

# THE FUTURE OF FINANCIAL SERVICES IN THE EEA

9 NOVEMBER 2022 / EFTA HOUSE / BRUSSELS

## PROGRAMME

12:00 | Lunch and Registration

### GREEN, CLEAN AND DIGITAL

**13:00** | **Opening Remarks**  
**Mr Henri Gétaz**  
Secretary-General, EFTA

**13:15** | **Keynote Address**  
**Mr Harald Francke Lund**  
CEO, CICERO Shades of Green

**13:40** | **Panel Discussion**

**Ms Inger-Johanne Arildsen Rygh**  
**Moderator**  
Deputy Director General, Norwegian Ministry of Finance

**Mr Marcel Haag**  
Director, DG FISMA

**Ms Unnur Gunnarsdóttir**  
Deputy Governor, Central Bank of Iceland

**Mr Olivier de Perregaux**  
CEO, LGT Private Banking

**Mr Idar Kreutzer**  
CEO, Finance Norway

**14:40** | **Keynote Address**  
**Ms Mairead McGuinness**  
European Commissioner for Financial Stability,  
Financial Services and the Capital Markets Union

**15:00** | **Coffee Break**

### ONE MARKET, TWO PILLARS

**15:30** | **Keynote Address**  
**Ms Verena Ross**  
Chair, European Securities and Markets Authority  
(ESMA)

**15:55** | **Keynote Address**  
**Mr Stefan Barriga**  
College Member, EFTA Surveillance Authority

**16:20** | **Panel Discussion**

**Mr Halvard Haukeland Fredriksen**  
**Moderator**  
Professor, Faculty of Law, University of Bergen

**Mr Martin Merlin**  
Director, DG FISMA

**Ms Sophie Vuarlot-Dignac**  
Head of Legal and Enforcement Department, ESMA

**Mr Morten Baltzersen**  
Director General, Finanstilsynet, Norway

**Ms Jónína Lárusdóttir**  
Director, EFTA Surveillance Authority

**17:20** | **Closing Remarks**  
**Mr Stefan Barriga**  
College Member, EFTA Surveillance Authority

**17:30 - 19.30** | **Reception**



**ESA**