

For immediate release

## **EFPA Press-Release**

16 September 2015

### **EFPA ENCOURAGES AN INCLUSIVE APPROACH TOWARDS THE TRANSPOSITION OF MiFID II**

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**With a view to prepare the enforcement of the MIFID II directive in January 2017, EFPA released today a study calling on national authorities to harmonise financial advice requirements and enhance the quality of financial advice.**

EFPA, the association representing the financial planning and advisory professionals, presented today in Brussels its Voice of the Market study (see link). The study is based on a series of conversations with leading stakeholders to assess how recent market and regulatory changes will shape Europe's financial advisory world.

Commenting on the results of the study, Josep Soler, chairman of EFPA, said: *"MIFID II represents a great opportunity to regain customer confidence in financial markets. As the standard setting organisation for financial advisers / planners, EFPA is playing an active role in that respect. We wish to dialogue with national authorities to ensure that MIFID II is interpreted consistently across Europe for the benefit of financial advisers and planners and their clients."*

The directive on Markets in Financial Instruments (MiFID II) was adopted in 2014 with the aim of making financial markets more efficient, safer and transparent. The cornerstone of EFPA's work is its well-trusted certifications based on training allowing financial planners and advisors to meet the highest professional standards.

Through the work being conducted by the European Security Markets Association (ESMA) and national authorities, EFPA would like to share its industry experience in order to adopt a consistent EU framework in line with the evolution of the market's needs. EFPA, with its network of National Affiliates, is dedicated to contribute to the implementation of the future financial landscape for financial service and advise in particular.

For more information on EFPA and our professional standards, certifications and its holders please refer to our website <http://www.efpa-eu.org/> or contact us at the following address:

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**About EFPA**

The mission of the European Financial Planning Association is to set, promote and implement high quality standards for competence and ethical behavior for the financial advisory sector throughout Europe, benefiting the profession, financial firms and clients.

EFPA offers the EFPA European Financial Advisor™ and EFPA European Financial Planner™ professional certifications as the best recognized, respected and highest quality designations available in Europe.

Our vision is that each and every client will be able to benefit from competent, reliable and transparent advice from trusted, certified financial advisers and planners in Europe and beyond. Our certificate holders have the knowledge, skills and ethical attitudes required to serve as financial trustees for the clients' finances.

The link of the report is:

[www.efpa-eu.org/file/getfile/1442247933.222f470184072781f9650372b6d5be58.pdf/EFPA%20Voice%20of%20the%20Market%20study%20-%20final.pdf](http://www.efpa-eu.org/file/getfile/1442247933.222f470184072781f9650372b6d5be58.pdf/EFPA%20Voice%20of%20the%20Market%20study%20-%20final.pdf)

<http://goo.gl/eVReEw>