

# FINAL AGENDA AND INVITATION



ECMI-CEPS and the CFA Institute cordially invite you to the launch of the report «Rethinking Asset Management» followed by a panel discussion on investor protection with **AMF's Edouard Vieillefond**.

A landmark study, the [report](#) evaluates the many legislative proposals on the table (including implementation of the AIFMD, MiFID II and PRIIPs) as well as the discussions on product integrity in UCITS and 'shadow banking'.

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## Event Details

The event will take place on **Thursday 7 June 2012** at Hotel Intercontinental ([2 Rue Scribe, Paris](#)) from 12:30 to 14:30 CET. For more information contact Mirzha de Manuel at [mirzha.demanuel@ceps.eu](mailto:mirzha.demanuel@ceps.eu) or +32 2 229 39 17.

[Click Here to Register Free of Charge](#)

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| 12:00 – 12:30 | Registration and Lunch   |
| 12:30 – 12:35 | Welcome by René Karsenti, Chairman of the Board, European Capital Markets Institute  |
| 12:35 – 13:15 | <b>'From Financial Stability to Investor Protection and Economic Growth'</b><br>Presentation of the ECMI-CEPS Report 'Rethinking Asset Management'<br>Introduction by Agnes Le Thiec, Director of Capital Markets Policy, CFA Institute<br>Presentation of the report: <ul style="list-style-type: none"><li>– Jean-Baptiste de Franssu, Chairman, Incipit, and former President, EFAMA</li><li>– Mirzha de Manuel, Researcher, ECMI-CEPS</li></ul>  |
| 13:15– 14:00  | <b>Investor Protection: Which Way Now?</b><br>Debate on the Reform of Investor Protection in the EU<br>Keynote speech by Edouard Vieillefond, Managing Director, Autorité des Marchés Financiers<br>Panel discussion with: <ul style="list-style-type: none"><li>– Edouard Vieillefond, Managing Director, Autorité des Marchés Financiers</li><li>– Jean-Baptiste de Franssu, Chairman, Incipit, and former President, EFAMA</li><li>– Graziella Marras, Director of Capital Markets Policy, CFA Institute</li><li>– René Karsenti, Chairman of the Board, European Capital Markets Institute [moderator]</li></ul> |
| 14:00 – 14:30 | Q&A Session (in French and English)  |