



### **iFX EXPO 2019: The Highlights**

It's been a scorcher in Limassol over the past few days. But the iFX EXPO turned up the heat further with its fintech awesomeness which not only attracted hundreds of world-class exhibitors but thousands of attendees too. We were there as official media partners live tweeting from the event and eyeing up the pic 'n' mix. So, without further ado, here's our EXPO 2019 highlights.

#### **A Cool, Classy Venue**

Spyros Kypriannou sports arena in Polemidia was gracefully transformed into a beautiful secret garden complete with stunning flower girls, hanging baskets and plenty of beer. While Stocktoberfest set the tone for a chilled-out EXPO vibe, the Ice Bar was the perfect place to stock up on refreshing ice cream while hanging out with Eskimos and listening to some retro beats.

The spacious, air-conditioned venue itself also provided a comfortable environment for networking, handing out business cards, conducting meetings and loading up on EXPO freebies. Indeed, the loot was so impressive this year it inspired our very own social media 'EXPO swag' awards. Shout outs went to:

- GRS Global Recruitment (Cyprus) – the red beach towels and sunglasses were a winner!
- FXDD – stress balls! Yes!
- NBH Markets – 1kg of gold promotion!
- GBG – we loved the socks and desktop garden!
- JFD brokers – everyone needs a massive heart-shaped cookie, right?



## A Packed Schedule of Insightful Talks

The iFX EXPO Limassol was the place to be to hear all the latest fintech and finance news. The panel of expert speakers raised the bar with their in-depth industry knowledge providing valuable information, particularly about the fintech sector and how it is set to develop and grow.

As a content marketing agency for the finance sector, regulation updates help us to provide spot-on content that meets all the rules. That's why we were particularly excited to see CySEC Chairwoman Demetra Kalogerou take to the stage. Showcasing the potential compatibility between regulation and innovation, Kalogerou said: "We believe that appropriate and proportionate regulation can meet the demand for innovation." This is exciting stuff which the industry should be prepared to embrace.

## Charitable Initiatives

This year's EXPO was not only about making business connections and eating pastries. It was also about raising money for and spreading awareness about good causes. Acuity Trading Ltd, used the event as a platform to bring attention to the amazing work of the CR Hope Foundation, a non-profit currently working to build a school in Zanzibar.

A lot of fundraising fun went down at Booth 79 with people taking part in Acuity Trading Ltd's exciting scratch card competition which offered winners a bunch of epic prizes. Contentworks was thrilled to be able to donate a Kindle as one of the prizes available. Congrats Eleni for taking part and winning!



contentworksagency • Following ...

contentworksagency Huge congrats to Eleni who won the Contentworks kindle at Acuity Trading Ltd today! The charity event at the iFXEXPO took place to raise money to build a school in Zanzibar.

#charity #ifxexpo #mediapartner

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## A Whole Bunch of Food

As always, the EXPO food options went down a storm with the Contentworks crew! Particularly hungry EXPO caterpillars (naming no names) had the option to munch through:

- A buffet with loads of yummy stuff including souvlaki and salad
- Loads of chocolate and sweets – think jelly babies and Ferrero Rocher!
- Pizza and hot dogs – located at the entrance/exit and therefore hard to bypass
- Popcorn!
- Ice cream at the Ice Bar (of course)
- Loads of iced coffee and yummy drinks to wash all the calories down – amazing!

**Disclaimer:** One or more of the Contentworks team may or may not have sampled all of the above.

## Epic EXPO Parties

The EXPO has a work hard, play hard vibe and this year's parties were better than ever (in our humble opinion). From the opening and closing nights at the exclusive Columbia Beach to the Official EXPO Party at Dolce/Theama Club, there was a whole lot of fun to be had. We particularly enjoyed the dance productions on stage and the music which had us throwing shapes until the early hours.

You can check out more from that night via Instagram thanks to our Socially Sorted glam squad. Why not also follow us [@contentworksagency](https://www.instagram.com/contentworksagency/)?



So, that's the EXPO done and dusted for another year! We're thrilled to have been media partners for the event and can't wait to follow up on some of the amazing conversations we had over the three-day event! See you in 2020!

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