

First Iceland Business and Investment Roundtable

*Debating the source for sustainable growth
with government and business*

*Forsendur viðvarandi vaxtar í brennidepli
stjórnvalda og aðila viðskiptalífsins*

May 15th 2006
Nordica Hotel,
Reykjavik, Iceland

Lead sponsors:



Supporting PR agency:





Iceland's business attractions

Liberalised. Diversified. Privatised. Iceland has a strong economy and a business community that invests heavily overseas. It has enough clean energy to supply the whole of Europe and is rapidly becoming a global production centre for energy-intensive industry. For a country of only 300,000 people, Iceland punches way above its weight, both as a source of FDI and an economic powerhouse.

Is Iceland's boom sustainable? For the chance to debate with Iceland's most senior business leaders and policymakers, reserve your place now for the First Iceland Business and Investment Roundtable. At this exclusive, high-level event, you will assess Iceland's long-term potential as a business and investment location.

Debate the issues that matter for business in Iceland

Iceland has a double appeal to investors—cheap natural energy and a tax regime favourable to business. But what about the challenges...

- ▶ **Is Iceland truly a global competitor?**
- ▶ **What are the draws for foreign investors—and what are the pitfalls?**
- ▶ **Do Iceland's macroeconomic imbalances threaten its long-term prospects?**
- ▶ **How does Iceland's financial environment work for business?**
- ▶ **Should Iceland look to the EU?**

Register by April 5th 2006 and stand the chance to win a weekend travel and accommodation package for two to Iceland—or save €100 on the registration fee. Go to www.economistconferences.com today.

Aðdráttarfl Íslands

Helstu einkenni Íslands eru frjálssræði, fjölbreytileiki og einkavætt þjóðfélag. Hagkerfið er öflugt og landið býr yfir ómældu magni af grænni orku. Það hentar því vel fyrir orkufrekan iðnað. Ísland býr yfir meiri slagkrafti en ætla mætti af 300 þúsund manna samfélagi. Með þjóðinni blundar efnahagslegt áræði, sem leitt hefur til víðtækra fjárfestinga á erlendri grundu.

Er hægt að viðhalda vexti undanfarinna ára? Með þátttöku í þessum eftirsóknarverða viðburði gefst þér kostur á að ræða við helstu frammámenn í viðskiptalífínu. Ráðstefnugestir taka þátt í að vega og meta möguleika Íslands sem alþjóðlegs framtíðarvettvangs viðskipta og fjárfestinga.

Hvaða atriðið skipta viðskiptalífið á Íslandi máli?

Í augum erlendra fjárfesta er aðdráttarfl Íslands tvíþætt; endurnýjanleg orka og hagstætt skattaumhverfi. En umhugsunarefnin eru mörg:

- ▶ **Er Ísland samkeppnishæft á heimsvísu?**
- ▶ **Hvað laðar erlent fjármagn til landsins—hvaða hættur ber að varast?**
- ▶ **Ógnar smæð hagkerfisins og sveiflur þess framtíðarhorfum?**
- ▶ **Er fjármálaumhverfi landsins nægilega skilvirkt fyrir viðskiptalífið?**
- ▶ **Á Ísland að ganga í Evrópusambandið?**



First Iceland Business and Investment Roundtable

Finding the source for sustainable growth with government and business

Forsendur viðvarandi vaxtar í brennidepli stjórnvalda og aðila viðskiptalífsins

Why you should attend

- ▶ **Enhance** your understanding of the factors driving success in Iceland's economy
- ▶ **Engage** in face-to-face discussions with Iceland's most senior policymakers
- ▶ **Gain** fresh insights into the possibilities for investment in Iceland
- ▶ **Forge** new business relationships with Iceland's business leaders
- ▶ **Acquire** actionable business intelligence from Economist Intelligence Unit experts

In an environment renowned for its relaxing qualities you will network with your peers at the event of Iceland's business year. Act now as places are strictly limited. You will find full details of how to register on the form at the back of this brochure.

Who should attend?

The Roundtable is designed to meet the needs of executives with top-level strategic and operational responsibilities in Iceland and business leaders looking for fresh insight outside of their typical region of responsibility. They will meet Iceland's most senior policymakers, plus the heads of leading local and international companies, to discuss the key issues for business.

Hvers vegna átt þú að taka þátt?

- ▶ **Þú eykur** skilning þinn á þáttum er efla framþróun íslenska hagkerfisins.
- ▶ **Þú tekur** þátt í samræðum við stefnumarkandi einstaklinga.
- ▶ **Þú öðlast** ferska sýn á fjárfestingamöguleika á Íslandi.
- ▶ **Þú myndar** sambönd við öfluga alþjóðlega fjárfesta.
- ▶ **Þú aflar** þér hagnýtrar þekkingar frá hópi sérfræðinga Economist.

Hringborðsumræðunum er ætlað að uppfylla þarfir stjórnenda og viðskiptaleiðtoga sem hafa áhuga hafa á vikka sjóndeildarhring sinn og tileinka sér jafnframt nýja sýn á viðskiptalífið. Þátttakendum gefst færi á að hitta stefnumarkandi aðila auk forsvarsmanna leiðandi innlendra og erlendra fyrirtækja og ræða við þá marga lykilþætti viðskiptalífsins.

Nordica Hotel er rómað fyrir fyrsta flokk aðstöðu. Ráðstefnugestir geta því blandað geði við kollega sína í þægilegu umhverfi á þessum merka viðburði. Tryggðu þér aðgang strax þar sem framboð er mjög takmarkað!

Upplýsingar um bókanir er að finna á bakhlíð þessa bæklingis.

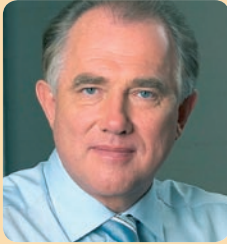
International, independent and interactive debate

The Roundtable sessions are built for debate. Don't expect long presentations.

Panels will feature senior-level representatives from international regional offices to debate the bigger picture. Make sure to bring your questions and comments with you.

Reserve your place today at www.economistconferences.com.

Join in debate with the top-flight selection of speakers:



Halldór Ásgrímsson
Prime Minister



Arni Mathiesen
Minister of Finance



Bernt Reitan
*Executive Vice-president,
Alcoa*



Hannes Smárason
*Chief Executive Officer,
FL Group*



Halldór Kristjánsson
*Managing Director and
Chief Executive Officer,
Landsbanki*



Ingibjörg Sólrún Gísladóttir
*Party Leader and Member
of Parliament, Social
Democratic Alliance*



Svafa Gronfeldt
*Deputy to the
Chief Executive Officer,
Actavis Group*



Steve Perry
*Executive Vice-president,
Relationship Management,
Visa Europe*



Neil Prothero
*Editor/Economist,
Economist Intelligence Unit*



**Conference Chairman
Nenad Pacek**
*Director, EMEA, Economist
Intelligence Unit*

Other scheduled speakers:

- Jón Asgeir Jóhannesson**, *Managing Director, Baugur Group*
Thomas Pickering, *Senior Vice-president, International Relations, The Boeing Company*
Jürgen Höfling, *Managing Director, DHL Express Nordic*
Andrés Pétursson, *Chairman, National Council of the European Movement in Iceland*
Styrmir Gunnarsson, *Chief Editor, Morgunblaðid*
Jón Sigurdsson, *President and Chief Executive Officer, Össur**

*invited

Register today to reserve your place at www.economistconferences.com

Or call Liana Traugott-Hazlie at (43 1) 712 41 61 46 or e-mail lianahazlie@economist.com for further information.

8.00am Registration

8.30am **Chairman's welcome and introduction**

Nenad Pacek, Director, EMEA, Economist Intelligence Unit

- ▶ Why is Iceland booming?
- ▶ Is Iceland's growth sustainable?
- ▶ Where does Iceland fit into the global economy?
- ▶ **Questions and discussion**

9.00am **Foreign investors' panel: Iceland's place in the global economy**

Panel opening address: Bernt Reitan, Executive Vice-president, Alcoa

- ▶ Why are investors coming to Iceland?
- ▶ Cheap energy: can Iceland replicate its success with aluminium in other industries?
- ▶ Restrictions on investment in natural resources: the outlook
- ▶ Human resources: advantage or constraint?
- ▶ Is there a level playing field for foreign investors?
- ▶ Would EU membership make foreign investment more attractive in Iceland?
- ▶ **Questions and discussion**

10.40am Break

11.00am **Roundtable discussion with Halldór Ásgrímsson, Prime Minister**

- ▶ What is the government doing to ensure long-term economic growth?
- ▶ How can Iceland attract more foreign direct investment?
- ▶ EU membership: good for Icelandic business?
- ▶ Outlook for government policies
- ▶ How risky are macroeconomic imbalances in Iceland?
- ▶ **Questions and discussion**

12.30pm **Lunch with the Prime Minister and other top officials**

1.45pm **Discussion with Árni Mathiesen, Minister of Finance**

- ▶ Is overheating a serious threat for the economy and business?
- ▶ What will drive economic growth in the future?
- ▶ How can Iceland reduce the current-account deficit and external debt?
- ▶ Outlook for interest rates and currency
- ▶ Can Iceland become a financial centre?
- ▶ Iceland's banks expand abroad: the outlook
- ▶ **Questions and discussion**

3.00pm Break

3.30pm **Managing directors' panel: Iceland's emerging multinationals**

Panel opening address: Hannes Smárason, Chief Executive Officer, FL Group

- ▶ How can a small country invest so much abroad?
- ▶ Why have Icelandic companies become such active investors?
- ▶ What strategy are Icelandic businesses pursuing abroad?
- ▶ **Questions and discussion**

4.30pm **Break**

5.00pm **Critical voices**

Discussion with Ingibjörg Sólrún Gísladóttir, Party Leader and Member of Parliament, Social Democratic Alliance and Andrés Pétursson, Chairman, National Council of the European Movement in Iceland

- ▶ Iceland's growth path: a critical perspective
- ▶ Should Iceland join the EU?
- ▶ What would the opposition do differently in economic policy?
- ▶ Improving the business environment: opposition plans
- ▶ **Questions and discussion**

6.00pm Farewell cocktails



The Roundtable will take place in an off-the-record atmosphere. All delegates will be encouraged to share their opinions and insights into the challenges facing businesses. Places are strictly limited, so to avoid disappointment, please reserve your space today. See the registration form for details.

Registration information

At a glance

Date: **May 15th 2006**
 Venue: **Nordica Hotel, Reykjavik, Iceland**
Suðurlandsbraut 2
108 Reykjavik
 Tel.: **(354) 444 5000**
 Fax: **(354) 444 5001**
 E-mail: **icehotels@icehotels.is**

Registration: **www.economistconferences.com**
 Fee: **€1,799 (per person)**

Special offer: Register by April 5th 2006 and save €100 on the delegate fee. And stand the chance to win one free weekend package for two—including 2 nights accommodation at the Nordica Hotel and return airfare to your nearest Icelandair destination.

The fee for this event covers your attendance, full documentation and refreshments during the conference. When you register, you will receive a letter of confirmation, contact information and complete details of the conference. Please note that payment must be received before the conference.

Travel and accommodation

Delegates are responsible for the arrangement and payment of their own travel and accommodation.

Preferential rates have been negotiated for our delegates at the Nordica Hotel, Reykjavik. Please reserve your room directly with the hotel and state that you are a delegate of Economist Conferences, quoting **First Iceland Business and Investment Roundtable**

Preferential rates for flights and accommodation have been negotiated for our delegates for flights on Icelandair and accommodation at the Nordica Hotel. You will receive full information on rates and discounts when you register for the conference. Please then reserve your room directly with the provided booking form.

Sponsorship opportunities

If you are interested in discussing sponsorship of Economist Conferences' events, please contact:

Markku Riihonen, Business Development Manager

Tel: (43 1) 712 41 61 36

Fax: (43 1) 714 67 69

E-mail: markkuriihonen@economist.com

Conference documentation and executive summary

After the event delegates will automatically receive conference documentation, including:

- + the full programme
- + speaker presentations
- + speaker biographies
- + executive summary



About Economist Conferences

Economist Conferences, a division of the Economist Intelligence Unit, is the leading provider of international forums for senior executives seeking new insights into strategic issues. These meetings include industry conferences, management events and government Roundtables held around the world.

As part of the Economist Group, publisher of The Economist newspaper, we are a highly respected brand with a 160-year history and an unrivalled reputation for excellence and independence.

Each meeting organised by Economist Conferences delivers objective and informed analysis. Our meetings provide exceptionally high-level forums where senior executives can gain insights, exchange views and compare strategies.

Supporting airline:



