

## News from the International Capital Market Association (ICMA)

Dreikönigstrasse 8, CH-8002 Zurich

[www.icmagroup.org](http://www.icmagroup.org)

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**For immediate release**

### **Updated guide to best practice for EU corporate debt private placement market launched in Brussels**

(Brussels, Belgium) A European Corporate Debt Private Placement (ECPP) Joint Committee coordinated by the International Capital Market Association (ICMA) has launched an updated version of the [European Corporate Debt Private Placement Market Guide](#). The Guide sets out a voluntary framework for common market standards and best practices which are essential for the further development of the ECPP market providing medium to long term finance especially to European mid-sized companies, in close alignment with the European Commission's goal of bringing about a Capital Markets Union.

By the end of 2015, the ECPP market was estimated at €33 billion including German Schuldschein issuance. [An independent poll](#) also indicated that 79% of investors and 76% of corporates were aware of the Guide and the [model transaction documentation](#), and some 50% of investors and 25% of corporates had used them, indicating that the Guide, first published in 2015, had become an important contributing factor in the development of the market.

The new edition of the European Corporate Debt Private Placement Market Guide has been produced as a result of evolution in the ECPP market. It now also covers aspects of the German Schuldschein market as part of the wider ECPP universe, and includes an appendix on general principles of, and best practice applicable to, ECPP deal amendments and waivers.

It was formally launched on 25 October 2016 at an ICMA event in Brussels with the support of the European Commission, and with the participation of the Banque de France and the Association of German Public Banks (VÖB).

**Statement from the European Commission.** "Private placement markets represent an increasingly valuable source of funding for mid-sized firms in the EU as part of a range of market-based financing sources needed to build the Capital Markets Union in Europe. Today's initiative by ICMA will contribute to the development of this financing channel by providing the European private placement markets with a more standardised approach. The Commission welcomes the contribution of stakeholders to the development of Capital Markets Union".

Pierre-Olivier Cousseran, Director, Monetary Policy Implementation Directorate, Banque de France, commented : "With its wider scope, the new edition of the Guide presented today by ICMA is another step forward towards a European private placement market. The Banque de France welcomes common market standards and best practices which contribute to strengthening financial stability".

Martin Scheck, Chief Executive, ICMA said: "We are encouraged by the degree of market participant support and recognition that the first edition of the ECPP Market Guide received. We are delighted to make available this updated version covering the German Schuldschein market, as well as best practice for ECPP deal amendments and waivers."

Thorsten Guthke, Director, Head of Capital Markets, Law and Payments, Association of German Public Banks, VÖB, commented : "With their participation in the newly launched ECPP Guide, the German Corporate Schuldschein market leaders not only want to promote the Schuldschein as an established private placement instrument and an alternative source of funding in line with the goals of the CMU. They also want to send out a self-regulatory signal to market authorities by publicizing and making transparent the proven market procedures that underpin the quality standard of the historically stable Schuldschein market."

ENDS

**Notes for editors:**

**Private placements** - Private placements are medium to long term senior debt financing transactions (in bond or loan format) between a listed or unlisted company and a small number of institutional investors, typically on a fixed-rate basis.

**European Corporate Debt Private Placement Joint Committee** - A list of the professional organisations which support the ECPP Market Guide and observers from the official sector is set out in the Guide and can [be accessed here](#).

**International Capital Market Association (ICMA)**

ICMA is the trade association for the international capital market with over 500 member firms from almost 60 countries, including banks, issuers, asset managers, infrastructure providers and law firms. It performs a crucial central role in the market by providing industry-driven standards and recommendations for issuance, trading and settlement in international fixed income and related instruments. ICMA liaises closely with regulatory and governmental authorities, both at the national and supranational level, to ensure that financial regulation promotes the efficiency and cost effectiveness of the capital market [www.icmagroup.org](http://www.icmagroup.org)

**Contact**

Margaret Wilkinson

+44 20 7213 0323

+44 7931 100 499

[margaret.wilkinson@icmagroup.org](mailto:margaret.wilkinson@icmagroup.org)