



# MEMBER VALUE PROPOSITION



**98% of respondents in a recent member satisfaction survey believe AFB is value for money.**

## **AFB MISSION: BUILDING BANKING BUSINESS**

Everything AFB does, helps our members build their business here in the UK.

AFB champions the success of foreign banks by providing a platform for them to share information and best practice via events and training programmes; promoting their interests to industry stakeholders, policymakers and regulators; and supporting a positive profile of the sector in the media.

AFB ensures the voice of foreign banks is heard across the financial services network.

Membership of AFB is open to all branches, UK incorporated subsidiaries, UK-incorporated subsidiaries with foreign shareholders as well as representative offices of overseas headquartered banks. The membership includes the UK firms and affiliated organisations of some of the world's largest banks; and members range from the largest, with many thousands of staff, to the smallest, with ten staff or fewer.

## AFB VALUES

**01**

### FOCUSED

This is our Foundation. We work in service of foreign banks and only foreign banks.

**02**

### DEMAND-DRIVEN

This is our Commitment. We are customer-focused, guided and governed by our members.

**03**

### VALUE FOR MONEY

This is our Benchmark. We deliver best-in-class content at a well-controlled price.

## BACKGROUND

Association of Foreign Banks (AFB) was established in 1947 to be the voice of foreign banks in the UK. Foreign banks oversee over half of all regulated capital in the UK and significantly underpin UK GDP. They engage in a wide range of banking and investment business activities, primarily in the wholesale markets. Foreign banks make a significant contribution to the UK as a major international financial centre; and to the depth and breadth of markets globally, facilitating global trade.

These firms play an important part in the UK economy by investing and supporting new business, as well as providing jobs across the country. AFB represents the interests of foreign banks in the UK to stakeholders, including HM Treasury and regulators. It has around 170 banks in its membership, representing c80% of the market, including GSIBs such as Citigroup, Bank of China, JP Morgan, and BNP Paribas.

## VALUE PROPOSITION

The AFB subscription allows all staff from member banks to access AFB benefits. Each subscription includes attendance at almost all AFB events including roundtable discussions, conferences and seminars, as well as Policy and Regulatory Network meetings and policy working groups. Training workshops, training programmes and flagship events (CEO Programme, Mansion House Lunch and Annual Banquet) are chargeable. Each member service is carefully designed to ensure the membership inform our priorities and workstreams. Membership includes the following:

- Any staff member may access AFB services
- Inclusive attendance at roundtable discussions, seminars, conferences, Policy and Regulatory Network (max two representatives per member) and policy working groups (unlimited)
- Workshops, training programmes, CEO Programme, Annual Banquet and Mansion House Lunch require a fee
- Access to our summary papers & publications via the Resource Library
- Engagement with industry stakeholders, policy makers and regulators
- Meet your peers from other foreign banks and share experiences and best practice.
- Every month we circulate the AFB Round Up, a newsletter including upcoming activities – to all member contacts

**“The AFB membership provides a unique platform for our team to share best practice and gain the very latest updates on the issues that matter to us. The AFB’s events have provided helpful insights on key banking topics”.**

*HR Director, DVB Bank*





### GOVERNANCE STRUCTURE

The AFB Board of Directors are representatives from across the membership. The Board steers AFB's overall strategy, oversees cultural, financial, and legal security, probity and longevity.

AFB has eight technical platforms across which it operates its business. Each platform has a corresponding Advisory Committee which is composed of up to 8 senior bankers representing a diverse cross-section of the membership base. Their purpose is to provide assurance that the AFB meets the technical and regulatory needs of the wider membership.

#### EIGHT PLATFORMS

**Business**

**Compliance**

**Finance**

**Internal Audit**

**Legal**

**Operations**

**People**

**Risk**

## MEMBERSHIP SERVICES

### ADVOCACY & ENGAGEMENT

AFB's dedicated Policy and Regulatory Affairs team advocates on behalf of foreign banks. We work constructively with Government and all stakeholders, to offer solutions and ideas that support the UK's growth agenda. We engage with policymakers, regulators and stakeholders across the UK; including HM Treasury, Home Office, BEIS, Bank of England/PRA and the FCA. The activities of our Policy and Regulatory Network for regulatory, government and external affairs professionals and unique CEO Programme ensures access for members at the highest levels of influence in the UK.

We collect, aggregate and represent members' views and opinions to help shape and influence the political and regulatory agenda on their behalf and ensure their voice is heard.

**"AFB is the mouthpiece of the foreign bank community".**

*David Attree Head of Compliance & MLRO, First Commercial Bank Taiwan, London Branch*

### MEMBER SERVICES

- Policy and Regulatory Network (two representatives per member)
- Policy Working Groups (unlimited representatives)
- Regulatory Conference
- Roundtable discussions with Government, Policymakers and regulators
- Responses to member consultations
- Surveys

**"I find great value from AFB to understand and plan for implementation of regulatory developments".**

*James Boucher, Chief Operating Officer, Bank ABC*

### PRACTICE & EXPERTISE

AFB works with members and stakeholders to anticipate relevant industry trends and analyse and share technical and market data and intelligence. We work in partnership with key experts including some of the leading global law firms and consultants to deliver specialist knowledge and guidance at over 70 high value practice events every year. We offer accredited training, best practice seminars, peer to peer networking and operational support. We cover a wide range of issues such as critical third parties, diversity & inclusion and climate risk.

This practical expertise and training adds significant value that can be directly implemented at each member firm. AFB provides a unique opportunity to meet your peers from other foreign banks to share experiences and best practice.

### MEMBER SERVICES

- Advisory Committees
- Roundtable discussions
- Seminars
- Conferences
- Training Workshops
- Training Programmes
- Leadersip Programme

**"The AFB CEO programme an invaluable tool in getting up to speed on the UK financial services space. I would not hesitate to recommend it to my fellow CEOs".**

*Colin Fraser, Executive Director & CEO, FCMB Bank (UK) Ltd*



## PROFILE & IMPACT

AFB's Member and Stakeholder Engagement team works with members, partners, sponsors and the media to ensure member banks' needs and contributions are understood, and that value is provided for sponsors. The team ensures engagement with members on their particular needs, whether that be on the basis of geography, business model, size or specialism. The AFB amplifies the profile and impact of foreign banks in the UK, supporting brand-building and business development ensuring the contribution of the sector is profiled, recognised, and understood.

**“The key benefit of AFB membership is that it covers a wide spectrum of topics, relevant to a lot of Bank functions, which are made accessible for free as part of the annual subscription”.**

*Head of Organization, Operational Risk and Resilience (Corporate and Investment Banking), UK Third Country Branch, HQ in the EU*

## MEMBER SERVICES

- Social Media
- Media
- Round Up Newsletter
- Website
- Member Engagement reports and discussions

**“I have attended many events both technical, updates and social over the years and AFB have always managed to remain relevant. The speakers content remains fresh, informative and knowledgeable. AFB Social events have enabled me to interact with a wide circle of likeminded individuals, and many have over the years become good friends”.**

*David Attree Head of Compliance & MLRO, First Commercial Bank Taiwan, London Branch*

**“The membership is always willing to share experiences that have impacted all the members collectively or individually. The technical sessions are led by experts in their field, and the updates continue to bring to my attention many pressing issues effecting my everyday work environment. AFB continues to evolve to remain fresh and informative”.**

*Head of Organization, Operational Risk and Resilience (Corporate and Investment Banking), UK Third Country Branch, HQ in the EU*

**Interested in Membership? [CLICK HERE](#)**



**Email:** [secretariat@foreignbanks.org.uk](mailto:secretariat@foreignbanks.org.uk)

**Telephone:** +44 (0) 207 283 8300

**Website:** [www.foreignbanks.org.uk](http://www.foreignbanks.org.uk)



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