

12 October 2017

Florence Devleeschauwer elected Chairwoman of BELSIPA

BELSIPA, the sector association uniting the issuers of structured products in Belgium takes pride in announcing that its board has unanimously elected Florence Devleeschauwer of BNPP-Fortis as new Chairwoman, following in this role Gilles Staquet who held the office for some months only as he changed his professional role and left member bank BNPP-Fortis which he represented in the board.

Florence Devleeschauwer (40) heads the Private Banks and Distribution sales team of BNP for the Belgian and Dutch markets. She is a graduate of Solvay Business School and started her career in the Corporate Finance Department of Bank Degroof. From 2005 until 2008 she worked for Fortis bank in Spain where she led the set-up of the first local equity derivatives platform.



Florence Devleeschauwer, **new BELSIPA Chairwoman**, says:

"It makes me feel very proud to take over this role. Structured products have regained their legitimate position in the portfolio of many retail investors over the past years. BELSIPA supported this evolution as we had since the association's founding in 2009 a clear focus on improving the transparency of the marketplace. Our quarterly market report was in that sense a real breakthrough.

Going forward we will put an even stronger focus on salesforce and investor education initiatives. We will also to build on our association being the central platform for issuers to ensure the regulatory compliance of product offerings. Feedback that we receive from our partner association FEBELFIN and also the national regulator encourages us to further invest in this service to our members."

BELSIPA was founded as non-profit association in 2013 and counts AXA Bank Europe, Belfius, BNPP-Fortis, ING Belgium, KBC, Société Générale (France), Commerzbank (France) and Natixis (France) among its Full Members. BELSIPA itself is an Associate Member in FEBELFIN, the Belgian umbrella association for the banking industry.

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