

FECIF Associate Membership

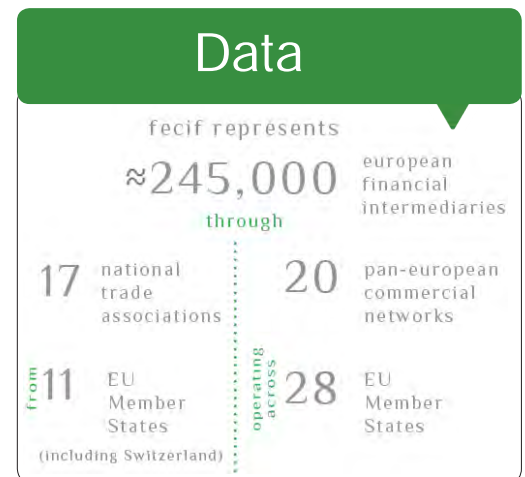


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Fédération Européenne des Conseils et Intermédiaires Financiers

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The European Federation of Financial Advisers and Financial Intermediaries (FECIF) was chartered in June 1999 to support and promote the role of financial advisers and intermediaries in Europe, whilst also representing them at the highest European levels.

FECIF is an independent and non-profit-making trade association that extensively assists its adviser members, who operate across the 28 European Union member states plus Switzerland.



- > FECIF also provides a wide range of benefits for its Association Members.
- > Based in Brussels, FECIF is the only European body representing European financial advisers and intermediaries across the Continent.
- > Via its Association Members, the Federation represents in excess of 245,000 advisers and intermediaries; when administration and back office staff are included FECIF can be seen to support the activities of around 640,000 individuals.

Key Benefits of Associate Membership

Creating a single market

Despite the theoretical existence of a single market for financial services across Europe, in practice this simply does not exist. Obtaining a consistent flow of quality business from what is generally a fragmented European market has been problematic in the past for most companies. Via FECIF, knowledge of national markets and distribution to a large number of regulated and progressive intermediary companies becomes immediately easier and more cost-effective.

Direct marketing benefits

Product and company information can be circulated via FECIF's monthly member's e-newsletter and exposure on the Federation's website created, with a direct link to the Company's website (or to a micro site if desired). Details of the affiliation will also be circulated in a press release and circulated to all of our members, along with highlights of the benefits to them of the relationship.

Key Benefits of Associate Membership

Access to decision makers

FECIF provides direct access to, and assists in arranging meetings and communications with, the key decision makers at each of our national member associations, representing tens of thousands of advisers and intermediaries in each case.

Marketing effectiveness

Regular contact with FECIF members, specifically many of our national adviser trade bodies, via the above activities can be far more effective than historic strategies due to its frequency and routing.

Our Associate Members are, of course, potentially far more engaged by, and interested in, information that passes to them via their own trade association. Thus, such activities can be at least as cost-effective as many existing marketing activities and perhaps more so - and highly complementary to them.

Image benefits

Within the advisory community, Associate Members of FECIF are seen as committed to both the sector and to regulated, compliant business, which enhances the provider in the eyes of advisers and consumers alike.

Market feedback

Market and product feedback is made readily available to our Associate Members at no additional cost; filtered and evaluated to reduce costs and increase benefits for them. The Federation's experience and knowledge of many European countries and markets enables Associate Members to more easily and effectively access a region that is otherwise difficult to distribute within.

We can also assist in product development to ensure benefits for our Associate Members and our advisers and intermediaries - and thus, ultimately, for the consumer also.



Key Benefits of Associate Membership



FECIF conferences, seminars and workshops

Our Associate Members are the first companies that are provided with the opportunity to sponsor and/or attend these events, and this is provided at a discounted rate where any fee is due. These are unique and market-leading events bringing together national adviser associations from across Europe along with consumer groups, MEPs, regulators and industry experts.



Regulatory knowledge, expertise and assistance

At both EU and national levels it is increasingly important to understand the specifics of regulation and the manner in which it is implemented. FECIF has the understanding and experience of the various markets within Europe, the pitfalls to avoid and the “local knowledge” that can reduce time and cost to market.

Regular updates from FECIF’s legal office in Brussels are delivered to Associate Members, with access to working documents from the EC, EP, ESMA, EIOPA, EBA, etc.

Access to FECIF’s online database of EU directives, guidelines, regulatory technical standards, etc. is provided, with information thematically and chronologically classified.

Presentation opportunities (FECIF Associate Plus Membership)

We can organise the opportunity for specific presentations to, or dinner with, our Board, which represents the vast majority of our national Trade Association Members. This can ultimately lead to events and opportunities on a local, regional, national or European basis. We help to co-ordinate such events and aim to ensure that they are beneficial for our Associate Members.



Who should consider Associate Membership?

Amongst other companies: **Asset Managers, Investment Houses, Insurance Companies, Software/IT Businesses, Research Companies, Lawyers, Accountants, Management Consultants** and **Marketing Firms**, are all able to obtain significant benefits from FECIF Associate Membership.

Any companies that are looking for support when dealing with regulatory affairs, especially if conducting cross border business in Europe, benefit significantly from FECIF membership; as do those looking to communicate with, and distribute to, advisers across Europe and/or in selected EU member states, to discuss business opportunities and to introduce new products and services.



FECIF offers relevant and selected services covering the specific demands of such companies, saving time and money with regards to regulatory issues and assisting in creating potential business partners throughout Europe.

Potential Members

Any potential Associate Member has to be approved by the FECIF Board, ensuring that quality and appropriateness are maintained.

Specific Benefits for Associates



Market knowledge and expertise, across Europe and in specific countries - provided via the FECIF Board and individual Association Members.

Direct marketing opportunities - via articles in the FECIF monthly newsletter (4 per annum) and an entry and/or advertisement on the FECIF website. The latter can be changed during the year.

Sales assistance - in addition to extensive market expertise being provided, Associate Members can submit 6 articles per annum to promote their products or services on our website. These articles are also highlighted in our monthly newsletter to maximise exposure.

EU updates on working documents - frequent detailed information from FECIF's legal office in Brussels with access to working documents from the European Commission and European Parliament, as well as the European Supervisory Authorities ("Super Regulators") - ESMA, EIOPA, and the EBA.

Regulation Expertise & Knowledge - FECIF provides the understanding and experience of the various markets within Europe, the pitfalls to avoid and the "local knowledge" that can reduce time and cost to market.

European Regulatory Database - access to FECIF's online database of EU directives, guidelines, regulatory technical standards, etc.

EU dialogue, events and workshops - events with acknowledged experts, an introduction to the new rules and regulations and how these are implemented in day-to-day practice, regular exchange of ideas and opinions with EU agencies, fellow intermediaries from other countries, product vendors, consumer protection groups etc.

Permanent representation - via FECIF's regular and frequent lobbying at the EU Commission, the Parliament, the financial regulators, market participants (consumer watchdogs, the fund sector, etc.) and national partner federations, our Associate Members obtain significant advocacy advantages.



Benefits for Associate Plus Members



Our Associate Plus Members obtain all of the benefits of '**Associate Membership**' and, in addition, the following opportunities:

Personal Presentation and access to the FECIF Board - the option to present to the FECIF Board and Consultative Committee at, before or after one of our quarterly Board Meetings.

Dinner with the FECIF Board - the opportunity to meet, socialise and network with the FECIF Board and Consultative Committee ahead of one of our quarterly Board Meetings.

Only a limited number of Associate Plus Memberships are made available at any one time.

Bespoke Associate Membership

For companies that require wider or lesser benefits from FECIF Associate Membership we can create a tailor-made membership. This might include a greater number of articles promoted in our monthly newsletter and/or on our website, or specific assistance at European or national level.

Associate Membership Fees

The Annual Fee for **Associate Membership** is a very reasonable **€3,600** per annum, which represents exceptional value given the potential benefits.

Associate Plus Membership has an Annual Fee of just **€5,000**, once again providing superb worth in all senses.

Bespoke Associate Membership Fees are available on request.

Value for money

We generally find that our Associate Members gain full value solely from the regulatory information, expertise and guidance that we provide – at significantly lower costs than many alternative sources of such assistance – even before the extensive sales and marketing benefits are taken into account.

For more information email: info@fecif.eu or visit www.fecif.eu