

# Workshop: safe financial products

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***Michaela Koller***  
**Director General**

- Financial crisis → **shift** of consumer **expectations**
- Insurance **guaranteed** products, eg biometric risk + SII
- Consumer **confidence** and insurance industry **reputation**
- Consumer **evolving** needs and demands

- **Overload** of information: **quality** instead of quantity
- Focus on consumer **needs** and **understanding** of products
- Balance **standardisation** - **product-specific information** to foster comparison and understanding
- Address **financial education**

→ **CEA Key Information Checklist (KIC)**

## Conduct of business

- Focus on outcome-oriented rules to guarantee **fair treatment** of consumers

## Disclosures

- Highlight potential **risks** associated with a product
- Consumer **testing**

**For more information**  
**[www.cea.eu](http://www.cea.eu)**

