

**FINANCIAL SERVICE WORKING GROUP
WDF PRESENTATION**

**EUROPE ASIA FINANCIAL SERVICES
COOPERATION**

« Moving up a gear »

THE 10th
ASIA – EUROPE BUSINESS FORUM
10.–11.9.2006 HELSINKI



WDF PRESENTATION AND ACHIEVMENTS – WHO ARE WE

www.wdf2006.org

- **WDF is A FORUM** establishing **Regional Dialogues** on the subject of **“A World Economy For All” “WEFA”** to help face the challenges of globalisation in different regions of the world.

A dialogue between the regions of the World

- Developing these dialogues (from cultural values to management, trade and investments) between different regions and in different geographies
- A prime business place for « a business and cultural dialogue » between European and Asian leaders

- **A new economic and managerial concept – WEFA Concept**

Understanding a new concept “World Economy For All”- “WEFA” and how it may create a new value for your organisation your shareholders and all your stakeholders in a well balanced economy

The First WDF – World Deauville Conference – An Asia Europe Dialogue was Held In coorganisation with ASEF on 10-11th March in Deauville – France back to back with the Asian Film festival. Four themes: - Human capital versus Capital Markets- Values in Work and Consumption- Business Dialogue for Win-Win Projects- Media and cinema



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FACTS AND FIGURES

World Deauville Conference 10 -11 march 2006

- **25 Major Strategic Partners** from private companies and public organisations in Europe and Asia
- **3500 companies in contact with the WDF and 350 global corporations in Europe and Asia**
- **300 Asian and European participants attended the private conferences – CEO's of major international organisations, universities and companies:**
 - **25 countries** represented (16 countries from Asia)
 - **49 international speakers**
 - **10 ambassadors**
 - **38 journalists** from Asia and Europe in Deauville
 - 16 from Asian Press
 - 4 from European Press
 - 13 from French National Press
 - 5 from Regional French Press
 - **42 articles** were published (19 in Asia)



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**WORLD
DEAUVILLE
CONFERENCE**



INSTITUTIONAL PARTNERS



PRIVATE PARTNERS



CRÉDIT AGRICOLE GROUP



REGIONAL PARTNERS



groupe ecure



KNOWLEDGE AND MEDIA PARTNERS



Ambassade de Grande-Bretagne
Paris



BASIC REQUIREMENTS FOR BETTER FINANCIAL COOPERATION BETWEEN EUROPE AND ASIA (for the record)

Available and trustworthy datas on national and international scenes.

- Developing common accounting standards in Europe and in Asia: IASB – IFRS – NATIONAL INSTITUTION- ACCOUNTING FIRMS. Cooperation between international and national organisations involving companies.
- Developing macro economic and financial datas – Governments – IMF – OECD



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COMMON FINANCIAL TOOLS AND TECHNIQUES

- Promote **consolidation of financial places** to create stable world regional financial hubs in Europe and in Asia.
- Investing in common **R and D financial research center**:
 - to promote present tools (bonds in Asia)
 - To create and to master new financial tools (new derivatives – mutual products)
- Involving central banks, including ECB.
- Promoting **Europe as a reference** and a benchmark for a future **Asian Monetary Union**.



FINANCIAL AND ENTREPRENEURSHIP EDUCATION

- **Founding a Europe Asia MBA.**

“ Among Asian students going abroad now, seven go to America while only one is going to Europe”

- **Promoting Financial and entrepreneurship education**

At a time where average citizen have more financial needs, opportunities and possibilities, their financial education remains low and their indebtedness is increasing.

Young people has also to be stimulated vis a vis entrepreneurship. Developing financial education is a very usefull and mass oriented action to help people to behave and to develop.



BOOSTING AND PROMOTING SMES

- European countries have decided to help and to promote SME.
- In Asia most of enterprises are SME and family owned companies.
- Globalisation and trade development is giving more and more opportunities to SME provided that they are able to know and to take them.
- Europe, on its side, should offer **an open SME platform to support SME in taking Europe/Asia opportunities.**



DEVELOPING EU GOVERNANCE

- Thanks to European States, to European Commission and to Euro, European countries are representing a strong and stable economic and financial power on the world scene.
- European specific and social values are often welcomed in Asia.
- However many of our Asians friends would appreciate a **European institution** gathering European strength and able to practically implement them through companies and other organisations.



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WDF ASIA EUROPE CORE PROPOSAL TO AEBF10

1. Creating a Europe Asia MBA

In cooperation with Universities and Schools of Management in Europe and in Asia.

2. Developing Financial and Entrepreneurial Education.

3. Promoting a Europe Asia SME Open platform.

4. To implement these proposals, WDF is willing to found:

THE EUROPE ASIA INSTITUTE

On an open private public partnership basis and the wish to work with AEBF and with the ASEM, ASEF and AEBF members.

Most of those proposals are on line with **renewed Lisbon Strategy** proposed by European Commission and decided by European Council.



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