



Deutsche Bank
Avenue Marnix 13-15

Deutsche Bank is one of the most active players in the banking lobby in Brussels, with lobbyists in numerous Commission advisory groups. It is also one of the banks involved in speculating on food prices, advertising its Agriculture Euro Fund during the global food crisis in 2007-2008, offering investors the opportunity to profit from the rising food prices - which left 100 million people living below the poverty line. Speculation on the food markets uses the same type of controversial financial instruments which led to the collapse of financial markets in the Us and Europe. These speculation tools were promoted in Brussels by the transatlantic lobby group International Swaps and Derivatives Association (ISDA) and the international coalition Futures and Options Association (FOA) both of which count Deutsche Bank as one of their members. ■



BNP Paribas
Avenue Louise 489

BNP is the biggest bank in Belgium and France, the biggest in the euro-zone and the fifth biggest in the world. It also runs an effective lobbying operation with representatives on all of the Commission's key advisory groups on financial regulation. Its chairman, Jacques de Larosière, led the Commission and Council's High Level Group advising on how to respond to the financial crisis. The "de Larosière group" named after its French chairman from BNP Paribas, drafted the key document in the debate on financial regulation in the EU, as well as in the considerations on the EU position on reforms of the global financial architecture. ■



International Swaps and Derivatives Association (ISDA)
Square de Meeûs 38-40

ISDA brings together some of the biggest banks and investment firms involved in speculative trading, including JP Morgan, Credit Suisse, Deutsche Bank and BP Oil to lobby on their behalf. It has defended a variety of controversial financial contracts, such as the credit default swaps (CDS) against calls for tighter regulation. According to the European Commission, these instruments were "at the heart of the recent financial crisis", but ISDA has vigorously defended this market against new regulation (worth 28 trillion dollars per year in Europe alone). ISDA claims self-regulation works and has long resisted the Commission's demands to provide more transparency. It warns that inappropriate restrictions on hedge funds could drive the business out of Europe. In 2008, ISDA reported expenditure of €675,000 on lobbying EU institutions. ■



European Venture Capital Association (EVCA)
Place du Champ de Mars 5

The EVCA represents a broad variety of private investments funds, arguing against the regulation of private equity funds and hedge funds, claiming that rules on leverage would "have severe implications for European competitiveness". Its secretariat in the Bastion Tower in Brussels has more than 30 employees. It represents a number of financial heavy weights such as CVC Capital Partners, the fifth largest private equity fund, with a total portfolio of almost 50 billion dollars. ■

Practical info

The guided tours take about two hours. They are given in English, but visits in Dutch and French can be organised on demand, as well as thematic visits (climate, chemicals and other environment issues, think tanks, etc.).

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Finanzmärkte
bändigen – aber wie?

How much should
we tame financial
markets?

Financiële markten:
temmen of niet?

Dompter les forces
des marchés financiers?



Financial Lobbies

A guided tour through the Brussels EU Quarter



www.corporateeurope.org

Industry lobbying has been a major factor in both the US and in Europe in blocking tighter regulation of the financial markets - regulation which might have prevented the economic meltdown. And despite the disastrous impacts of the crisis, big banks, hedge funds and other investment funds continue lobbying against effective regulation of their activities. This is a brief guide to the main financial lobbies in Brussels.



1 City of London *Rond Point Schuman 6*

Strategically located opposite of the European Commission's headquarters, the City of London lobbies on behalf of the hundreds of banks and investment funds operating from the City, one of the world's financial centres. The City of London has played a leading role in industry campaigning against proposed EU regulation of hedge funds and private equity. This has included media stunts such as the Mayor of London Boris Johnson's visit to Brussels to lobby Commissioner McCreevy and MEPs. The City of London remains absent from the Commission's lobby transparency register. ■



2 European Financial Services Roundtable (EFSR) *Rond Point Schuman 11 (5th floor)*

The EFSR is modelled on the European Roundtable of Industrialists (ERT) and similarly does not allow companies as members, but instead is made up of their chief executives. The EFSR currently has 18 members from some of the largest financial firms in Europe, most of them banks. The EFSR works closely with its US counterpart, the Financial Services Roundtable. It has actively lobbied for the creation of a single European market for private pensions through full-scale liberalisation. ■



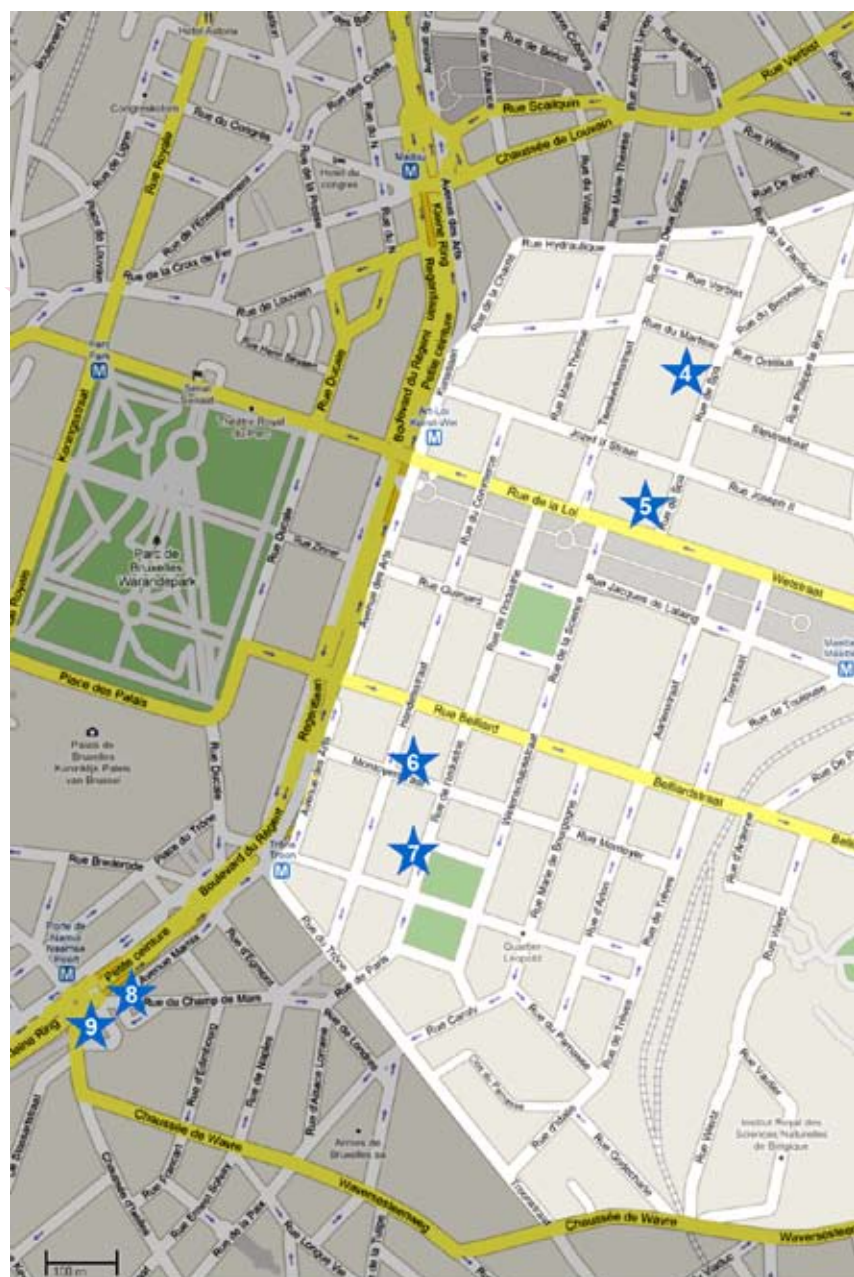
3 European Services Forum (ESF) *Avenue de Cortenbergh 168*

The ESF does not so much lobby on EU-internal financial market regulation but works to promote a liberalisation agenda internationally. The ESF works for the major service industries in the EU, including the banking giants, promoting the liberalisation of financial services through the GATS negotiations at the World Trade Organisation. ESF was originally set up with the active help of then Trade Commissioner Sir Leon Brittan and enjoys easy access to the Commission. ■

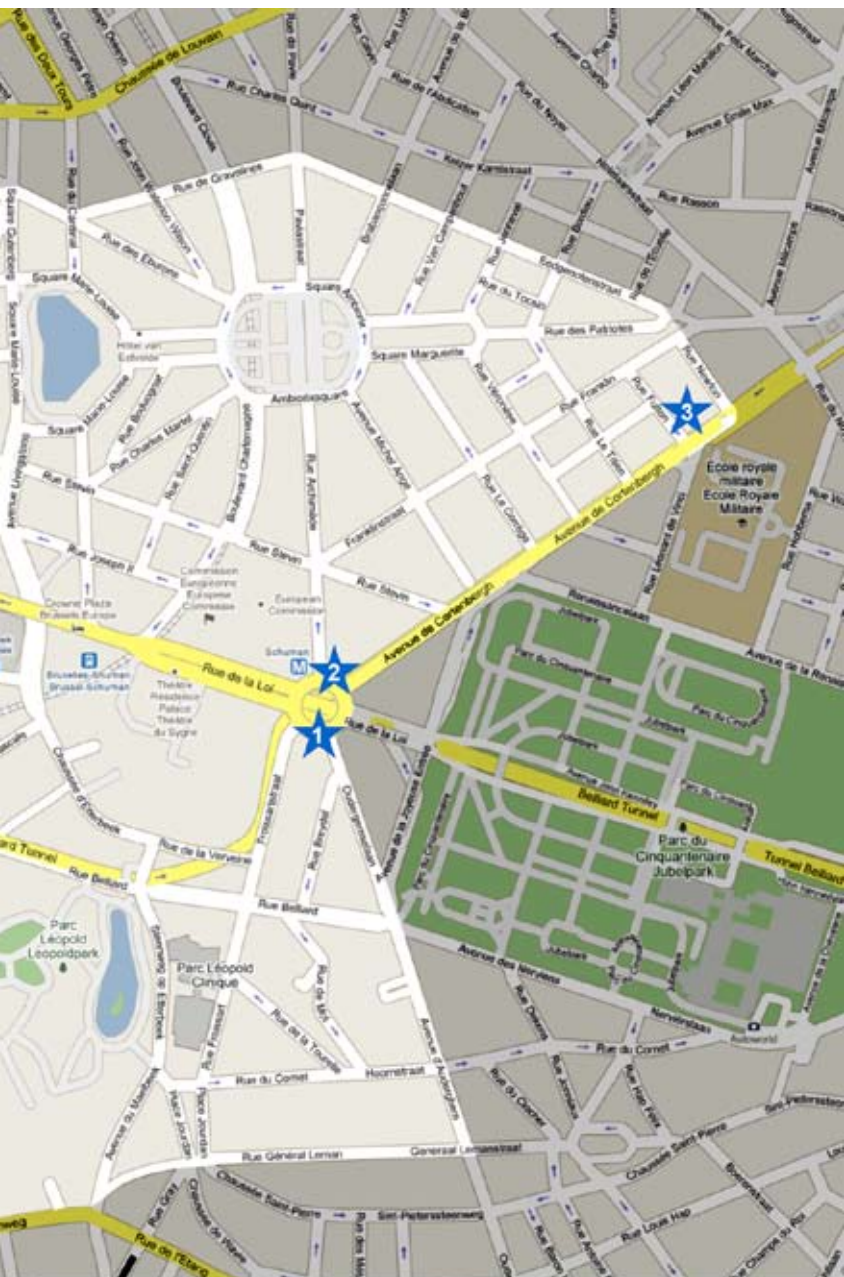


4 Alternative Investment Management Association (AIMA) *Rue de Spa 30*

AIMA is a lobby organisation for the hedge fund industry which works closely with the biggest hedge fund lobby in the US, the Managed Funds Association. Its main aim is to keep regulation of hedge funds to a minimum. The group, which is represented in Brussels by public affairs consultancy Hume Brophy, has played a leading role in the industry fight-back against the European Commission's proposed investment fund directive. This draft directive has been widely criticised for being too weak, but AIMA and other industry lobby groups fiercely oppose even the modest transparency obligations proposed by the Commission. AIMA is not listed in the European Commission's lobby transparency register and does not have any lobbyists registered at the European Parliament. ■



U Quarter



DG Internal Market and Commissioner McCreevy

Rue de Spa 2

Commissioner McCreevy has been heavily criticised by many in the European Parliament for being too close to the financial sector. He was described by the Social Democrats as behaving as “a paid lobbyist”. McCreevy presides over the Directorate General of the Internal Market and Services which maintains close links to the financial sector, including via advisory groups (‘expert groups’) set up to advise the Commission on legislation. Most of the expert groups that advise on financial legislation are dominated by representatives from the private financial sector. The number of corporate lobbyists advising the Commission as expert groups members is greater than the number of Commission officials drafting policies in DG Internal Market. ■



European Banking Federation (EBF)

Rue Montoyer 10

The EBF was founded in 1960 and represents the associations of banks in all member states plus Switzerland and Liechtenstein. According to data disclosed by EBF in the Commission’s lobbyists’ register, the group spends “over 1 million euro” on lobbying, but the actual amount is likely to be many times higher. ■

European Parliament Financial Services Forum (EPFSF)

Rue Montoyer 10

This “forum for industry-Parliamentary dialogue” brings together MEPs and banking lobbyists. Despite claims that “the forum does not lobby”, the 55 paying industry members clearly use it to lobby key MEPs via lunch and breakfast debates organised by the Forum. The secretariat of the EPFSF was run by Houston Consulting (now part of Kream Gavin Anderson) until 2008 and is now hosted by the European Banking Federation. EPFSF is not on the Commission’s lobby transparency register but does have three lobbyists registered at the European Parliament. ■

Hume Brophy

Rue de Spa 30

International lobby consultancy firm Hume Brophy’s Brussels office is headed by Conor Foley and has clients in financial services, passenger transport and security industries. Eoin Brophy is a leading strategic communications consultant to the European financial services industry, advising clients from across the traditional asset management, hedge fund, banking and insurance sectors. Hume Brophy declared a turnover of €875,000 from EU lobbying in the Commission’s register for 2007. This includes Hume Brophy’s lobbying for the hedge funds’ coalition AIMA. ■

