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SEC 2449

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM 19b-4(e)**

**Information Required of a Self-Regulatory Organization Listing and Trading a New
Derivative Securities Product Pursuant to Rule 19b-4(e) Under the Securities Exchange Act of 1934**

READ ALL INSTRUCTIONS PRIOR TO COMPLETING FORM

Part I Initial Listing Report

1. Name of Self-Regulatory Organization Listing New Derivative Securities Product:

NYSE Arca, Inc.



11031804

2. Type of Issuer of New Derivative Securities Product (e.g., clearinghouse, broker-dealer, corporation, etc.):

Open-end Management Investment Company

3. Class of New Derivative Securities Product:

Investment Company Units

4. Name of Underlying Instrument:

Dow Jones Emerging Markets Consumer Services Titans 30 Index

5. If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:

Narrow Based

6. Ticker Symbol(s) of New Derivative Securities Product:

VGEM

7. Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:

NYSE, SANTIAGO, NASDAQ STOCK MARKET, HONG KONG, BOGOTA, BOMBAY, KUALA LUMPUR, MEXICO CITY, MANILA, LONDON, JOHANNESBURG, BANGKOK, ISTANBUL

8. Settlement Methodology of New Derivative Securities Product:

Regular way trades settle on T+3/Book entry only held in DTC.

9. Position Limits of New Derivative Securities Product (if applicable):

Not applicable.

Part II Execution

The undersigned represents that the governing body of the above-referenced Self-Regulatory Organization has duly approved, or has duly delegated its approval to the undersigned for, the listing and trading of the above-referenced new derivative securities product according to its relevant trading rules, procedures, surveillance programs and listing standards.

Name of Official Responsible for Form:

Janet L. McGinness

Title:

Corporate Secretary

Telephone Number:

(212) 656-2039

Manual Signature of Official Responsible for Form:

June 24, 2011

SEC 2449 (1/99)

| | |
|---------------|---------------------------------|
| Act | Securities Exchange Act of 1934 |
| Section | 19b-4 |
| Rule | 19b-4(e) |
| Public | |
| Availability: | JUN 28 2011 |

Janet L. McGinness
Corporate Secretary

NYSE Arca, Inc.
11 Wall Street
New York, NY 10005



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tel: 212.656.2039
fax: 212.656.8101
jmcginness@nyx.com

Via Overnight Mail

June 24, 2011

Ms. Gail Jackson
US Securities and Exchange Commission
Division of Trading and Markets
Station Place – Building I
100 F Street, N.E. – Room 6628
Washington, DC 20549

Re: Forms 19b-4(e) – Emerging Global Advisors 8 ETFs

Dear Ms. Jackson:

Enclosed for filing pursuant to Section 19(b) of the Securities Exchange Act of 1934 and Rule 19b-4 thereunder, please find an original and nine copies of Form 19b-4(e) with respect to the following securities:

- EGShares Basic Materials GEMS ETF LGEM
- EGShares Consumer Goods GEMS ETF GGEM
- EGShares Health Care GEMS ETF HGEM
- EGShares Industrials GEMS ETF IGEM
- EGShares Technology GEMS ETF QGEM
- EGShares Telecom GEMS ETF TGEM
- EGShares Utilities GEMS ETF UGEM
- EGShares Consumer Services GEMS ETF VGEM

If you have any questions, please do not hesitate to call me at (212) 656-2039.

Sincerely,

Enclosures

| | |
|----------------------|---------------------------------|
| Act | Securities Exchange Act of 1934 |
| Section | 19b-4 |
| Rule | 19b-4(e) |
| Public Availability: | JUN 28 2011 |