



# European SWIFT Alliance Membership Benefits

*Finn Otto Hansen, ESA Chair and SWIFT  
board member*

*Søren Haugaard, ESA member*

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European SWIFT Alliance (ESA) was founded in 2001



*The following countries are by 2012 members of ESA:*

*Andorra, Austria, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, South Africa, Slovenia, Sweden, Turkey, United Kingdom.*

***ESA was founded in 2001 and is the only big group of countries within the SWIFT community that is still in existence after such a period of time***

# Why join European SWIFT Alliance



- We have established good cooperation with the members of the group, it is an excellent meeting place for networking
- We have good attention by SWIFT executives and employees, as they attend all meetings
- It is the only group which has regular meetings

# Why join European SWIFT Alliance



- The discussions at our meetings are good, and through the discussions, and our board representation, we do have an influence on SWIFT
- By having well structured meetings and active participation in the discussions, we can increase the influence of our members on developments and ongoing issues within SWIFT - strength through unity
- ESA is primarily an organization for smaller and medium sized SWIFT countries in the EMEA region

# ESA Value Proposition



- Influence
- Board representation
- Network
- Structured organisation of ESA
- Attract SWIFT attention
- SWIFT specialists available
- Special working groups
- Commitment of people present
- Continuation of participation

# ESA Value Proposition



- Interaction with infrastructure and policy makers
- Broaden agenda proactively
- SWIFT utilizes ESA competencies
- Work better with other players to increase influence
- Use network to encourage participation
- Make ESA more visible

# The positioning statements for ESA



- We are comprised of experts whose decisions influence industry initiatives which are then shared with members of SWIFT.
- We are considered a community who have a respected view on SWIFT and industry initiatives and foster the spirit of cooperation and networking.
- We are recognized as an established expert group to ensure influence at SWIFT and industry level.

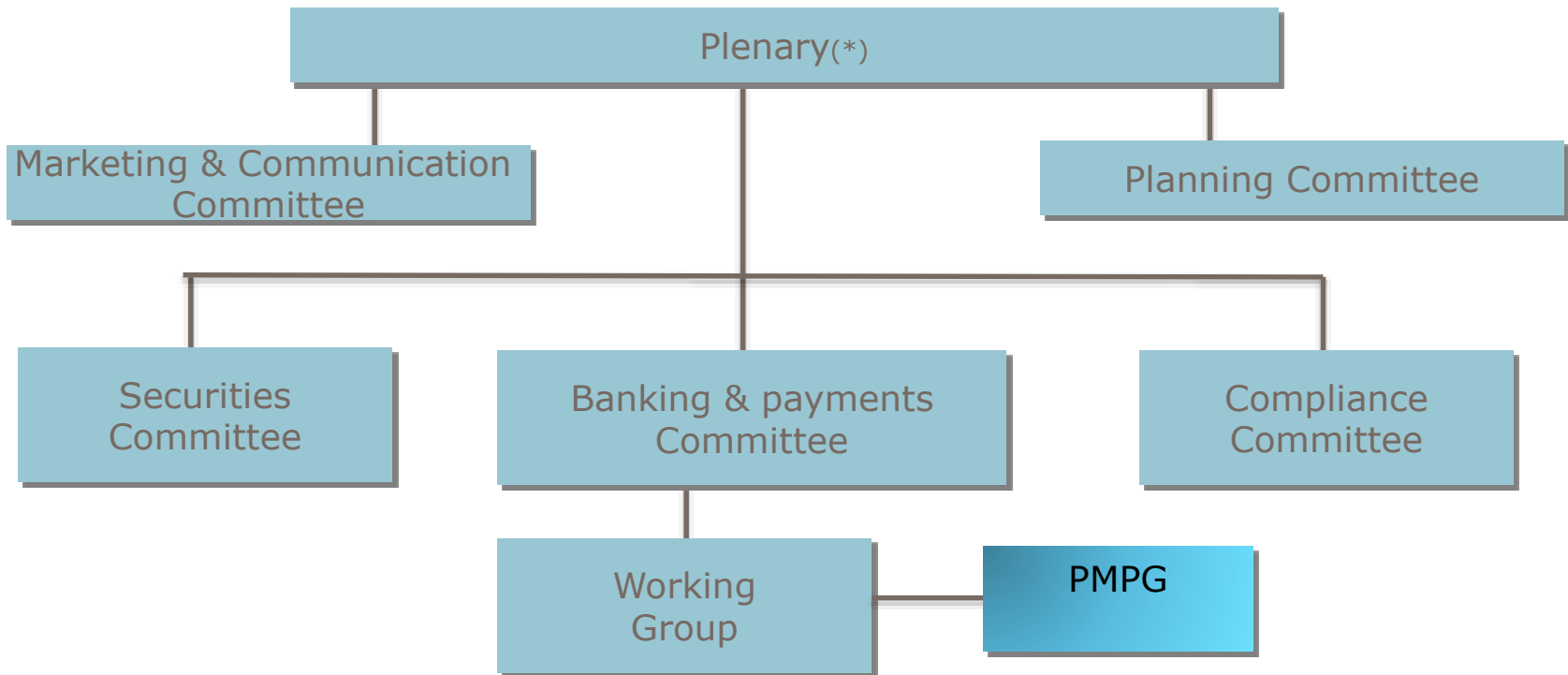
# Together we have 9 seats at the Board



- Mark Buitenhek – NL
- John Ellington - UK
- Göran Fors – SE
- Mark Gem – LU
- Rob Green- ESA – Country Combination
- Finn Otto Hansen - ESA – Country Combination
- Marcel Jongmans – NL
- Marcus Treacher– UK
- Claudio Camozzo – ITA



# ESA Organization



(\*) Plenary representing 30 countries with the possible support of another 20+

# How ESA works?

- Plenary Meetings – around 40 participants
  - Planning Committee
  
- Working Comitees
  - Payments Commitee
    - Banking & Payments Working Group
  - Securities Commitee
  - Compliance Committee
  - Marketing and Communication Committee
  
- Meeting SWIFT excutives and specialists



# ESA – the purpose in brief



- *The purpose of ESA is to address two primary objectives:*
  - To achieve a *strategic intent of collectively influencing the direction of SWIFT* through a single voice as a result of the representation of its members
  - To use the meetings and processes to foster a *spirit of cooperation* in the development of views, discussion, direction of SWIFT business and information sharing.
- ESA is a forum for :
  - better information sharing,
  - exchanging views to influence decision making,
  - defining products and processes for joint adoption amongst its members and
  - assisting SWIFT in defining its strategy for the future

# Contact



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