

# LEADING FINANCE FORUM SEEKS TO DEFINE DATA CENTRE GROWTH MARKETS

Submitted by: BroadGroup

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The global cloud and data centre leadership gathers to assess risk, growth and opportunity for the sector in a period of change

London– 16 January 2017 – After a year of change and technological innovations leading players in finance and investment will meet in London to define future growth markets for the data center and hosting segment. The 10th Annual Finance and Investment Forum (<http://www.financeinvestmentforum.com/>) will take place on the 26th of January with featured speakers from Bank of America Merrill Lynch, BNP Paribas, ING, RBC Capital Markets and Wells Fargo among others.

“As cloud computing, has integrated even further into IT operations, the focus will move to improving underlying critical infrastructure as businesses look to manage new data volumes” stated Giordano Albertazzi, president, Europe, Middle East and Africa for Vertiv. “We believe that 2017 will be the year that IT professionals will invest in future-proofing their data centre facilities to ensure that they remain nimble and flexible in the years to come” continued Mr Albertazzi.

FIF London is the only European event dedicated to investment in the data centre/co-location, hosting and IaaS sector. In the decade since the inaugural event it has grown to become the defining deal making forum within the space.

This highly regarded event will showcase speakers from Africa, Asia and the US along with pitches from innovative start-ups, executive 1-1 meetings and analyst insight. The full list of expert speakers can be found [here](#). With private equity firms, investment funds, banks and legal counsel all in attendance FIF London 2017 is set to take the temperature of the UK and global market while offering insights on future opportunities.

“Looking ahead, digital transformation is high on the agenda of most enterprises,” commented Gregory Gerot, managing director of BroadGroup, the media technology company hosting the forum. “Investors and providers are assessing how to monetize the edge and the profound change expected for data centres through IoT, VR, blockchain, fintech, and machine learning.”

Providing rare exposure to key investors and influencers, FIF provides high level analysis of the market for IT infrastructure assets and unparalleled networking among the representatives attending.

Attendees will focus on existing investments in the sector, new players seeking investment, new investment and acquisition opportunities, companies seeking disposal of assets, brokerage opportunities, IPOs, and professional service tendering.

For more information, contact:  
[john.vather@broad-group.com](mailto:john.vather@broad-group.com)

@FIF\_London ([https://twitter.com/FIF\\_London](https://twitter.com/FIF_London))

The Finance and Investment Forum (<http://www.financeinvestmentforum.com/>)

London Marriott Hotel Grosvenor Square  
Grosvenor Square  
London  
W1K 6JP

About BroadGroup (<http://www.broad-group.com/>)

BroadGroup is an Information Media Technology and Professional Services company. Established in 2002, BroadGroup achieved rapid recognition and growth through delivering quality research and insight in a number of niche and emerging areas of the telecommunications and technology sector. Since founding, the data center and cloud practice has been the main focus of the company. BroadGroup is the leading publishing, event, research and consulting group in this area.