

Wednesday, July 24, 2024

AFG welcomes the new plan for sustainable prosperity and competitiveness in Europe by the European Commission for 2024-2029

The AFG applauds the political guidelines presented on July 18 by the European Commission President Ursula von der Leyen for the 2024-2029 period. **These guidelines focus on strengthening the competitiveness of the European Union, a goal we fully support.** By committing to sustainable economic growth and resilience in the face of global challenges, this plan marks a decisive turning point for Europe's future.

The new strategic framework for sustainable prosperity and competitiveness in Europe includes several directions that we welcome:

A new dynamic for the single market

- **A new SME and competitiveness check:** We encourage the Commission to implement a competitiveness check for all European companies, regardless of size or sector, and for ongoing European legislative discussions, such as the Retail Investment Strategy.
- **A new approach to competition policy:** A more favourable approach for European companies expanding in global markets while ensuring fair competition.
- **New EU-wide Legal Status:** To aid innovative companies' growth by providing a simplified and harmonized set of rules in specific areas.

A European Union of Savings and Investments to "multiply investments"

As €300 billion of European household savings are transferred to foreign markets annually, **the Commission proposes creating a "European Union of Savings and Investments" to mobilize private savings in Europe for investment in innovation, clean energy, and digital transition.** According to the European Commission, this recommendation from the Letta report could attract an additional €470 billion in investments per year, strengthening the financing of European competitiveness. French asset managers invest over 70% in the European Union. Europe needs competitive local financial players to finance its businesses.

A clean industry deal

This deal aims to accelerate industrial decarbonization by supporting the transition. This legislation will direct investments towards infrastructure and industry, particularly energy-intensive



Press contact:

Delphine de Chaisemartin | 06 75 31 73 91 | d.dechaisemartin@afg.asso.fr
41 rue de la Bienfaisance | 75008 Paris | T : +33 (0)1 44 94 94 00
Avenue des Arts 44 | 1000 Bruxelles



www.afg.asso.fr

sectors. It will support European growth markets for developing, producing, and deploying clean technologies in industry. **The AFG supports measures that assist companies in their transitions rather than excluding them, especially regarding access to financing.**

The AFG urges public authorities to adopt a long-term vision for savings:

- 1. Fiscal stability is a prerequisite for enabling savings and investment to continue growing.**
- 2. Regulation calibration, especially for the European Retail Investment Strategy (RIS), which should better incentivize long-term savings and investment in the productive economy, particularly SMEs and innovation.**

This strategic vision is essential to balance the expected returns for savers with the funding needs for the competitiveness and sustainability challenges of European businesses, aligning with the new paradigm of the European Commission.

Our manifesto: Europe will thrive by 2030 if...

- **EU regulations strengthen Europe's financial autonomy and competitiveness.**
- **European savings drive market-based financing of the European economy and major transitions.**
- **In a protective framework, EU citizens become agents of their financial empowerment and collective sovereignty.**



About AFG

For 60 years, the AFG has united asset management professionals, serving the actors of savings and the economy. It is the collective voice of its members, including portfolio management companies, entrepreneurial firms, and subsidiaries of banking or insurance groups, both French and international. In France, asset management involves over 700 management companies, with €4.7 trillion in assets under management.

The AFG is dedicated to the growth of asset management, contributing to the emergence of beneficial solutions for all ecosystem stakeholders, and committed to promoting the industry's influence in France, Europe, and beyond. The AFG is invested in the future.



Press contact:

Delphine de Chaisemartin | 06 75 31 73 91 | d.dechaisemartin@afg.asso.fr
41 rue de la Bienfaisance | 75008 Paris | T : +33 (0)1 44 94 94 00
Avenue des Arts 44 | 1000 Bruxelles

