

INTERNATIONAL CONFERENCE

BF BETTER FINANCE
The European Federation of Investors and Financial Services Users
Fédération Européenne des Épargnants et Usagers des Services Financiers

**Post-Brexit
Capital Markets Union**

**How to make it
work for people?**

Thursday 22 April 2021

Mairead McGuinness
European Commissioner for Financial Stability,
Financial Services and the Capital Markets Union

Irene Tinagli
Chair of the Economic and Monetary Affairs
Committee of the European Parliament

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Post-Brexit Capital Markets Union | How to make it work for people?

Online Conference Programme | 22 April 2021

14h00 **Welcome Speech** | Axel Kleinlein, President of BETTER FINANCE

14h10 **Keynote Speech** | Mairead McGuinness, European Commissioner for Financial Stability, Financial Services and the Capital Markets Union

14h30 **Panel | 2022 Retail Investment Strategy – How to make the CMU work for people?**

For the Capital Markets Union (CMU) to succeed, European citizens and households need to be at its heart. The panel will take a deeper look at two key issues that would go a long way towards achieving this: the **promotion of Employee Share Ownership (ESO)** will be key to improve financial literacy and reacquaint EU Citizens with equities as the financial instrument most likely to protect the real value of their lifetime financial savings over the long-term; and ensuring that investors receive **fair advice and clear and comparable product information** for all types of financial products (Packaged Products, ...) is also essential to build retail investors' trust in capital markets.

Moderator: David Wright, Sub-Chair, High-Level Forum on CMU

- Isabel Benjumea Benjumea, Member of the European Parliament, ECON Committee
- Marcel Haag, Director of Horizontal Policies, DG FISMA, European Commission
- Robyn Laidlaw, Principal, Head of Distribution Europe, Vanguard Asset Management Ltd.
- Patrick Pagni, President of the Association of Employee Shareholders of Société Générale
- Philippe Serceau, Head of HR Consulting and International development, Amundi

15h40 **Keynote Speech** | Irene Tinagli, Member of the European Parliament, Chair of the Economic and Monetary Affairs Committee

15h50 **Coffee Break**

16h05 **Panel | MiFID II review for people**

If European policymakers are serious about making the Capital Markets Union work for people, any review of the Markets in Financial Instruments Directive 2 (MiFID II) will need to focus on making capital markets more attractive for EU citizens and households and ensure better access to simple and transparent products. It will be crucial to improve **Market Data Transparency and Access** for individual investors which has been seriously reduced since the implementation of MiFID I and II to the benefit of far less transparent venues. Differentiating between inexperienced and experienced individual investors and allowing for **Qualified Non-professional Investors** to opt out of highly protective mechanisms, will further reduce disparities in market access.

Moderator: Karel Lannoo, CEO, CEPS

- Ugo Bassi, Director of Financial Markets, DG FISMA, European Commission
- Niels Brab, Chief Regulatory Officer, Deutsche Börse Group
- Nick Dutton, Chief Regulatory Officer, Cboe Europe
- Markus Ferber, Member of the European Parliament, ECON Committee Member
- Eero Olavi Heinäluoma, Member of the European Parliament, ECON Committee Member
- Clare Rowley, Head of Business Operations, Global Legal Entity Identifier Foundation
- Andreas Treichl, Chairman of the Supervisory Board, ERSTE Foundation

17h30 **Closing Speech** | Guillaume Prache, Managing Director of BETTER FINANCE

| BETTER FINANCE thanks Amundi, the Global Legal Entity Identifier Foundation, Vanguard Asset Management Ltd. and Cboe Europe for their support. |

[Registration page](#)

The conference will be held on Zoom.

Participants will receive a Zoom link prior the start of the conference.