INTERNATIONAL POLAR FOUNDATION AT SIBOS



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IPF has been invited to attend the world's premier financial services event – Sibos – being held in Amsterdam from October 25-29, 2010.

Organised by long time IPF partner SWIFT, this year's conference will be the greenest ever, in large part thanks to the IPF's collaborative work with SWIFT in creating a more sustainable event. Delegates and exhibitors are being encouraged to lower their carbon footprint, and IPF has been asked to also speak at the event.

Keeping in line with our ethos of "educate to understand, understand to act", the IPF will be helping to raise awareness and start debate about making the financial services industry more green and building relationships with corporates. CEO Thierry Touchais will be representing IPF in many different sessions, including making two speeches about IPF at the Innotribe forum, moderating a session about "sustainability - doing good is good for business" and also speaking as an "Environmental Driver" in the "Long Now" sessions looking at the future of the world.

The IPF has also devised a unique contest for delegates – a competition for collectors and their children - A Postcard from Antarctica.

The Princess Elisabeth Station is about to open for the polar season. Alain Hubert, co-founder of the IPF, and a group of scientists and specialists, will be traveling to Antarctica in November and staying there until February next year. There is a post office within the station – and the IPF is offering the chance to have a postcard sent postmarked from Antarctica.

Only open to Sibos delegates, interested people must come to visit the IPF staff at the SWIFT exhibition stand and leave their business card.

Cards will be drawn twice a day, so there will be 10 chances to win an official Postcard from Antarctica.