

ASSET ALLOCATION IN EUROPE:

What challenges and opportunities lie ahead?



3rd TASK FORCE MEETING

Brussels, 20 March 2018

AGENDA

12:00 – 12:30

[Registration & lunch](#)

12:30 – 13:00

[Introductory remarks](#)

Chairman: Jean-Pierre Pinatton, Supervisory Board, Oddo BHF

13:00 – 14:45

[Session 1. Retail investors](#)

Retail investors are and should remain at the core of the CMU project. To this end, a more balanced and diversified allocation of their financial assets is needed. Compared to the US, European households have more than double the amount of their savings in deposits, but only half as much in investment funds and shares. Moreover, due to a variety of reasons – savings rates/net financial wealth, investor preferences/behavioural aspects, market structure and access, regulatory/supervisory frameworks and tax regimes – the composition varies considerably across Europe. Retail capital markets services are also barely developed on a cross-border basis, and this translates into very limited cross-border holdings of financial assets.

- What are the main factors influencing demand for savings/investment products across Europe? How to foster (in)direct retail participation in capital markets?
- Is the current supply fit for purpose, i.e. products with a rewarding risk-return profile, transparent pricing and cost/fee structures?
- Are the developments in manufacturing, marketing, distribution and financial advice moving into the right direction? How to tackle the lack of financial literacy?
- How effectively are the ESAs and NCAs overseeing the interaction among the different sectoral EU rules affecting retail investors?

[Keynote address](#)

Steffen Kern, Chief Economist and Head of Risk Analysis, ESMA

[Panel debate](#)

Ole Stæhr, Executive Advisor, Nordea Wealth Management

Claire Castanet, Head of Retail Investors Relations, Autorité des marchés financiers (AMF)

Guillaume Prache, Managing Director, Better Finance

Emmy Labovitch, Principal Administrator, Directorate for Financial and Enterprise Affairs, OECD

[Discussion & wrap-up](#)

14:45 – 15:15

[Coffee break](#)

15:15 – 17:00

Session 2. Sustainable/ESG investment

In Europe, the capital markets ecosystem is expected to further develop in line with the overall objective of enhancing long-term value creation in the real economy. Institutional investors and asset managers have a fiduciary duty to act in the best interest of their end investors, and therefore should be equipped to seize the opportunities and tackle the risks arising from materially relevant ESG factors. Retail investors have also been increasing their direct presence in this segment. With respect to non-financial data and integrated reporting, there seems to be a huge learning curve for companies, investors, service providers, policymakers and other stakeholders. Transparency, proportionality, the right incentives, and ultimately financial performance will allow the market to develop in size and maturity.

- Are investors mainstreaming the integration of sustainability factors? What are their approaches to ESG assessments, preferred asset classes and investment strategies?
- Is there a real ‘scarcity’ of sustainable assets/projects in Europe? Would fully-fledged taxonomies, labels and standards improve the conditions for investments?
- What drives the take-up of sustainability ratings/scoring, indices and benchmarks? How to ensure that SMEs are not underrepresented in the investors’ portfolios?
- How will the Action Plan for Sustainable Finance translate into practice? Should prudential regulation incentivise such investments?

Keynote address

Diego Valiante, Senior Economist, DG FISMA, European Commission

Panel debate

Andrea van Dijk, Director of Client Relations, Sustainalytics

Martina Macpherson, President, Network for Sustainable Financial Markets

Jean-Francois Coppenolle, Senior Manager, Credit/Investments, Aviva

Jean-Philippe Desmartin, Head of Responsible Investment, Edmond de Rothschild

Discussion & wrap-up

17:00 – 17:30

Conclusions

Rapporteurs: Karel Lannoo, CEO, CEPS and Cosmina Amariei, Researcher, ECMI

Venue: CEPS Conference Room
1 Place du Congrès
1000 Brussels – BE

List of participants (other than speakers)

Sylvain Bouyon, Head of Retail Finance & Fintech, CEPS
Jan Bremer, Head of EU Liaison Office, Deutsches Aktieninstitut
Claudio Bocci, Partner & Head of Asset Management, Prometeia
Willem Pieter de Groen, Head of Financial Markets and Institutions, CEPS
Carey Evans, Director of Global Public Policy, BlackRock
Jean-Luc Filippini, Senior Policy Adviser, EIB
Ana Gallego, Policy Adviser, Personal Investment Management & Financial Advice Association (PIMFA)
Judith Hardt, Managing Director, Swiss Financial Council
Sílvia Herms, Head of Economic and Financial Affairs, AMICE
Hannah Herscheid, EU Policy Manager, Bayer
Mads Kaagaard, Group CCO, PFA Pension
Altaf Kassam, Managing Director, Head of Strategy and Research – EMEA, State Street Global Advisors
Patrik Karlsson, Director, Market Practice and Regulatory Policy, ICMA
Josina Kamerling, Head of Regulatory Outreach, CFA Institute
Olav Jones, Deputy Director General & Director, Economics & Finance, Insurance Europe
Marco Lamandini, Professor of Company Law, University of Bologna
Déborah Leboulenger, PhD researcher, Paris Nanterre University
Niels Lemmers, Director, European Investors' Association
Julia Loder, Associate, Kreab
Barbara Matthews, Managing Director, BCM International Regulatory Analytics
Piotr Nowak, Policy Officer, European Commission
Daniel Ostrowski, Director Government Relations, S&P Global
Jeff Rupp, Director of Public Affairs, INREV
Cristina Satmarean, Senior Consultant, Afore Consulting
Aneta Spendzharova, Assistant Professor, Maastricht University
Linda Strazdina, Consultant, Afore Consulting
Andrej Stuchlik, Policy Officer, EIB
Sandrell Sultana, Director, Kreab
Alois Thiant, EU Institutions Relationship Manager – Brussels Office, AFG
Apostolos Thomadakis, Researcher, ECMI-CEPS
Lizeth Tijssen, Senior Consultant, Zurich Insurance
Jacques Toledano, Actuary – Regulatory oversight, Covea
Thomas Tilley, Senior Economist, EFAMA
Séverine Vadon-David, Trainer & Certified Coach, Université Paris Dauphine
Patricia Wruuck, Economist, EIB