



Media release

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General Meeting of the Liechtenstein Bankers Association:

Roland Matt takes over Deputy Chairman role from Ivo Klein; focus of the Association's work in 2018 placed on public relations and the implementation of the Roadmap 2020

During the ordinary General Meeting of the Liechtenstein Bankers Association (LBA) last Wednesday, 14 March 2018, Roland Matt (LLB) was elected as Deputy Chairman. All members of the Executive Board were elected for a further two years.

Election of the Deputy Chairman and Executive Board

The schedule for this year included the election of the Deputy Chairman on a rotational basis and the re-election of the entire Executive Board. Based on the tried-and-tested principle of rotation, the CEO of Liechtensteinische Landesbank (LLB), Roland Matt, took over the role of Deputy Chairman from Ivo Klein (LGT). Furthermore, all existing members of the Executive Board were re-elected for a further two years. The Executive Board is now composed of representatives of LGT (Ivo Klein), VP Bank (Alfred W. Moeckli), Neue Bank (Pietro Leone), Bank Frick (Edi Wögerer) and Raiffeisen (Dr Alexander Putzer), in addition to the Chairman, Dr Hans-Werner Gassner, and Roland Matt as the new Deputy Chairman. In his role as Deputy Chairman, Roland Matt will also represent the banking centre at the upcoming roadshow in Vienna on 13 June 2018.

LBA places its focus for 2018 on public relations and the implementation of the Roadmap 2020

Issue/Regulatory Monitoring, which was started six years ago and extended in 2016, was used for the first time in 2017 and has proven its worth. It allows the LBA to assess situations even better while utilising more systematic opportunity/risk management. It was also used for more targeted lobbying on a European, international and national level in relation to central regulation packages. In addition to this interim report and numerous other agenda items, the office of the LBA also provided information on important targets and upcoming activities and events within the scope of public affairs and public relations work. Maintaining contact with the government, Members of Parliament and the parties will be another focal point for 2018. Furthermore, Switzerland is and will remain one of Liechtenstein's most important partner countries, which is why it will continue to play a significant role within overall public affairs and public relations work and also why contact will be intensified.

A further focus will continue to be the EU and its institutions. The lobbying work started in 2013 in Brussels is therefore to be pursued further. Membership in the European Parliamentary Financial Services Forum (EPFSF) has proven its worth and will be used



consistently. Since the start of 2013, the LBA has been registered in the EU Transparency Register. It is therefore the only sector organisation in Liechtenstein with access to the European Parliament. Furthermore, informational work in important international boards and organisations is to be further intensified again in 2018.

As neighbouring countries, Germany and Austria will remain a major priority. Image-building in these countries should therefore be continued constantly. This will also be carried out in connection with the roadshows planned alongside Liechtenstein Marketing. Several visits to Berlin and Vienna are again planned in the course of the year in order to foster the intensified dialogue begun some years ago with members of the Bundestag, the Parliament, official representatives, the media and opinion leaders. Contact with our EEA partner countries is to be continued and actively fostered with the appropriate level of intensity. Over the past three years, well-functioning, cooperative and close collaboration has been established for dealing with joint concerns at EU level. For example, upon the initiative of the LBA, three joint meetings took place in 2017 with the EU committees (above all the EU Commission). The focus of the joint, future topics has been placed in particular on a reduction of the existing regulatory backlog.

One of the specific key subjects of the LBA that has been defined is sustainability and digitisation, and the next issue of the banking magazine will be dedicated to the latter issue.

Marketing as a central concern

Last but not least, it is important for the LBA to continue promoting financial centre marketing and making a decisive contribution to the intensification of such activities as well as a coordinated overall image in order to enhance the perception and reputation of the entire financial centre abroad. The LBA will once again be pushing ahead with marketing activities via its own channels this year. By the end of 2018, the LBA website will have been completely revised. At the beginning of 2018, the social media activities of the LBA were expanded as part of the overall communication strategy in order to enable visibility to be increased via these channels as well.

This year's LBA GM was rounded off with a presentation by the government's BREXIT Coordination Office. Christian Frommelt and Esther Schindler provided a review and outlook to present the challenges of BREXIT for Liechtenstein and then discussed the specific issues for the banking and financial centre with bank CEOs.



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About the Liechtenstein Bankers Association

Established in 1969, the Liechtenstein Bankers Association is the domestic and international voice of the banks operating in and out of Liechtenstein. It is one of the country's most significant associations and plays a key role in the successful development of the financial centre. Member interests are pursued in accordance with the principles of sustainability and credibility. As a member of the European Banking Federation (EBF), the European Payments Council (EPC) and the European Parliamentary Financial Services Forum (EPFSF), the Liechtenstein Bankers Association is a member of key committees at the European level and plays an active role in the European legislation process. Since 2017, the LBA has also been a member of the Public Affairs Council (PAC) with offices in Washington and Brussels.

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More information:

Simon Tribelhorn, CEO
Liechtenstein Bankers Association
Austrasse 46
FL-9490 Vaduz

Tel: +423 230 13 23
Fax: +423 230 13 24
info@bankenverband.li
www.bankenverband.li



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