

## Press Release

### ERFF calls for simplicity at EC hearing on retail financial services

Brussels, 14 March, 2016 - Christiane Muyldermans, Counsel Regulatory Affairs , KBC, speaking on behalf of the European Retail Financial Forum (ERFF), called on policymakers to “keep it simple” at the [European Commission public hearing on retail financial services](#) held in Brussels, 2 March 2016. Ms Muyldermans was speaking in the session ‘**How can consumers access the best deals in the EU?**’

Ms Muyldermans spoke about challenges facing credit institutions trying to provide cross-border financial services within other countries of the European Economic Area. She said that the aim should be to “bring greater access and choice for consumers, as well as cost-efficiency for SMEs and banks.”

The session was moderated by Sophie in’t Veld, MEP, who hosted the ERFF launch event at the European Parliament in October 2015. Ms Muyldermans explained that the ERFF (the European Retail Financial Forum) is a new forum focusing on retail financial services. Inspired by the Commission Green Paper and the EU’s longer term strategy, the ERFF brings together consumer representatives, business and policy makers to explore how to open up retail financial services markets so as to bring consumers real benefits and keep European business competitive.



Left to right on panel: C. Muyldermans, S. in’t VELD, MEP; C. Nijdam, Finance Watch; A. Aucoin, EBF & EACB

For more information, contact: Fiona Murray, Secretary General, [info@erff.eu](mailto:info@erff.eu)

#### About ERFF:

*ERFF is a brand new pan-European forum bringing together around one table consumers, business and policymakers to support the opening up of retail financial markets in Europe. Representing all aspects of the retail sector – traditional, wider investment and digital – we are citizens-focused, favour removing key barriers, increasing choice and transparency for all customers across borders in ways that keep Europe competitive. Visit: [www.erff.eu](http://www.erff.eu)*