

EPIF 7th Annual Conference 2022

Making the seamless payments experience a reality

15 November 2022

On 15 November 2022, EPIF held its seventh Annual Conference “*Making the seamless payments experience a reality*”. This year’s edition brought together over 250 policy-makers and industry participants who shared their views on the European payments sector, the comprehensive legislative agenda for the upcoming year and expectations for future developments in the payments space.

Keynote speech by Mairead McGuinness, European Commissioner for Financial Services, Financial Stability and Capital Markets Union



Commissioner McGuinness’ opening keynote speech provided an overview of the different files prominent in the payments sector, notably the Digital Euro, the Anti Money Laundering and Countering the Financing of Terrorism (AML/CTF) package, PSD2 and Open Finance.

The market has evolved rapidly since EPIF’s creation and **regulation must adapt to this evolution**, promoting consumer protection, financial inclusion and safeguarding flexibility for the industry to continue to innovate.

Keynote speech by Eero Heinäluoma MEP (S&D, FI), Rapporteur for the AML/CTF Regulation

Eero Heinäluoma, Member of the European Parliament delivered a keynote speech in which he discussed how the constantly evolving payments landscape is addressed in the regulatory panorama.

The fight against money laundering and terrorism financing must be a **global exercised, focused on a risk-based approach**. The results of the current AML Directive (AMLD5) have been suboptimal and a reform of the AML framework has been due for some time. The European Parliament has always been supportive of this reform, which is now more urgent than ever with Russia's invasion of Ukraine.



High-level panel with EPIF Executives



The Executive Panel comprised speakers from the Board of EPIF who discussed the rapid digital evolution of the payments space.

Speakers agreed that ensuring **financial inclusion** and **consumer protection** is a key element to drive the industry further.

The industry still faces a number of challenges brought about by **complex regulatory requirements**, noting simplification and harmonization as the way forward to overcome the barriers.

Panel discussion on the PSD2 reform and Open Finance

With the advent of the Digital Economy and the landscape of payment services providers becoming increasingly diverse and competitive, the panel discussed how the EU should adapt its regulatory and supervisory framework.



Panelists agreed that the PSD2 reached its objectives in terms of bringing about more security to electronic payments but hold some divergent views with regards to the approach to Strong Customer Authentication.

There is a need for a more **flexible and outcome-based approach to payments regulation**.

Fireside Chat with Isabelle Clairac, Eurocommerce



Ms. Clairac spoke on behalf of Eurocommerce about merchants' experiences in the payments ecosystem. She noted that the payments landscape is becoming **more and more complex** and that the **cost of payments has been increasing**. Merchants' education is key in this regard.

Fireside Chat with Etienne Goosse, Director General, European Payments Council (EPC)



Mr. Goosse provided an overview of the various work streams of the EPC. On Open Finance, he noted that this is not within the remit of the EPC. Notwithstanding, Mr. Goosse **did not deny the possibility of it becoming a potential EPC model in the future**, conditional on the success of the initiative.

Fireside Chat with Ulrich Bindseil, Director General, Market Infrastructure and Payments at the European Central Bank (ECB)



Ulrich Bindseil, ECB, took part in a fireside chat with Nickolas Reinhardt, Head of the EPIF Secretariat and addressed the ongoing investigation phase of the Digital Euro, as well as on the overall role of non-banks in the ecosystem.

Non-banks must be included in the ecosystem for the Digital Euro and a level playing field must be retained. International cooperation and interoperability will also need to be important considerations.

Panel discussion on innovation and new trends in payments

The panel on innovation discussed the role that regulation can have in driving innovation and protecting consumers during the process.



The panel agreed that high-levels of consumer protection can go hand-in-hand with innovation. Consumer protection is at the core of consumer trust which is generated when strong mechanisms to cope and clear rights exist.

Regulatory requirements have however to remain **proportional to the risks involved** in order to allow innovation to surface.

Panel discussion on Anti-Money Laundering (AML)

The final panel discussion of the EPIF 7th Annual Conference focused on the AML/CTF Package proposed by the European Commission in July 2021.

The Package comprises plans for the creation of an EU authority as well as plans to move core elements of the current EU AML framework to a directly applicable Regulation.



The ambitious Package aims at bringing about further **harmonization** to tackle the deep fragmentation in the EU Single Market.

Speakers discussed the impact of innovative services on AML, with **views diverging on whether exemptions should be granted to new products**.

Industry speakers welcomed the Package but call for a **more risk-based and technologically neutral approach** to the rules.

Networking

