

# COPENHAGEN FINTECH

## And FinTech in the Nordics



Copenhagen Fintech and Reach Media publish an exclusive magazine in Børsen June 12th, 2018. An English magazine focusing on Fintech and Finance Innovation in Denmark and the Nordics. Residents, Sponsors and Partners of Copenhagen Fintech Lab are hereby invited to join.

The age of digitization has caused fundamental shifts in how banking and financial services is done. 2018 is a landmark for the industry with the coming of PSD2, GDPR and with new technology on the rise. Fintech is rapidly growing from niche to omnipresent and Copenhagen Fintech Magazine is a deep dive into the future of fintech in Denmark and the Nordic region. We bring together the attitudes and behaviors of financial institutes, the mindset and concerns of bankers and politicians, and the responses of first-mover banks and fintech startups. We debate how the Nordic region can unite across borders and build a global competitive fintech hub. By reading Copenhagen Fintech Magazine you will get a comprehensive overview of the current landscape and a look into the future of finance.

English magazine in exclusive "Børsen Pleasure" format (272x338) distributed with Børsen on June 12th.



### TARGET GROUP

- C-level in the Financial sector
- Corporate innovation leaders
- Fintech start-ups
- The Nordic Fintech Ecosystem

### BE PART OF THE MAGAZINE

- Advertisement 1/1 page (B+H)  
272 x 338 mm: 50.000 DKK
  - Advertisement 2/1 pages (B+H)  
544 x 338 mm: 80.000 DKK
  - \*Advertorial 1/1 page: 60.000 DKK
  - \*Advertorial 2/1 pages: 95.000 DKK
  - Special "Start-up advertorial"  
1/1 page: 30.000 DKK
- \*All advertorials are including journalist and layout

### DISTRIBUTION

### BØRSEN.

- Børsen - 136.000 print readers
- Børsen.dk - 611.000 online readers
- Copenhagen Fintech Week  
- 1.000 participants/readers
- TechSavvy.media - 20.000 online readers
- Selected Universities
- Nordic Fintech Hubs (Norway, Sweden, Finland and Denmark)

### BE A SPONSOR OF THE MAGAZINE

- Diamond: 4 pages advertorial (2 cases) + 1 page ad: 225.000,-
- Gold: 2 pages advertorial + 2 page ad spread: 175.000,-
- Silver: 1 page advertorial + 1 page ad in beginning of Magazine: 100.000,-
- All sponsors will have their logo presented at the colophon next to the table of contents.

All Partners and Members of Copenhagen Fintech Lab gets a discount of 10%, Sponsors 15%.  
Deadline for booking is April 30th

For interest please contact

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# WHAT WE WILL COVER...

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## **COPENHAGEN/DENMARK - A FUTURE FINANCIAL CAPITAL (INFRASTRUCTURE, THE COLLABORATION BETWEEN SECTORS ETC.)**

- Denmark as a financial and digital frontrunner on the verge of an industrial revolution
- The political conditions and regulatory framework
- Fintech startups and financial institution establish partnerships
- Financial service companies fostering innovation
- Startups challenge the bureaucratic technical legacy

## **A NORDIC FINTECH HUB (PAN-NORDIC COLLABORATION)**

- State of Nordic fintech scene and prospects of a pan-Nordic fintech collaboration
- A common Nordic test market for fintech and a regulatory framework for financial digitalisation and financial technology

## **PSD2 & OPEN BANKING**

- PSD2 and GDPR to become enablers for new ventures and business opportunities.
- New playing field that will disrupt the payment and banking industry
- Startups partnering with banks to take on new innovative solutions
- New competitors will enter the Nordic markets.

## **RAISING FUNDS AND GOING GLOBAL**

- Making the Danish and Nordic fintech ecosystems attractive to regional and global investors
- Funding through ICOs is heavily debated in Denmark and the Danish FSA plays an active role in creating a regulatory framework for this funding method.

## **ACCESS TO TALENT**

- Denmark and the Nordics is a hotbed for innovation and one of the world's top locations for tech activities, featuring an excellent test market with access to world-class software development talent pools.
- Ranked by the European Commission as the most digital country in the EU, Denmark provides excellent conditions for international tech companies to test and develop new IT solutions.
- Danish fintech companies going global and attracting global talents to Denmark.

## **THE RISE OF NEW TECH/SANDBOX**

- Denmark is a vibrant tech environment and innovators and entrepreneurs are constantly challenging the status quo.
- Artificial intelligence and IoT will play a larger role in our interaction with and understanding of the financial institution and our private economy.
- Danish FSA launched a sandbox initiative to test waters of new technology and create a framework that will help Denmark become leading innovator in financial technology.

## **PULSE ON FINTECH, REGTECH, INSURTECH AND WEALTHTECH**

- Technological development and the industrial revolution will enable new ventures and business opportunities. We expect to see startups that operate with the term RegTech (regulatory technology) evolve from the fields of the Nordic ecosystem.
- The Open Banking agenda will make fintech transcending into other verticals as WealthTech, Pentech (pension technology) and Insurtech (insurance technology).

## **THE NEW ERA OF PAYMENTS**

- The future of transactions and payments technology
- A cashless Nordic region

