

[Press release](#)
[Brussels, 19 April 2001](#)

Deutsche Bank becomes sponsor of EurActiv.com

Deutsche Bank, one of the leading global financial institutions, is to join EurActiv.com via its *DB Research* centre of competence for macro economic research as sponsor of its enlargement policy section.

As one of the main policy areas in European affairs, the enlargement section of EurActiv has been in activity for several months already. The enlargement section deals with the European Union's expansion to new member states, mainly in Central and Eastern Europe.

The partnership between this new sponsor and EurActiv will also involve contributing research results by *Deutsche Bank Research* to that policy section.

Located in Frankfurt, *Deutsche Bank Research* is one of the leading think tanks in the world. It initiates and influences the public debate on economic, fiscal and monetary policy issues and other topics of importance for Europe and the entire world.

Analysts from other important international financial centres contribute to its research.

“We believe that fostering new perspectives, creative thinking and motivation are the keys to democracy and prosperity in a society. Our programs and initiatives are designed to meet this challenge and our support for these fundamental ideas is expressed through a transparent documentation of activities and our welcoming of open dialogue” said Dr.Ottmar Kayser, PR Officer of Deutsche Bank.

Deutsche Bank joins other prestigious EurActiv corporate sponsors such as pharmaceuticals and chemicals group *Solvay SA*, communications supplier *Ericsson*, public affairs firm *EPPA*, the steel packaging association *APEAL*, telecom operator *France Telecom*, *petrochemicals group BP*, the *e-Content programme of the European Commission*, and EU think tank *Centre for European Policy Studies (CEPS)*.

Commenting on Deutsche Bank becoming a sponsor of EurActiv.com, founding Publisher Christophe Leclercq said: “ Both the financial and the content support of this prestigious institution is a great encouragement for the work done by EurActiv. Enlargement is one of the most challenging policy areas of the European Union. Deutsche Bank supports the EU of the future.”

⇒ **Notes to the Editor**

Deutsche Bank offers its more than 9 million clients unparalleled financial services throughout the world in over 60 countries. It ranks among the leaders in asset management, capital markets, corporate finance, custody, cash management and private banking. Deutsche Bank is divided into five major business units: Global Corporate and Institutions, Global Technology and Services, Asset Management, Corporate and Real Estate and Private and Retail Banking. They will be organized in due course into two groups, Corporate and Institutional Clients Group, Asset Management & Private Clients Group. The keys to the Bank's success remain constant: customer focus, the spirit of innovation, a broad range of product skills combined with technological power and financial strength delivered by highly skilled professionals.

Deutsche Bank is represented with more than 1,400 branches in Germany and more than 2,300 worldwide. There are DB branches in 12 Central and Eastern European countries.

The EurActiv portal provides at no cost information to the “*Community of EU Actors*” (representatives from corporations, professionals, industry federations and NGOs, together with the EU institutions and the press). Acting as a gateway, the site gives easy access to a wealth of information on EU news and policies, including an online directory and commercial services (travel, books and careers).

In addition to Deutsche Bank Research, EurActiv.com is supported by a growing number of organizations such as pharmaceuticals and chemicals group *Solvay SA*, communications supplier *Ericsson*, public affairs firm *EPPA*, the steel packaging association *APEAL*, telecom operator *France Telecom*, petroleum and petrochemicals group *BP Amoco plc*, the e-content programme of the *European Commission* and EU think tank *Centre for European Policy Studies (CEPS)*.

In addition, 50 federations and non-profit associations provide policy positions and moral support to *EurActiv.com*. Among those are the European Employers federation *UNICE*, the *EU Committee of the American Chamber of Commerce*, and the *Worldwide Life Fund (WWF)*.

⇒ **More background information available at www.euractiv.com**
[<http://www.euractiv.com>](http://www.euractiv.com)

Additional information & interviews: michel.deurinck@euractiv.com
[<mailto:michel.deurinck@euractiv.com>](mailto:michel.deurinck@euractiv.com)

phone: 32-2-226 58 17 - fax: 32-2-226 58 20

