

# The French Asset Management Association

**AFG, the French Asset Management Association** (*Association Française de la Gestion financière*) is the professional body representing the **asset management industry**. AFG's members are French asset managers: either boutique entrepreneurial houses or subsidiaries of banking, insurance or money management groups. In 2009 the AFG added the category of "correspondent member", which comprises lawyers, consultancies, IT service providers, data vendors and branches of foreign management companies that are part of the French investment management ecosystem.

The French asset management sector is the largest in continental Europe. French asset managers manage in France assets worth **€ 4,000 billion**: € 1,950 billion in the form of investment funds and € 2,050 billion in the form of discretionary mandates and funds domiciled abroad. Employing over 85,000 people – including 26,000 directly in asset management companies – the industry plays a key role in the financing of the real economy. 630 asset management companies operate in France, including 200 set up over the last 5 years. Over 450 of them are entrepreneurial, while 4 French groups rank among the global top 25. About 50% of French asset managers commercialise their funds on a cross-border basis, and more than 30% of the assets managed by our members are issued by corporates or states of the Euro zone (excluding France), which makes our industry a key source of funding for the European economy.

## Our remit: inform, debate, convince

- Represent and promote the interests of asset management professionals and their clients
- Inform, help and train our members
- Contribute actively to shaping the regulatory framework by interfacing with the French, European and international authorities
- Establish rules of conduct for the profession
- Promote the French asset management industry internationally

## AFG: a powerful advocate

- Plays an active part in modernising the regulatory environment and enabling the growth of the French asset management industry
- Supports long-term saving and innovation that serves investors needs and provides funding for economic activity
- Is closely involved in compliance, corporate governance and socially responsible investment

## A key role at European and international levels

The AFG participates actively **in the work and consultations of European institutions** (Commission and Parliament, European Securities Market Authority – ESMA) and **industry bodies** such as the **European Fund and Asset Management Association** (EFAMA) and **PensionsEurope**.

At global level, the AFG is a member of the **International Investment Funds Association** (IIFA), and takes part in the work of the **International Organization of Securities Commissions** (IOSCO).

AFG **boots the promotion of the French asset management industry** towards investors, service providers and local authorities established out of France, in association with the French regulatory and supervision authorities.

## How the AFG is organised

The AFG is governed by the Act of 1 July 1901 on not-for-profit organisations and is funded entirely by members' annual fees. The Chairman is **Eric Pinon** and the Vice-Chairman is **Philippe Setbon**. **Dominique de Préneuf** is CEO and **Pierre Bollon**, General Representative. The AFG has a team of more than 30 employees.

The **board of directors** decides on budget and activities.  
It implements decisions taken by the **annual general meeting**.

The **strategic committee** sets the action lines of the AFG's work.

**Missions** reflect Chairman's priorities.

The **commissions** feed the work of the board of directors  
and of the strategic committee.  
They serve as a think tank for the profession.

The **team of permanents** brings its expertise to the members to respond to their information requests, prepare and follow up missions, commissions and working groups, represents the profession and promotes the French management industry.

## Services for members

Information relating to the industry is disseminated continuously through several channels:

- The **www.afg.asso.fr website** provides members with a continuous news flow and a regularly expanded and updated document database. Members are informed by email of any new developments that may be of interest, including **regulatory news**, **the corporate governance monitoring programme**, and **statistical overviews**.
- **Regularly updated publications** (codes and recommendations, a newsletter "*Gestion Info*", professional guides, a professional directory, "*L'Annuaire de la Gestion financière*", etc.).
- **An active presence in the social media in order to relay our information**, with 3,700 followers.
- **Annual conference, AFG backed events, briefings, talks** (European Congress of Asset Management, *Point Sur*, *Une heure pour en savoir plus*, *Agoras de la gestion financière*).
- **A permanent office in Brussels.**