

# ACI FMA and ELAC Promotion Letter



**ACI FMA has worked on the development and production of Two New Videos that will clearly simplify the introduction of ACI FMA and ELAC.**

**The Videos are on our new ACI FMA YouTube Channel, and can be easily accessed and shown as necessary.**

## **The Two New Videos**

- 1. ACI FMA Introduction** - Time 1m20sec. (Female and Male Versions):  
Summary of ACI FMA, its history, its geographical reach and its three core values (with a focus on education)  
<https://youtu.be/xGh1kBBGoYI> (Female Version)  
<https://youtu.be/eRC7syViS00> (Male Version)
- 2. ACI FMA Introduction and ELAC** – Time 5m30sec. (Female and Male Versions):  
Summary of ACI FMA, its history, its geographical reach, its three core values (with a focus on education) and a detailed presentation of the ACI FMA ELAC Portal (for E-Learning, Attestation and Certification on Industry Codes of good market practices)  
<https://youtu.be/kIXiYCATtec> (Female Version)  
[https://youtu.be/9\\_vh3j07-og](https://youtu.be/9_vh3j07-og) (Male Version)



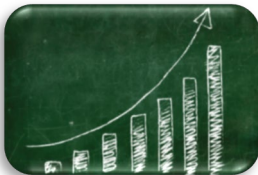
## **Why Use The New Videos?**

- The Video “ACI FMA Introduction” assists ACI National Associations to promote ACI FMA to potential new members, partners, sponsors, and other relevant stakeholders
- The Video “ACI FMA Introduction and ELAC” assists ACI National Associations to promote ACI FMA to current and potential new members, partners, sponsors, and other relevant stakeholders, whilst showing how the ELAC Portal can be a suitable and robust framework that all Market Participants can implement to support their efforts to adhere and adopt the relevant Industry Codes for their business, ensuring every staff member understands and applies good market practices. This Video shows the different functionalities of ELAC, covering training, attestation, certification, and the management overview in the administrator dashboard



## **Follow-Up of Potential ELAC Leads**

- Members of ACI National Associations are welcomed to promote the Video “ACI FMA Introduction and ELAC” so that the ELAC Portal can be introduced to the local/regional Market Participants
- If a Lead is generated, ACI FMA should be contacted to follow-up this Lead with a remote demonstration of ELAC so that potentially interested entities can receive a more detailed introduction of the ELAC Portal
- Tailor-made presentations detailing ELAC’s functionalities can also be sent to interested entities as they may facilitate internal referrals to other departments within their organisation



## **About the ELAC Portal:**

- An ACI FMA Portal for online continuous e-learning and attestation on industry codes, including the FX Global Code, Global Precious Metals Code, and UK Money Markets Code
- ELAC is built by market professionals for market professionals, being constantly updated as Financial Markets and the Codes evolve
- ELAC provides reporting of each users’ learning and subsequent results to prove Codes’ adoption, containing several practical scenarios that bring the practical application of the Codes to life
- ELAC is a strong, effective, and sustainable adherence framework for all staff involved in Financial Markets
- ELAC allows any entity to adapt the tool to the needs of each business. As the Codes advocate the principles of proportionality, ACI FMA ELAC is adaptable to the specific requirements of each institution

