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The screenshot shows the MercuryNews.com website. At the top, there is a navigation bar with links for HOME, NEWS, BUSINESS, TECH, SPORTS, ENTERTAINMENT, LIFE & STYLE, OPINION, MY CITY, and HELP. Below this is a sub-navigation bar with categories like Silicon Valley 150, Markets, Stocks, Mutual Funds & ETFs, Sectors, and Tools. A search bar is present with a 'GET QUOTE' button and a 'Search InvestCenter' link. There are also links for 'Recent Quotes', 'My Watchlist', and 'Indicators'. Two advertisements are visible: one for 'How to lose weight fast and keep it off!' featuring a woman with a measuring tape, and another for 'Follow these simple tips to lose weight and look great!' featuring a woman with a bowl of salad. The word 'ADVERTISEMENT' is printed below the second ad.

October 08, 2013 at 09:29 AM EDT

## The IAIR Awards, the Prize for Innovation and Sustainability

Innovation and sustainability: these are the keys to overcome the credit crunch. A vivid example of it was represented on Friday, the 4th October 2013 in Milan at Palazzo Mezzanotte, the Italian headquarter of the London Stock Exchange Group during the IAIR AWARDS IV Edition ([www.iairawards.com](http://www.iairawards.com)) with the patronage of the European Commission.



Over 400 people attended the event and more than 50 companies coming from European countries - but also from the Middle East and from North America - received this prestigious recognition that comes out from the IAIR readers votes, followed by the selection of the editorial staff on the basis of ten main criteria.

ICT (*Rosberg, Atmira, Arkadin, Xstream*), software (*Softkey, Fabasoft, Sciemus, Neurosoft*), but also luxury (*Swarovski*) and green energy (*Frendy Energy, Metaenergia, Innovatio*) have been the most awarded fields along with legal excellences like the French law firm *Kiejman & Marembert*.

The IAIR Sustainability Awards aimed to identify those companies and financial institutions that are holding businesses more accountable for sustainability performances, with a specific focus on 'eco-friendly choices'. Among them: *EcoPlanet Bamboo Group, SP3H, ZMDI, Storebrand* and then *Royal Bank of Canada*, the Spanish *Banca March* and the Turkish *Garanti Bank*.

If IT services and solutions have made the part of the lion with competitive software houses, banks and financial institutions, often thanks to these innovative systems, have developed a new approach to credit and to wealth management: *Banking Production Center, UniCredit, Loomis Sayles* - part of Natixis group - the Russian *Vnesheconombank, Bank Technique, DIF Broker, Tyrus Capital, FXDD* and *FxPro*.

«We want to recognize the excellent work of smaller, nationally-based firms – said Mr. **Guido Giommi**, IAIR President - those operating in niche areas, along with top brands. Excellence, innovation, green initiatives and sustainable development are the key-words of this prize».

The IAIR Awards road show will continue in **Hong Kong** (on the 22nd November), **New York, São Paulo** and **London** along with its related events in **Singapore, Shanghai, Kuala Lumpur** and **Dubai**.

October 8, 2013

#### **IAIR CORPORATE AWARDS**

Swarovski  
AVEA  
Watchful Software  
Sygic  
BIMobject  
Fabasoft  
Sciamus  
Softkey  
Procurence  
Zerogrey  
Rosberg System  
ATMIRA  
COYOTE System  
Arkadin  
Xstream  
Púchovský mäsový priemysel  
IGV Group

#### **IAIR SUSTAINABILITY AWARDS**

Thermapool  
D-Orbit  
SP3H  
Zentrum Mikroelektronik Dresden  
EcoPlanet Bamboo Group  
Storebrand  
Banca March  
Garanti Bank  
[Royal Bank of Canada](#)

#### **IAIR LEGAL AWARDS**

Fourgoux & Associés  
Darrois Villey  
Kiejman & Marembert

#### **IAIR FOREX AWARDS**

Banc De Binary  
HotForex  
FXDD  
[Forex MMCIS](#)  
FxPro [Financial Services](#)  
MFX Broker

#### **IAIR AWARDS - PREMIO LE FONTI**

LCS – Spotless Group  
G. Candiani  
Somed  
Laser Lab  
Primavista  
Sebia Italia  
MP Filtri  
Datalogic  
Neurosoft  
El. Ital  
Metaenergia  
Innovatio  
Frendy Energy  
Unicredit Factoring

#### **IAIR BANKING & FINANCE AWARDS**

Banking Production Center  
Superderivatives  
MGM International Fund (from JP Funds) managed by DIF Broker  
HFR Asset Management  
BrunnerInvest  
Tyros Capital  
Farazad Investments  
Bank Technique  
Saudi Hollandi Bank  
MeritKapital  
Vnesheconombank  
Loomis Sayles Investments