



ACI President's Report – the First 100 Days

Dear ACI Member

It gives me great pleasure to report to you on the work that we have accomplished together in the first 100 days as your President. This is an important and exciting time for the ACI - The Financial Markets Association, as our industry is undergoing a tremendous amount of challenge and change. We at ACI know that we are stronger together, and that we need a collective voice for our industry. The work being done in the Committee for Professionalism, the Board of Education, the FXC and a variety of working groups puts the ACI in a world-leading position to be able to articulate the value of ethical conduct, best practice and education. The financial services industry needs the ACI, and benefits from the wonderful and diverse individual contributions you and your fellow members are making.

As I said publically in Berlin at the ACI World Congress successfully hosted by ACI Germany, the ACI has a global advantage through our renowned Model Code. This Code of ethical conduct is the standard to which all of our members pledge to uphold, and that will provide guidance to the diverse range wholesale financial markets participants who form our core membership. Our Code is not only endorsed by the ECB's FX Contact Group and the RBA's FX Committee, but also a wide range of other practitioners, in various forms. Our vision of moving towards a self-certification via training on these global best practices is one of the major benefits of being an ACI member. In my early discussions with some of the largest industry practitioners it is clear that ethics and education are forming a large part of the agenda at Board level. To help with this, we are working hard behind the scenes to develop an on-line, practical e-learning tool with a short exam that can be used by our members and their employer organizations to help disseminate our Model Code. We plan to link the taking of this short course with membership in ACI, and over time, build upon our credentials and our membership numbers by drawing the direct link between ethical conduct and our Association. Expect further news on this being available to employers by the autumn Council meeting in New York City.

Many clients of banks, who are also on the ACI Committees and are members of various Associations, want to become involved and are keen to message the ethical component of ACI membership to their staff and asset owners. We welcome this expansion, and are working to build it globally. Claudia Segre, David Woolcock, Stephane Malrait and the Regional ACI Board members will be keen to update you on the progress being made in their respective areas in New York City. In short, we are all working together to deliver a package of best practice education to broaden our membership, increase our relevance, and deepen our ability to help the industry.

Secondly, the global financial services industry is seeking our unified leadership during this period of profound change. It is not clear who among the wider variety of industry associations has the right voice, or the right access to decision-makers, and the fragmented approach is evidently not working. Financial services remain under the same pressure from the public that began at the beginning of the Global Financial Crisis in 2007/08. However, we at ACI are unified in our view of ethics, and can provide a powerful force for change. Our Association is not a lobby group. We speak not only for bankers but also for clients of banks. We speak not only for FX, but also for money markets, fixed income markets, ALM, derivatives and many other asset classes besides. We speak not only for Over-

the-Counter trading, but also for the new requirements in our market, and therefore for platform providers, exchanges, collateral managers and other parts of the fabric of our markets. We are unified in our belief that our education is unique and valuable, and that we seek best practice. For this reason, we are further endorsing the work being done by the Board of Education and are assisting them to make our education available to more people, across more countries, and at the high standard that people have come to expect. The Steering Committee has, amongst other tasks, the task of broadening the number of countries that can access membership and our education, and communicating this to the general public through better technology. We are seeking to work with the Regional Heads to ask more of our membership, and coordinating the approach we take to growth. After all, we now have the opportunity for you, as members, to refer new members in New York City and across the USA, and have begun deeper discussions in China, Turkey, the Ukraine, Costa Rica and Mexico. We are also working hard with the Canadians to bring them back into the fold after their decision to stop being part of ACI. Our unified work, the global benefits of membership, and the value we bring is being communicated to the Press and the media in general, and more work will be done yet. We ask you to play a role in helping to grow our network by reaching out to professionals that would benefit from the ACI, and we ask that you assist them in joining.

Lastly, we are coordinating and supporting the regional efforts in ACI. A new body has been formed under the leadership of Kim Winding Larsen in Denmark to create a regulatory group to assist our members globally with up-to-date regulatory matters impacting us all. The FXC under Stephane Malrait is spending time looking at FX issues, and has published work and responded to enquiries from a number of governmental bodies. All across Africa Brigid is leading the charge to increase training and membership, and working with large banks in that region to bring development in financial services. We have presented the ACI to a number of central banks, major industry players, and have seen the trend of growth for the ACI beginning to take shape. The well-regarded ACI Australia Dealing Simulation course continues to be very popular, and provides excellent insight into our world. All of these areas can bring us growth and relevance for our Association.

Of course, the ACI is nothing without the individual contributions each National Association, all of whom form part of the fabric of our great global network. The leadership you demonstrate at local level, your support with many of the administrative tasks of membership is key. The professional opportunities you provide your members for education, transferring your knowledge of best practice and networking events is the reason why many stay involved.

While there is a lot left to do, we have begun the journey to get ACI back on being recognized as The Financial Markets Association of choice for regulated wholesale market participants. Keep up the enthusiasm and contribution to our success.

Yours faithfully,

Marshall Bailey | CFA
President

