

Authorities

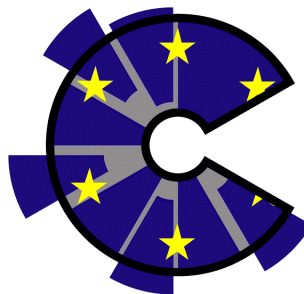
- To contribute in improving the shape of country's regulatory and legislative framework through encouraging dialogue and developing a culture of partnership in the area of financial services, accelerating the convergence toward international standards.
- To communicate the financial industry's views with Government, the Financial Services Authorities, the press, international donors in order to help improve the decision-making process and enhance its transparency.
- To assist in outlining a working agenda for financial sector reforms in order to increase the efficiency and market-friendliness of financial intermediation.
- To help in safeguarding financial stability in the Balkans and reduce risks by means of better bank governance, financial reporting and stronger bank surveillance.
- To tackle the issues of inflexible market structures, legal and supervisory barriers and administrative difficulties in the financial markets of the region.
- To help ensure that the governments, as well as regulators, act to promote a regulatory environment allowing investors to be less exposed to arbitrary decisions and deliver efficiently and freely their services to customers in the region.

Associations

- To help increase the number and strengthen the quality and authority of the existing trade associations through their involvement in the dialogue with local authorities and regulators, assist them organize themselves, by providing them with successful international models;
- To give them a voice to protect their interests in relation with the authorities.

International

- To stir interest, work closely and coordinate with international organizations to channel funds in programs aiming at developing financial intermediaries and infrastructure in the region, searching synergies through networking practices and accelerate disbursement on existing projects.
- To help them design new projects, by supplying useful information on what the financial market really needs.
- To promote the process of convergence of the countries of operation with international standards and the EU.



General Public and Consumers

- To promote an effective public-private sector dialogue on financial sector issues in the Balkans in order to ensure more transparency on convergence, through public awareness. The aim is to fill information gaps, clear up misunderstandings and promote a relationship of trust between banks and general public.
- To help promote an understanding of the banking industry to the general public, all levels of governments, international bodies, interest groups, business and the media through a wide range of activities including consultations, reports, submissions, speeches, publications, regular debates with all the market actors.
- To enhance consumers and businesses financial literacy enabling them to make informed decisions, through coordination with media, interest groups, trade associations, banking system and legislators.
- To help expanding finance to underserved market segments: retail consumers can benefit from new and cheaper banking solutions and SME-s from increased credits.

Financial Intermediaries (FIs)

- To promote the enforcement of rules, good practices and international codes and the development of industry standards and conventions with the purpose of enhancing the efficiency and soundness of the financial system. To promote healthy competition that benefits both FIs and consumers.
- To contribute in informing FIs on how recent developments will affect their businesses and disseminate lessons of Convergence experience.
- To help FIs: i) increase their volume of activity by tackling new products and services, as a more level playing field is established and roadblocks on certain activities are jointly identified and then removed; ii) increase the predictability of their activity, by reducing the fear of future losses due to unexpected, arbitrary and ultimately detrimental measures taken by the authorities.
- To influence in FIs stepping up their efforts in increasing the transparency on corporate governance issues and include them as part of their regulatory framework.
- To enhance participatory mechanisms, especially to connect the new foreign bank investors to the local institutional context under conditions of transparency and predictability.