



ICCA
INSTITUTE FOR CORPORATE
CULTURE AFFAIRS

COMMERZBANK 



The British Ambassador, Sir Michael Arthur,
has the honour to invite you to the launch of
David Marsh's book

The Euro: The Politics of the New Global Currency (Yale University Press)

Der Euro: Die geheime Geschichte der neuen Weltwährung (Murmann Verlag)

accompanied by a panel debate on

The Euro's second decade: status quo and perspectives

moderated by Professor Michael Stürmer (DIE WELT)

with an opening address by Dr Lorenzo Bini Smaghi (ECB).

David Marsh is Member of the Advisory Board of the Institute for Corporate Culture Affairs and the Centre of European Reform. He founded the German-British Forum, for which he served as Chairman. Awarded CBE for services to Anglo-German relations in 2000. He is the author of three books: Germany - Rich, Bothered and Divided (1989), The Bundesbank - The Bank that Rules Europe (1992), Germany and Europe - The Crisis of Unity (1994). David is also an Honorary Professor of the University of Birmingham.

Wednesday, 18th February at 15.30 (doors open at 15.00)

in the British Embassy, Wilhelmstr. 70, 10117 Berlin

RSVP to Nicole Roberts-Schäferhoff
by email: nicole.roberts-schaeferhoff@fco.gov.uk or by fax: (030) 20457 575

The debate will take place in English and German. Interpretation will not be available.
We encourage participants to register early due to limited capacity.
Please bring this invitation and photo ID with you on the day.



 **LONDON AND OXFORD GROUP**

I will attend Name: _____

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The Euro's second decade: Status quo and perspectives

Wednesday 18 February 2009 - British Embassy Berlin

A discussion afternoon under the patronage of
Sir Michael Arthur, British Ambassador to Germany
to mark the occasion of David Marsh's book

The Euro: The Politics of the New Global Currency (Yale University Press)
Der Euro: Die geheime Geschichte der neuen Weltwährung (Murmann Verlag)

PROGRAMME

- 15:00 Coffee
- 15:30 **Welcome**
Sir Michael Arthur, British Ambassador to Germany
Setting the scene and introduction to speakers:
Prof. Michael Stürmer, Chief Correspondent, Die Welt
Keynote speech: Looking beyond the Euro's first decade: What have we learned?
What do we still have to do?
Dr Lorenzo Bini Smaghi, Member of the Executive Board, European Central Bank
What the Euro means for European identity
*Prof. Manfred Pohl, Founder and Chief Executive, Institute for Corporate Culture
Affairs (ICCA), Director, Deutsche Bank Historical Association*
- 16:30 **Panel discussion:** Learning from experience: Lessons from the first 10 years
Prof. Michael Stürmer (Chairman)
*Dr Dietrich von Kyaw - Former German Permanent Representative to the
European Union*
David Marsh - Chairman, London and Oxford Group
Dr Hermann von Richthofen - Former German Ambassador to NATO and the UK
Dr Holger Schmieding - Chief European Economist, Bank of America
Prof. Dr Manfred Weber - Managing Director, German Banking Association
Followed by Q & A
- 18:00 The podium discussion will be followed by a short reception

Sponsored by: ICCA, BCCG, The Commerzbank & the London and Oxford Group



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