

**7th Financial Market Research Conference
November 20th 2008**

- 09:30** **Registration**
- 10:00** **Opening of Conference**
Peter Damisch
(Managing Director GfK Austria)
- 10:05** **Financial Crisis and the Potential Implications on the World Economy**
Igor Matutinović
(Managing Director GfK – Center for Market Research)
- 10:30** **Financial Crisis: What Can Be Expected from the Financial Markets Now?**
(Results of the Most Recent Research)
Alexander Zeh
(Head of Client Services GfK Austria, Team Leader GfK FMR Team CEE)
- 10:45** **Loyalty and Trust – More Important Than Ever**
Ursula Swoboda (Head of FMR GfK Austria)
Gudrun Redl (Account Manager GfK Austria)
- 11:15** **Expectations from German Insurance Clients**
Karsten John
(Division Manager GfK Marktforschung Germany)
- 11:45** **Young Emerging Markets: Macedonia**
Boge Bozinovski
(Research Director GfK Skopje)
- ~12:15** **Standing Lunch Break**
- 13:00** **Using Strategic Research Solutions for Brand Development**
Sandra Novosel (Market Positioning Manager Zagrebacka Banka)
Senka Brajovic (Head of FMR Team GfK Croatia)
- 13:40** **Albania - Terra Incognita?**
Adlej Pici
(Managing Director GfK Albania)
- 14:10** **End of Conference – Networking**
Conference language: English