

EUROPEAN SERVICES FORUM

# ESF's Structure and Management

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ESF Secretariat , Brussels, 01 January 2012

## ESF's Structure

The European Services Forum operates on the basis of a very light and flexible structure. Three interconnected bodies are dealing with the Forum's activities:



**1. The [European Service Leaders Group \(ESLG\)](#) brings together the chairmen or CEOs of ESF's member companies.**

The European Services Leaders Group ranks highest in the ESF hierarchy. It increases the credibility of ESF actions towards all its various interlocutors. Its mission is to liaise with the EU Trade Commissioner, EU Trade Ministers as well as other high level interlocutors in charge of EU and international trade policy. The ESLG's goal is to promote the recognition of the importance of trade liberalisation in the services sectors. The European Services Leaders Group is chaired by **Mr. Christopher Taxell**, the Chairman of the European Services Forum.

**2. The [ESF Policy Committee](#) serves as a framework for the Forum's internal coordination.**

The members of the policy committee act as contact points between their organisations and ESF. The committee is composed of one representative per each ESF member. Since ESF is a members-driven organisation, the Policy Committee debates and decides on policy papers, horizontal position papers as well as important decisions on ESF's direction. Decisions are taken by consensus. ESF Members who cannot support a position paper have the possibility to opt out.

Besides its meetings in Brussels, the Committee holds regular meetings with EU Member State officials, and WTO delegations, in Geneva. During the policy committee meetings, general debriefings with EU trade officials are organised. They allow those European services companies and federations who are interested in trade negotiations to get in touch with respective officials.

The Policy Committee has been chaired by **Mr. Edward Bowles** since January 2012.

### **3. The **ESF Secretariat** is in charge of ESF's daily management.**

The ESF secretariat establishes relations with EU officials, as well as partner countries officials or Chambers of Commerce and Services Associations and acts as a facilitator to organise meetings with ESF members. As part of the Market Access Advisory Committee which is managed by the EU Directorate General for Trade, the ESF secretariat closely monitors trade negotiations and actively participates in Civil Society Meetings by putting particular emphasis on issues related to trade in services. The secretariat informs ESF members as to any relevant development, any consultation they might want to give input to and acts on their behalf when necessary.

The ESF Secretariat is run by **Mr. Pascal Kerneis**, who has been ESF's Managing Director since its creation in 1999.

## Who is Who

### Christoffer Taxell, ESF Chairman



Mr. Christoffer Taxell has been Chairman of the European Services Forum since 11 December 2007.

Until 2006, Mr Taxell was Chairman of the ESF's member the Confederation of Finnish Industries EK. Mr. Taxell's career includes senior positions in politics, business and academia. He held in particular ministerial functions in Sweden for over ten years, was a member of the Parliament for over fifteen years, and has been Member of major Swedish Companies' Boards since 1985.

Currently, Mr. Taxell is also serving as a Chairman of Finnair, and the Nordic Distribution company Stockmann.

Mr. Taxell took over the ESF Chairmanship from Lord Vallance of Tummel who chaired the ESF from 2002 until 2007. Lord Vallance of Tummel is a former Chairman of British Telecom Plc, of the Confederation of British Industry (CBI) and a former Vice-Chairman of the Royal Bank of Scotland Group. The Founding Chairman of the European Services Forum was Mr. Andrew Buxton, then Chairman of Barclays Bank Plc. He chaired the ESF from 1999 to 2002.



### Edward Bowles, ESF Policy Committee Chairman

Edward works for Standard Chartered Bank and is Regional Head of Public Affairs, EMEA and Americas. Edward manages the Bank's public affairs team for the West, and has a particular focus on relations with governments, regulatory issues and free trade negotiations. In addition to his role on the European Services Forum Policy Committee, which dates from 2007, he represents the Bank on other industry associations and committees in London and Brussels. As a member of the ESF PC, he was Rapporteur on the EU-India FTA, and has travelled to Geneva as a member of the ESF delegation.

Edward joined Standard Chartered Bank in 2007, initially with the Group Compliance & Assurance team, where he had responsibility for the Bank's relationships with regulators, as well as the UK Government's regulatory reform agenda. He managed the global regulatory filings for the acquisition of American Express Bank, and had extensive dealings with host regulators in Standard Chartered's markets, notably in Asia, as well as the UK's Financial Services Authority.

Prior to joining the Bank, Edward worked for 5 years at the UK Ministry of Justice, including as Head of Human Rights policy, Chief of Staff to two Government Ministers and, latterly, the Permanent Secretary (Head of Department). He was accompanied his Minister on bilateral trade delegations to India and Brazil, negotiating market access for UK law firms. Edward also advised on regulatory

reform concerning the legal professions, and worked with Baroness Cathy Ashton, now the EU High Representative for Foreign Affairs, for a number of years when she was a UK Government Minister in the Ministry of Justice.

Edward qualified as a Barrister in 1993, spending eight years as a Prosecutor, and also holds an MBA from Imperial College, London. He is married, has two children and lives in London and Leuven (Belgium).



## **Pascal Kerneis, ESF Managing Director**

Pascal Kerneis has served as Managing Director since ESF's creation, in 1999. He is in charge of running the ESF Secretariat on a daily basis.

Pascal Kerneis is a lawyer specialized in European Law. Having completed his Ph. D. thesis on international Trade and European Law, in 1990, Pascal started his career as a legal expert for the European Commission. After having joined the European Banking Federation, he was closely involved in the WTO negotiations on financial services. In December 1997, in Geneva, he participated in the private financial services industry's effort to help the negotiators achieving a comprehensive agreement, with substantial commitments for the banking sector.

Mr. Kerneis was appointed Managing Director of ESF at the launching meeting of the organisation in January 1999. Since then, he has been able to raise ESF's profile by advocating the further liberalization of services, and by developing close working relationships with EU and WTO officials. Pascal represents the ESF members both towards European and international institutions and towards professional networks.

On behalf of ESF, Mr. Kerneis is a member of the Civil Society Dialogue's Contact Group of the DG Trade of the European Commission. As a member of the European Commission Civil Society Advisers Group, Mr. Kerneis participated at the three WTO Ministerial Conferences (Seattle - 1999, Doha – 2002, Cancun – 2003, Hong-Kong – 2005) as Advisor to the EU Trade Commissioners Pascal Lamy and Peter Mandelson in the European Commission official delegations.

He is now a well-recognized expert on International Trade in Services and is regularly invited as a speaker for Forums, hearings or summits organized inter alia by the European Parliament or Chambers of Commerce abroad.