

# PARTNERSHIP OPPORTUNITIES

CFA Society Germany e.V.  
2019



**CFA Society  
Germany**



# DEVELOP PARTNERSHIPS – AGENDA



The CFA Charter

CFA Society Germany

Corporate Sponsorship

Align your messaging with the mission of the Society to promote best practices and the highest ethical and professional standards in the investment industry in Germany



# THE CFA CHARTER

# WHAT IS THE CFA CHARTER?

- The leading global investment credential
- A standard of professional excellence
- A commitment to ethics



“The CFA qualification has become the gold standard.” *Financial Times*



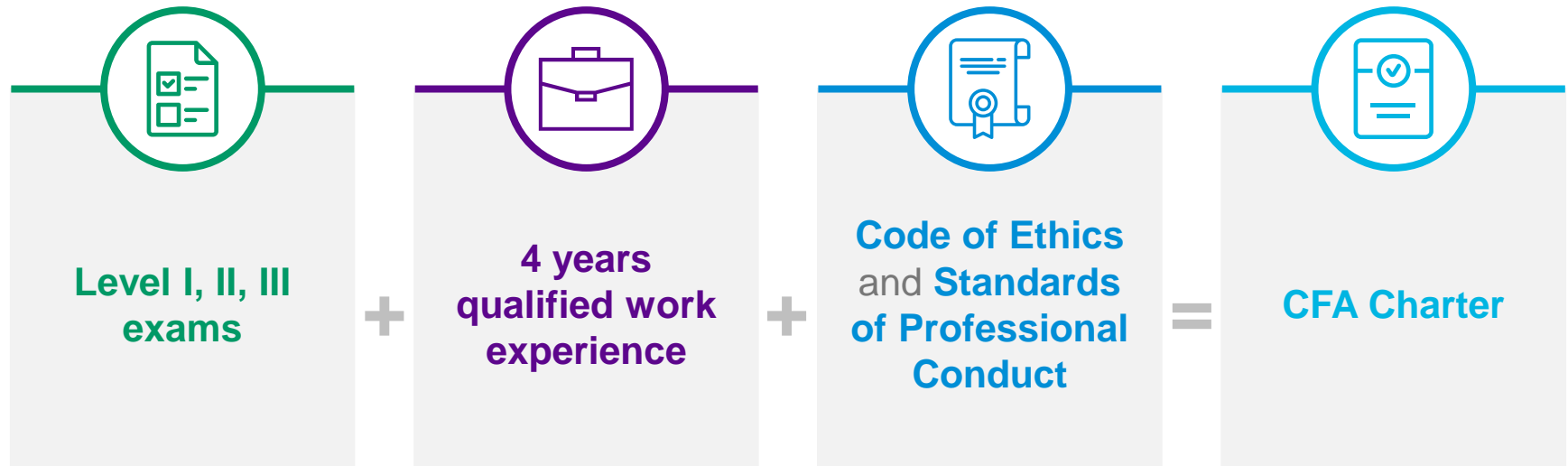
“Explosive growth has made the CFA global currency.” *The Economist*



“CFA designation, or working towards it, is an asset.” *eFinancialCareers*



# THE CFA QUALIFICATION



The CFA Charter is held by more than **139,000 investment professionals** working in more than **150 countries**



More than **425 universities** around the world incorporate the CFA curriculum into their degree programs, including **5 universities in Germany**



# CFA SOCIETY GERMANY E.V.

# WHO WE ARE – ORGANISATION



- Largest association for investment professionals in Germany
- Non-profit association, founded in 2000
- Based in Frankfurt, members all over Germany
- [www.cfa-germany.de](http://www.cfa-germany.de)

## MISSION

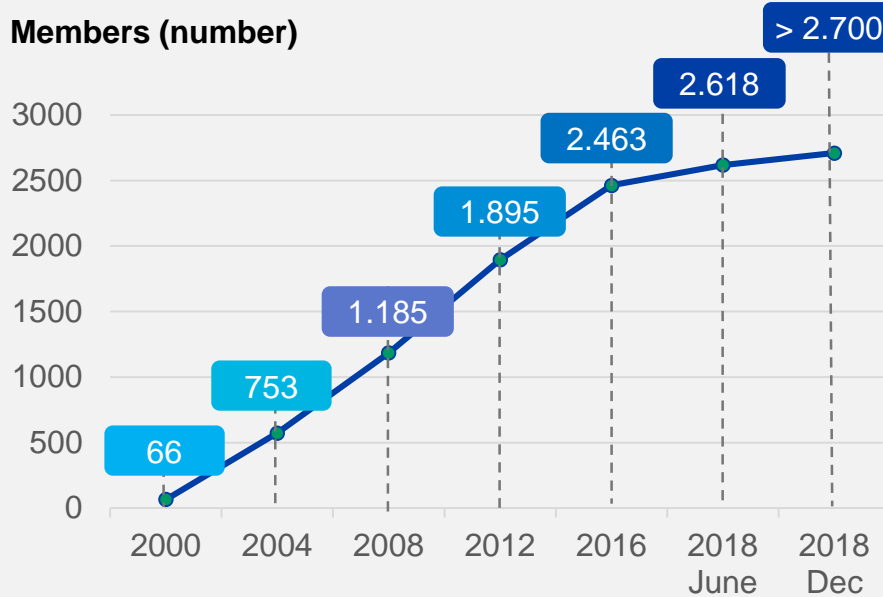


Be the leading national authority for investment professionals in Germany, promote the highest ethical standards and professional excellence in the German investment community and actively represent German investment professionals within the global CFA institute network

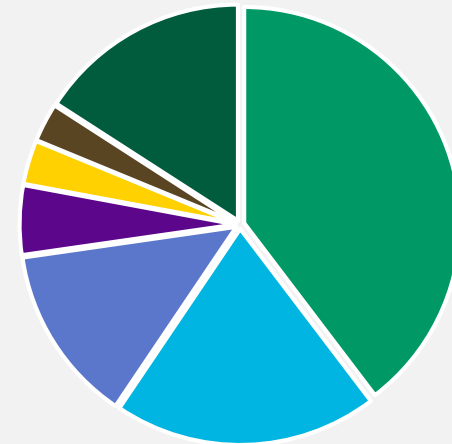


# MEMBERS – FACTS & FIGURES

## Members (number)

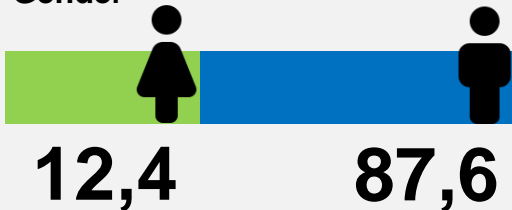


## Members (regional)



- Rhein/Main 39,7%
- München 19,8%
- Rhein/Ruhr 13,3%
- Hamburg 5,2%
- Berlin 3,3%
- Stuttgart 2,9%
- Others 15,9%

## Gender



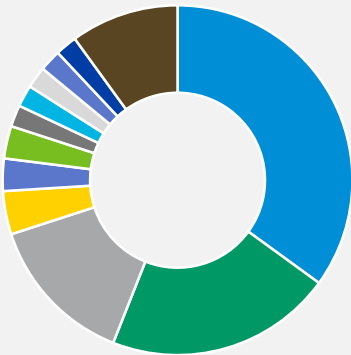
## Average Age





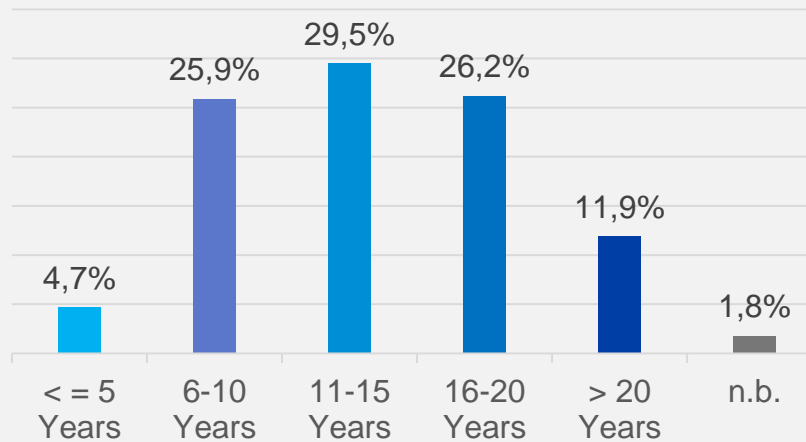
# MEMBERS – FACTS & FIGURES

## Members (roles)



- Portfolio Manager 35%
- Consultant 21%
- Corporate Finance Analyst 14%
- Manager of Managers 4%
- Chief-Level Executive 3%
- Trader 3%
- Research Analyst 2%
- Risk Manager 2%
- Investmt Banking Analyst 2%
- Relationship Mgmt 2%
- Financial Advisor 2%
- Other 10%

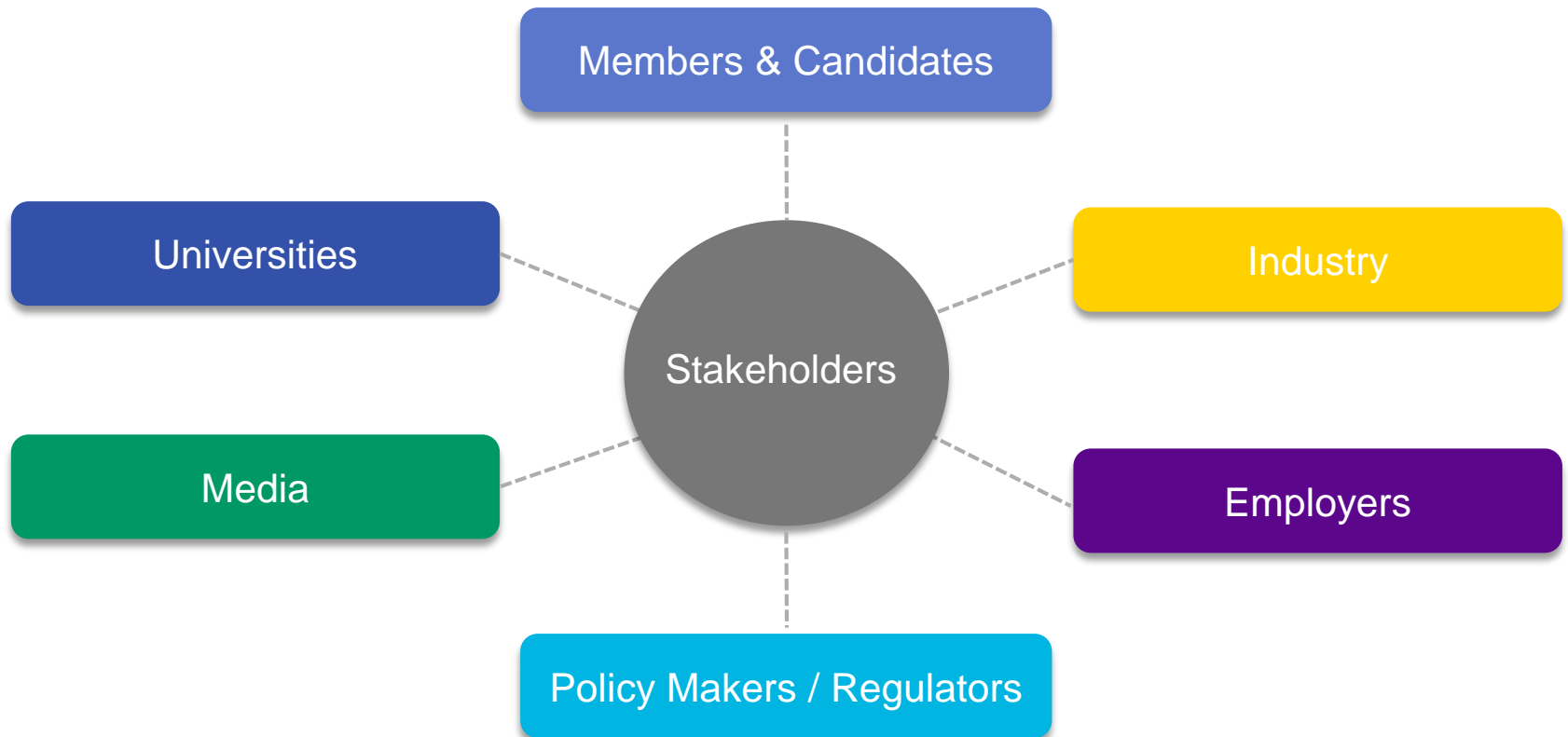
## Members (experience)



## Häufigste Arbeitgeber

- Allianz SE
- Deutsche Bank
- Ernst & Young
- PwC
- Commerzbank
- Union Asset Management Holding AG
- Deloitte
- KPMG
- UniCredit Group
- HSBC

# SOCIETY STAKEHOLDERS



# PARTNERSHIP OPPORTUNITIES

# ATTRACT INVESTMENT PROFESSIONALS TO YOUR COMPANY AND SERVICES



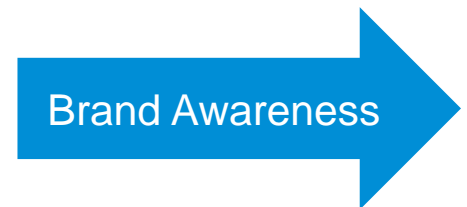
**CFA Society  
Germany**

+

Position your brand  
to a highly influential segment  
of the investment community:  
our members

+

Underscore that our brands are  
aligned and that both stand for  
professionalism, integrity, trust  
and thought leadership



# CHANNELS OF COMMUNICATION

Logo Placement **Print** on:

- Society Letterhead
- Annual Report
- Event Communication



# CHANNELS OF COMMUNICATION

Logo Placement **Online** on:

- Newsletter

- Society Website

CFA Society Germany  
Events & Bildung | News & Einblicke | Job-Portal

**CFA LECTURE**  
21.03.2019 | Düsseldorf | Tickets: 24

### Kryptoassets Was war? Was ist? Was kommt?

Kryptoassets wie Bitcoin, Ether oder Ripple haben zwei aufregende Jahre hinter sich. 2017 führte der Hype rund um das Thema Blockchain nicht nur zu großer medialer Aufmerksamkeit, sondern auch zu schwindelerregenden Kursentwicklungen in der neuen Anlageklasse der Kryptoassets. 2018 folgte dann die Ernüchterung, verbunden mit deutlichen Kursrückschlägen bei Bitcoin & Co.

**Martin Schmidt, CFA**  
Martin Schmidt ist Partner der Düsseldorfer Beratungs- und Beteiligungsgesellschaft Postera Capital GmbH, die sich auf Investitionsmöglichkeiten in Kryptoassets spezialisiert und den ersten regulierten Krypto-Fonds in Europa initiiert hat.

ZUR BIOGRAFIE  
[REGISTRIEREN](#)

SPONSOREN DER CFA SOCIETY GERMANY

Moody's INVESTORS SERVICE | Quoniam | WELLINGTON MANAGEMENT\*

CFA Society Germany

**CFA LECTURE**  
08.04.2019 | München | Tickets: 1

### Security Tokens – Die Geburtsstunde einer neuen Asset-Klasse auf der Blockchain

**NEWS & EINBLICKE**  
26.06.18 | Lutz Rohmeyer

### Rentendeps rechtzeitig absichern

**GET TOGETHER**  
08.07.2018 | Düsseldorf | Tickets: 0

### Casual Get-Together

**GET TOGETHER**  
10.08.2018 | München | Tickets: 18

### Casual Get-Together

**NEWS & EINBLICKE**

Range > 12.000 CFA Charterholder, candidates and investment professionals

# PARTNERSHIP OPPORTUNITIES – OVERVIEW

	Location Sponsor	Corporate Sponsor	Special Event Sponsor
Logo Letterhead		✓	
Logo Annual Report		✓	
Logo Event Communication	✓	✓	✓
Logo Newsletter		✓	
Logo Society Website		✓	✓
Logo at Sponsored Event			✓
Tables for Clients at Event			✓
Exhibition Space			✓



# CONTACT



CFA Society Germany e.V.  
Schillerhaus | Schillerstr. 20  
60313 Frankfurt  
[www.cfa-germany.de](http://www.cfa-germany.de)



Susan Spinner, CFA  
Geschäftsführender Vorstand | CEO  
Phone +49 69 2444 582 80  
[susan.spinner@cfa-germany.de](mailto:susan.spinner@cfa-germany.de)

