



The **BETTER FINANCE MANIFESTO** – Challenges and Opportunities for the next 5 years

SAVING FOR GROWTH AND JOBS

«Households are the main source of funds to finance investment.»¹

28 March 2014

@ the European Parliament (Room A1 G-3)

08:30 – 09:00 **Welcome Coffee**

09:00 – 09:05 **Foreword**

Jean Berthon

President of EuroFinUse

09:05 – 09:30 **Welcome Speech**

Pervenche Berès

MEP, ECON Committee

09:30 – 10:00 **Keynote Speech**

Olivier Guersent

Head of Cabinet, DG Internal Market and Services

Panel: How to restore European households' confidence in long term savings & investments

10:00 – 11:00 Financial policy priorities for the next 5 years: the Politicians' Views

- A better protection of the real value of savings and investments
- Enhancing the role of savers and individual investors in the Long-Term Financing of the European economy
- Banking Union and Bank Reform: make those responsible for bank failures pay first instead of depositors and savers
- Taxing vice rather than virtue: eliminating double taxation of income from savings and ensuring the Financial Transaction Tax (FTT) taxes the finance industry, not EU savers.

Panellists:

- **Pervenche Berès**, EMPL Committee Chair and MEP (S&D), former ECON Committee Chair
- **Philippe Lamberts**, MEP (Green) and member of the ECON Committee
- **John Purvis**, former ECON Committee Vice-Chair (UK Conservative Party) and Chairman, Financial Future
- **Margarita Starkevičiūtė**, former MEP (ALDE) in ECON
- **Joost van Iersel**, President, Section for Economic and Monetary Union and Economic and Social Cohesion, European Economic and Social Committee, former Member of the Dutch Parliament (Christian Democrat)

Moderator: **Josina Kamerling**, Head of Regulatory Outreach EMEA, CFA Institute

11:00 – 11:45

Q&A Session – Coffee Service

11:45 – 12:15 **Keynote Speech**

Steven Maijoor

ESMA Chair

12:15 – 12:30 **Closing Remarks**

Guillaume Prache

Managing Director of EuroFinUse

12:30 – 14:00

Buffet Lunch

¹ European Commission Green Paper on the Long-term Financing of the European Economy