



Closing speech by the newly elected Chairman, Stéphane Martin (ARPP/France) at the EASA General Assembly, Bucharest (Romania) - Thursday, the 21st of April 2016

"I take your vote as a vote a confidence that the French SRO can chair our Board of Directors and its Executive Committee, for the 3rd time in these last 24 years. Thanks for your (unanimous) vote.

Thank you to Guy (Parker, ASA, UK) and the able team of Officers – Dominic (Lyle, EACA), Markus (Deutsch, ÖWR, Austria), Mathilde (Fiquet, FEDMA) - who concentrated on ensuring an organized and structured organization.

We can all say that Guy, with the team, has provided, both a practical and pragmatic approach to EASA and the issues facing it. He has not shirked away from looking at the issues, getting them debated and ensuring we make changes.

Under his presidency, among other many things, EASA has moved offices, enabled a better engagement with its provision of paid for services, and taken a more front foot in engaging with the institutions.

He has also encouraged the practical development and enhancement of the local adoption of the online behavioural advertising Best Practice Recommendation and programme by SROs, and advance of our thinking about the development of an appropriate response to the challenge of international self-regulation and its development with the work on the current proposal. I would like my Presidency with the Officers elected – Charo (Fernando Magarzo, Autocontrol, Spain), Stephan (Loerke, WFA) and Mathilde (Fiquet, FEDMA) – to be seated in both the continuity of this with the important issues of ensuring that our Secretariat will be robust and confident in the vision we share on the EASA's future.

Also, we will continue to respond well at this important time where we will really see whether this EU Commission is a true believer in a better regulation Europe, one in which the well designed non-regulatory means of effective advertising self-regulation will be well recognized in the EU legislative initiatives being reviewed or drafted at present : the important areas of the Digital Single Market; Audiovisual Media Services Directive, online platforms, the Unfair Commercial Practice Directive, Misleading and Comparative Advertising Directive, or Business Marketing Directive, and the other areas of the consumer acquis refit.

If we see that the right language is there and self-regulation is really part of the regulatory toolbox, then we can say that a dream started 25 years ago is coming into place when we celebrate next year the 25th Anniversary of EASA founded at a meeting in Greece.

We will start that celebration at our Annual General Meeting which will be in Athens, at the home of the SRO SEE (Eleni Donta). But before that, we will meet in Lisbon at the end of October, hosted by the Portuguese SRO, Vanda (Ferreira Alves, ICAP).

But we will need to have a forward looking view as well. And here, I will look to organizing some strategic talks around how to ensure the digital players are really embracing and contributing to self-regulation, assisting SROs to be healthy and service orientated for the Industry that they can face the challenges of the ever developing marketing communications and keep self-regulation at the heart of the response to responsibility. We will need to look at the way also we can all show our common commitment to Self-Regulation.

Here I would like to commend Guy, in particular, for enhancing the cause of Self-Regulation at local and European levels. We are at an important turning point in European history where the future of Europe is in the balance. We sincerely hope that Brexit does not become reality and an unraveling of our common vécu, belonging built up between all of us.

Ildiko (Fazekas, ORT, Hungary) gave us reference to getting us all working together in a choir, Guy talked ensuring that the choir sings in harmony. For me, I would like, as a quatuor, to ensure that we continue the strong melody of the reason why we are together.

In the UK there is currently a social media campaign to get a UK person to take selfies with another European counterparts. I would like to start this today by taking a picture with you Guy, and other Britons of the Board! The hastag is #HugaBrit



You can trust that under my presidency I will look to both the continuation of our work as well as looking to the vision we will need, and to assist me, we have elected a strong new team with Charo (Fernando Magarzo, Autocontrol, Spain), Stephan (Loerke, WFA) and Mathilde (Fiquet, FEDMA) who remains at our side!

My final words are for the fantastic EASA's Secretariat: we need you, you can count on us!!"