 7092 1246 or e-mail: angela.tomassetti@terrapinn.com

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About our sponsors

Bronze sponsor



ABQ Zawya is a Middle East based information group that is introducing a new generation of services comprising world-class business and finance content combined with technology applications to help regional enterprises and financial institutions improve business productivity and build revenue leads. www.zawya.com

Strategic event partner



Eurekahedge is the world's largest independent alternative research company, dedicated to the collation of alternative investment data, and the development and continuous improvement of our research data banks. They have evolved into a market leader in less than four years: from their first single manager directory covering 162 funds, they have aggressively grown their research data to now maintaining coverage on 13,000 alternative funds globally and disseminate data on 10,000 alternative funds, covering US\$1.4 trillion in assets.

They have also launched a global suite of five regional private equity databases, maintaining data on 2,500 private equity and venture capital funds as well as a global Islamic fund database on Shariah-compliant funds.

Eurekahedge has offices in New York, London, Singapore and Hong Kong. Eurekahedge also provides consultancy and marketing services, a hedge fund hotel in Singapore and has recently launched three investible hedge fund indices with their partner, Maxam Capital.

About the venue



The Shangri-La Hotel, Dubai is Shangri-La Hotels & Resorts' first venture in the United Arab Emirates and, since opening in July 2003, the hotel has set new standards in service, hospitality and value for money. The 200

metre tall, 43 storey hotel is situated on Sheikh Zayed Road close to Dubai's business centres and tourist attractions. The hotel is 15 minutes away from Dubai International Airport and five minutes from the World Trade Centre and Dubai Convention Centre.

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Registration form

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☐ 2 - day conference	20 - 21 November 2006	£1,345.50 SAVE £149.50!	£1,495.00
☐ Pre-conference masterclass	19 November 2006	£715.50 SAVE £79.50!	£795.00
☐ Gold pass: all three days	19 - 21 November 2006	£1,795 SAVE £200.00!	£1,995.00

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£200.00!**

*The registration fee includes lunch, refreshments and full conference documentation. The fee does not include hotel accommodation. Payment terms are 7 days.

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Delegates	Package	Normal Price	Group Price	Total savings	Benefits to corporate groups
☐ 3	2 day conference	£4,485.00	£4,036.50	SAVE £448.50!	- Reserved seats in the conference - VIP registration pack
☐ 6	2 day conference	£8,970.00	£7,624.50	SAVE £1,345.50!	

**Corporate booking prices cannot be used in conjunction with any other promotional prices

Attendee details

	Mr/Mrs/Ms	Full name	Job title	Telephone	Email
1					
2					
3					
4					
5					
6					

For groups of more than 6 please attach a separate sheet with details of all attendees. Alternatively call +44 (0)20 7242 2324

Company details

Company name:
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Venue and hotel accommodation

Venue:
The Shangri-La Hotel, Sheikh Zayed Road,
PO Box 75880, Dubai, U.A.E.
Tel: (+971) 4 343 8888, Fax: (+971) 4 343 8886, For further information, please visit:
<http://www.shangri-la.com/dubai>
Hotel accommodation:
The conference fee does not include accommodation. Terrapinn has obtained specially discounted rates for all attendees. A hotel booking form will be sent to all registered attendees. Please book your accommodation early to avoid disappointment.

Invoice address and contact person

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Cancellation

Should you be unable to attend, a substitute delegate is welcome at no extra charge. A charge of 50% of the registration fee, plus £100 (+ VAT) administrative charge will be made for cancellations received in writing at least 4 weeks prior to the conference. Alternatively, you may choose a credit note for the full value of the registration price, which may be put towards another Terrapinn event. The company regrets that no cancellations will be accepted within four weeks of the conference start date. Prepayments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. Course documentation will, however, be sent to the delegate. Terrapinn reserves the right to alter the programme without notice.

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5 easy ways to register

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