

PRESS RELEASE

The world's fund industry meets in Stockholm: IIFA:s 25th anniversary marks the increasing importance of emphasizing the long term perspective

STOCKHOLM, SWEDEN (September 21, 2011) – **Investment Fund Associations from 36 countries from all continents have met in Stockholm between 19-21 September for discussions and to exchange experiences. The long term perspective with the investor in focus has been the hallmarks of the 25th Annual Conference and General Meeting of the International Investment Funds Association.**

The 25th IIFA Conference in Stockholm has highlighted the long term perspective on:

- Political and regulatory challenges for the investment fund industry
- The impact of demographics on the real economy, savings and pensions
- The importance of corporate governance and responsible investments
- Investor communication

“This autumn has begun with turbulence on the financial markets in many parts of the world. At times like these, it’s more important than ever for the fund industry to get together. The long-term perspective with the investor in focus has been a theme throughout the conference and will be something we will all bring back to our respective countries. We have talked about demographics and the increasingly important need for saving for our pensions as the world’s population, happily enough, on average, live longer and longer. We have also talked about the importance of savings as a crucial part of the real economy,” says Eduardo Penido, the newly elected Chairman of IIFA, from the Brazilian association ANBIMA.

Investment funds give savers the opportunity to benefit from investments in the whole world on a long-term basis.

“Keeping the long term perspective in mind, sustainable and responsible investments and corporate governance as a means to generate good performance for the investors are other issues growing in importance. Funds are very well regulated and with a high degree of transparency. Investor education and ensuring good information and good advice are essential tasks for the industry. Satisfied investors is the key to a successful industry”, says Eduardo Penido.

Mr Sung-Uk Yang, the newly elected IIFA deputy chairman from the Korea Financial Investment Association (KOFIA), added that:

“The IIFA will actively pursue discussions with the international regulatory agencies and other international market participants in order to further promote the IIFA’s goals.”

The Swedish Investment Fund Association (Fondbolagens förening) has been the host of the XXV IIFA Conference in Stockholm 2011. Next year’s conference will be hosted by the South African association, ASISA.

- About IIFA -

In existence since 1987, the IIFA is an association of more than 40 national and regional investment fund associations from around the globe, collectively representing more than US \$25 trillion in assets at the end of the first quarter of 2011. **For further information**, please contact *Ralf Hensel*, Secretary, IIFA, tel: 1-416-309-2314, by e-mail: iifa@bellnet.ca or visit the website at: www.iifa.ca.