

# PRESS RELEASE

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## EUSIPA marks ten years with ten outstanding achievements



At the end of 2019, EUSIPA will celebrate its tenth anniversary by marking up ten major achievements.

EUSIPA chair **Heike Arbter** said:



*‘Sometimes you have to look back to see how far you have come. This is a good time to celebrate not just high-profile, high stakes achievements such as our technical and communication work on the PRIIPS legislation, but the day-to-day efforts that have helped create transparency and standards across a whole range of single markets in Europe. The association is proud of its role as a primary conduit between structured investment product providers and distributors, and political and regulatory channels.’*

EUSIPA vice-chair **Roger Studer** added:

*‘European markets are highly intertwined, especially at the financial services end, and independent of whether a country is within or outside the EU. Since 2009 EUSIPA has gone a long way towards bringing together all the relevant players – global banks and domestic powerhouses – active in Europe.’*



Eusipa is delighted to present our list of ten exemplary achievements of the past ten years.

**Mapping risks** - EUSIPA established itself as a force for standardisation and transparency with its EUSIPA Map, which is inspired by its Swiss precursor: issuers, platforms and data providers worldwide have adopted this visualisation tool as the accepted classification of structured payoffs, sorted by risk levels.

**Setting standards** - EUSIPA issued voluntary standards governing members’ conduct in relation to the issuance, marketing, sale and trade of structured investment products, and issued product standards guidance before they were mandated by MIFID and PRIIPs legislation.

**Educator** - EUSIPA published and edited training and education resource *Inside Structured Products* in conjunction with Derivative Partners. When published the book was the only available comprehensive global structured products reference source.

**Family ties** - EUSIPA is proactive in building the European membership associations community, its initial members having helped develop sister organisations across the continent. A tenth member, LUXSIPA, joined in November this year.

**Local support** - EUSIPA has supported local responses to regulatory initiatives, especially in Belgium, Italy, The Netherlands and the UK.

**Data corner** - EUSIPA issues quarterly market reports for almost all Europe's structured products markets, uniquely including open interest in Switzerland, Germany, Austria and Belgium.

**Founding partner** - EUSIPA was a founding member of Financial Data Exchange platform FinDatEx, set up in 2019 to support the development and use of standardised technical templates to facilitate the exchange of data between stakeholders in the application of European financial market legislation.

**Lobbying prowess** - In 2017, the association was key to achieving the necessary postponement of the Packaged Retail & Insurance-based Investment Products (PRIIPs) regulation by a year. Since then, EUSIPA has continued to lead technical rounds during consultations and the development of the legislation and its associated standards.

**Association of the year** - EUSIPA was recognised by SRP.com as Association of the year, 2017, for its pioneering work on PRIIPs.

**Authoritative** - EUSIPA regularly presents on European issues at national member conferences and other international events; representatives of the association are also regular invitees to ESMA and EU Commission expert groups.

### **About EUSIPA**

EUSIPA represents the interests of the European structured investment products business, for which it is concerned to create an attractive and fair regulatory framework. The umbrella association acts as a contact point for politicians and the European Securities & Markets Authority (ESMA) in all questions concerning structured products. It is on hand to provide expert advice, thus playing an active role in influencing political opinion. The association is concerned to promote investor protection and more comprehensible and transparent products. Together with its members, it actively promotes Europe-wide standards for the sector. These include clear product classification, standardised technical terms and a broad commitment among member associations to abide by the industry's code of practice.

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