



**MINISTÈRE
DE L'ÉCONOMIE,
DES FINANCES
ET DE LA SOUVERAINETÉ
INDUSTRIELLE ET NUMÉRIQUE**

*Liberté
Égalité
Fraternité*

Paris, le 6 juin 2025

N°575

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**à l'occasion de l'événement
de lancement du label « Finance Europe »**

Jeudi 5 juin 2025

Bercy

Ministers, dear colleagues,

Ambassadors,

Ladies and gentlemen,

Good afternoon,

I am delighted to welcome you all in Bercy today, together with Spain represented by Minister Carlos Cuerpo.

Together with Carlos and our European partners, we have wanted to bring together public and private leaders to celebrate the launch of a new initiative in the European financial landscape.

We are introducing in all of our seven Member States, Estonia, Germany, France, Ireland, Luxembourg, the Netherlands and Spain, alongside our national industries, a new label, that you will start being applied in the months to come.

It carries a simple but powerful name: "Finance Europe".

Let me briefly sum up what we are aiming for with this label before inviting you to enjoy the insights from the very high-level panellists whom I am glad to welcome here.

Let me recall two points.

First, Europe is a strong economic power at the global scale, yet it is not the financial power it could and should be.

In 2024, our single market generated a GDP of 17.9 trillion euros for the European Union, comparable in magnitude to the United States' 18,4 trillion euros. **So we do create wealth and value on a very large scale.**

Second, European households are some of the greatest savers in the world.

They save around 13% of their income every year, five points more than American households.

That represents 1000 billion euros of new private savings every year, 6% of our GDP. In total, these abundant savings created over the years a pool of capital of 35 000 billion euros.

This is a strategic asset for Europe. Yet, as of today, this pool of savings is insufficiently used when it comes to financing the European economy. So we must act if we are to unlock the full potential of our own capital.

This is why we have decided with several Member States to try a new method.

Most of the strategic actions that we will implement to further integrate our capital markets is taking place at the European level. The European Commission has put forward an ambitious approach for a Savings and Investment Union in March – and I want to thank Commissioner Albuquerque, who is joining us virtually today, for her leadership.

Yet, Member States can also act individually or in groups to complement and accelerate progress, especially in areas of national competence.

This is the spirit of the “European competitiveness lab”, that Spain – Carlos – has put forward earlier this year. A few voluntary Member States choose to

take action, in order to promote European competitiveness and cross-border integration.

The label Finance Europe was born in that context.

Within the context of the Competitiveness Lab, we have worked to design a simple, practical, and impactful label, aimed at fostering the allocation of European savings towards European investments. Let me tell you how.

The Finance Europe label will be granted to existing or newly created savings schemes and products, provided that they comply with a common set of criteria:

- A clear European target when it comes to investment, with a threshold of 70% of investments made in Europe;
- A long-term investment horizon, meaning a minimum of five years;
- A clear orientation towards productive investments, in particular equity financing;
- No pre-requisite for any capital guarantee, to allow savers to support risk-taking and innovation.
- And in return, national tax incentives will be considered favourably by participating finance Ministers, to make these labelled products more attractive to retail investors.

Many of you have been closely involved in shaping this label, and I want to express my sincere appreciation – and I know I can speak on behalf of my fellow European partners when saying this.

From the start, we wanted this to be a shared public-private project. The input of various private actors was essential in drafting the final termsheet – which my counterparts and I will sign later this afternoon.

Let me be clear: this label will remain a political declaration unless you bring it to life. It will be up to you – financial companies, consumer representatives, and financial institutions – to promote these savings products to the public and make the label a success. As some of you may know, in exactly a month, one of our national prides, the Tour de France, will start for a new edition. So let me get a little bike-oriented when stressing on what we are making here.

- We are not trying to reinvent the wheel. We are not creating a new product in an already complex ecosystem. Many of you already offer excellent savings solutions – we do not want to add complexity.
- On the contrary, we intend to put grease in the bicycle chain. The label will provide clarity and visibility for savers who want to invest in Europe. It will help make savings products more accessible and understandable.

I will now hand over to our distinguished panels. They will explore the future of savings markets in Europe, from both public and private perspectives. I will then join my colleagues from Spain, *Estonia*, *Germany*, *Luxembourg*, *the Netherlands* and *Ireland* to sign the Finance Europe label termsheet.

Thank you again for being here, for your commitment!

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