

## **Towards a European Retail financial Services Market An EBF Report**

European banks aim to ensure a competitive post-crisis retail banking market. To that effect, the European Banking Federation (EBF) publishes a report outlining its strategic views on the creation of a European retail financial services market.

The report aims to discuss the impact of current initiatives on further integration in a post-crisis environment.

“We firmly believe in traditional banking values.” said Guido Ravoet, Secretary General of the EBF, “It is indeed necessary to focus primarily on priorities that continue to stabilise the markets and restore confidence in the short term, and to do so, we must concentrate on a limited number of well targeted initiatives. But at the same time, we are still convinced that the long term goal remains the creation of a real single market for retail financial services to the benefit of banks and consumers alike.”

“For us, he continued, this report is a sound basis for dialogue with policy-makers as well as consumer organisations, with whom we are very eager to discuss the future of the European retail market. This report gives a good overview of the direction taken by the authorities in their current review, and presents the Federation’s policy in the relevant areas of retail banking.”

The report can be found on [www.ebf-fbe.eu](http://www.ebf-fbe.eu)

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### **Note to the Editor**

Set up in 1960, the European Banking Federation is the voice of the European banking sector (EU and EFTA countries). The EBF represents the interests of some 5000 European banks: large and small, wholesale and retail, local and cross-border financial institutions