

PRESS INVITATION

THE CROSS-CHANNEL INSTITUTE IN PARTNERSHIP WITH PwC France and Maghreb AND THE DEPARTMENT FOR INTERNATIONAL TRADE (DIT)

INVITES YOU TO THE LAUNCH OF THE SECTORAL ANALYSIS OF **FRANCO-BRITISH FINANCIAL SERVICES IN 2021**

In a context shaken up by Brexit and the Covid-19 outbreak, financial services are facing new challenges.

During a webcast, the think tank Cross-Channel Institute: *for the promotion of Franco-British sustainable prosperity* releases a sectoral analysis on Financial services in the UK, France but also in the European Union:

Wednesday, 7th April 2021, at 8.30 Paris Time

Register now:

<https://site.evenium.net/franco-british-financial-services>

The Cross-Channel Institute's analysis will be followed by a discussion moderated by James Palmer, co-founding partner of Orphéon Finance with guest speakers:

- **Sylvie Goulard** - EU specialist and Deputy Governor of the Banque de France, and
- **Miles Celic** - Chief Executive Officer of ThecityUK.

The debate will answer the following issues:

- What are the challenges for Financial Services faced by the UK, France, and the European Union?
- What are the opportunities?
- What role do FinTechs play in this sector?
- What is the future for Financial Services, particularly in terms of Sustainable Finance?

For more information on the Cross-Channel Institute, or to receive the sectoral analysis, please visit:
www.crosschannelinstitute.com - contact@crosschannelinstitute.com

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About the Cross-Channel Institute

The Cross-Channel Institute was founded in partnership with the Franco-British Chamber, PwC France and Francophone Africa and the Department for International Trade. The Institute is the observatory and the place where companies from both sides of the Channel meet to give new impetus to the historic and powerful business relationship between the two countries. Through research, analysis, and debate, it aims to provide businesses and institutions of both countries with an innovative and sustainable vision of post-Brexit economic relations.

The Institute publishes the Franco-British Economic Relations Barometer, the only study providing a comprehensive, dynamic, and detailed view of trade in goods and services between France and UK. Based on an analysis of both French and British official sources, the Barometer is released each year.

For more information, please go to: www.crosschannelinstitute.com

Department for International Trade

The Department for International Trade (DIT) is the UK government organisation that helps UK-based companies to export and expand into international markets. DIT also helps foreign companies to set up in the UK, we offer support and advice through our network of specialists across the Channel and in all our embassies and consular offices around the world.

For more information on the Department for International Trade's services:
<https://www.great.gov.uk/international/>

About PwC France and Maghreb

In France and in Maghreb Region, PwC develops consulting, audit, and legal expertise missions, with the strategic ambition of contributing to the reconciliation of business, economy, and society. French and Maghrebian PwC's entities bring together more than 6,000 people sharing their expertise within an international network of over 284,000 people in 155 countries. Amongst its initiatives, PwC is committed to raising the collective skills of all its employees, clients, and stakeholders to anticipate the future. Go to www.pwc.fr

For more information, please go to the website www.pwc.com/structure

Franco-British Chamber of Commerce & Industry

The Franco-British Chamber of Commerce & Industry, founded in 1873, is the oldest international chamber of commerce in Europe. The Franco-British Chamber is a powerful business network that supports and brings together companies.

For more information, please go to the website www.francobritishchamber.com

