Welcome to this first edition of the GIPS Country Sponsor Communique! This new quarterly communication vehicle is created specifically for GIPS Country Sponsors, and is a direct result of your feedback in the recent Country Sponsor Survey.

Let’s start with exciting news! As a tangible demonstration of your valued partnership, CFA Institute invites each of the 37 GIPS Country Sponsors to send a representative to the GIPS Annual Conference to be held in Boston on 22 & 23 September 2016. To help make attendance possible, CFA Institute is offering complementary registration to the conference and your choice of a Workshop the day preceding the Conference, and will cover 75% of all travel costs and hotel expenses for each representative. Country Sponsors will be honored at the GIPS Volunteer Dinner on 21 September. Attendance at the GIPS Annual Conference is a wonderful opportunity to attend a premier performance industry conference and network with other Country Sponsors and industry leaders from around the globe. An Intention Form with details and instructions will be sent to each Country Sponsor in the next few days, but we wanted to take the opportunity of this first Country Sponsor quarterly newsletter to alert you to this news! I hope this is seen as a clear signal that the work of Country Sponsors is not only noticed by the GIPS Executive Committee (EC) and CFA Institute, but greatly appreciated.

The GIPS EC and CFA Institute staff paid close attention to results of the online survey that was sent to all Country Sponsors back in March. A key purpose of the survey was to gauge satisfaction with and gather feedback on the new governance structure that was implemented in May 2014. Responses were received from 30 countries, an 83% response rate. There was some good news in the survey.

- Country Sponsors feel appreciated: 70% strongly agree or agree that their work as a Country Sponsor is appreciated. (A good result but down from 94% in 2012)
- The GIPS EC is viewed as effective: 85% strongly agree or agree that the GIPS EC has successfully executed its function of developing and implementing the GIPS standards. (Again, a good result, but down from 93% in 2012)
- Feedback on CFA Institute is positive: 79% strongly agree or agree that CFA Institute is a successful liaison between Country Sponsors and the GIPS EC. (An increase from 68% in 2012)

While there is positive news in the survey, it is clear that there are some issues that must be addressed. As noted in the results summarized above, the percentage of Country Sponsors who feel appreciated, and the percentage who view the GIPS EC as effective, has declined. In addition:

- Only 42% of Country Sponsors strongly agree or agree that the current governance structure is functioning well.
- Only 57% of Country Sponsors strongly agree or agree that their voice is heard and taken seriously, compared with 80% in 2012.
- Less than half of the Country Sponsors strongly agree or agree that the Regional Technical Subcommittees (RTS) function as an effective forum for development and promotion of the GIPS Standards.
The GIPS EC, with CFA Institute staff, had lengthy discussions about these results during its April in-person meeting in London. Some issues, like the less than positive perception of the Regional Technical Subcommittees, will take time and much more discussion to resolve. It was clear, though, that we could quickly take some first steps to improve the communication to and among Country Sponsors, including the creation of this quarterly newsletter for Country Sponsors. Each issue will contain comments from the GIPS EC Chair, an article featuring a Country Sponsor, and important updates. It is our hope that Country Sponsors will send us information on events in their own country that can be shared with other Country Sponsors. Information that you would like to see included can be sent to Cindy Kent at cindy.kent@cfainstitute.org. That would help to make this newsletter a forum for better communication and networking among Country Sponsors.

We are excited about this new form of communication with Country Sponsors, and about the continuing opportunity to work with each of you in the promotion and development of the GIPS standards. We welcome your feedback and ideas on how we can make this newsletter the most effective and useful communication tool possible!

With great appreciation and best regards
Ann F. Putallaz, Ph.D. CIPM
annp1025@yahoo.com

NEWS

• India Joins Ranks of Endorsed GIPS Country Sponsors
  The GIPS Executive Committee has officially reviewed and approved the Indian Association of Investment Professionals (IAIP) as the GIPS India Country Sponsor, bringing the total to 37 endorsed GIPS Country Sponsors.

• Incoming GIPS Executive and Technical Committee Members
  The GIPS Nomination Committee’s recommendation to appoint the following individuals as members of the GIPS Executive Committee and GIPS Technical Committee has been approved beginning 1 September 2016:
  Neil Riddles, CFA, CIPM – GIPS Executive Committee
  Stefan Illmer, Ph.D. – GIPS Executive Committee
  Dimitri Senik, CFA – GIPS Technical Committee and Interpretations Subcommittee Chair
  Joseph Kavanagh, CFA – GIPS Technical Committee and Investment Subcommittee Chair

COUNTRY SPONSOR FEATURE:
Martin Schliemann – GIPS German Country Sponsor representative
Mr. Schliemann was elected to the GIPS Executive Committee in 2012 and simultaneously served as the GIPS Council Chair. Martin has served on the GIPS Verification Subcommittee and the GIPS Nominations Committee. He has chaired the Germany Country Sponsor Committee and served on the EMEA Regional Subcommittee for many years. Martin has been an ambassador and champion for Country Sponsors before, during and since the GIPS governance restructure and we are thankful for his years of service and promoting the GIPS standards.

Interview by Ann Putallaz, PH.D., CIPM – Chair of the GIPS Executive Committee

Putallaz: Martin, how long has Germany been a GIPS Country Sponsor?
Schliemann: Germany has been a GIPS Country Sponsor since the GIPS standards were created - 15+ years, and involved with performance presentation standards even longer as they originally had their own country-specific version that
converged with the GIPS standards in 2005. Germany was a pioneer, as they were one of the first countries in Europe to have performance presentation standards.

**Putallaz:** What is the structure of the Germany GIPS Country Sponsor – how is it formed?

**Schliemann:** The German Asset Management Standards Committee (GAMSC) is a joint GIPS Country Sponsor and includes the following associations:
- Bundesverband Investment und Asset Management e.V. (BVI);
- Deutsche Vereinigung für Finanzanalyse und Asset Management (DVFA); and
- CFA Society Germany.

The three associations that form the GAMSC have been working together for over 10 years. This structure works quite well and the individuals representing the associations work together, with good communication and collaboration on such a wide variety of topics.

**Putallaz:** What are the key issues in the German market regarding the GIPS standards?

**Schliemann:** In Germany, it is quite a mature market, so it is important to introduce the GIPS standards to additional market sectors, such as private wealth and insurance products. The number one key issue for the GIPS standards in the German market is to broaden the reach of the GIPS standards and their relevance to their maturing market.

**Putallaz:** Looking over past history, what is the most important or exciting contribution of the Germany GIPS Country Sponsor?

**Schliemann:** One of the most important and exciting contributions that the GAMSC has made as a GIPS Country Sponsor is the German GIPS Day event. The German GIPS Day is an annual event that has been hosted by GAMSC for the past ten years. Every few years this program is restructured to be relevant to the changing local market. This is an important community event that brings together members of the local market for education and networking. It is a full day program beginning with a Keynote Speaker and the morning session focused on the GIPS standards and other performance related topics (i.e., risk, attribution, etc.). The afternoon session contains various workshops on subjects such as private wealth, private equity, benchmarks and similar topics. We are happy to share our speakers with other German speaking countries that would like to start their own GIPS Day. From the inception the German GIPS Day event was not intended to generate revenue, but the income generated from this event help to finance our Country Sponsor meetings, travel to attend the GIPS Regional Technical Subcommittee meetings, and our newly created website.

**Putallaz:** What was the driving force behind the Germany GIPS Country Sponsor creating a new website?

**Schliemann:** The main objective is to reach a younger audience with a more useful and active communication vehicle. Increasingly, investment professionals in Germany are younger and the Germany Country Sponsor wanted an active communication tool to include that audience. CFA Institute offers a GIPS Country Sponsor webpage template to feature the GIPS standards, and you could contact them at cindy.kent@cfainstitute.org to request information and receive the template. We are also happy to share tips and explain how we developed our own website to reflect our local market. After approximately six months of development, our website is finalized and we are happy for you to visit: [http://www.gamsc.com/index.php?id=2](http://www.gamsc.com/index.php?id=2)

**Putallaz:** Martin, you have a long standing involvement with the GIPS Germany Country Sponsor. What has meant the most to you, what you are most proud of?

**Schliemann:** The Germany Country Sponsor has worked together for 15 years. This high commitment is a great sign of collaboration among our local partners and our commitment to industry best practices. We are proud that the Germany Country Sponsor is always an active partner in the GIPS governance structure, with many volunteers serving on the GIPS Executive Committee, GIPS Technical Committee and its Subcommittees. We have significantly contributed to the global development and promotion of the GIPS standards over these many years and through many changes in the industry.
HOW CAN I LEARN MORE ABOUT GIPS STANDARDS?

- Visit the GIPS website - [www.gipsstandards.org](http://www.gipsstandards.org)
- Current guidance statements - [www.gipsstandards.org/standards/guidance/Pages/CurrentGuidance.aspx](http://www.gipsstandards.org/standards/guidance/Pages/CurrentGuidance.aspx)
- GIPS Standards Mission and Vision: A Road Map (PDF) - [www.gipsstandards.org/resources/Documents/gips_mission_vision_road_map.pdf](http://www.gipsstandards.org/resources/Documents/gips_mission_vision_road_map.pdf)
- GIPS Standards Fact Sheet (PDF) - [www.gipsstandards.org/about/Documents/factsheet.pdf](http://www.gipsstandards.org/about/Documents/factsheet.pdf)
- GIPS Standards Q&A Database - [www.gipsstandards.org/standards/faqs/Pages/index.aspx](http://www.gipsstandards.org/standards/faqs/Pages/index.aspx)
- GIPS Executive Committee - [www.cfainstitute.org/about/governance/committees/Pages/gips_executive_committee.aspx](http://www.cfainstitute.org/about/governance/committees/Pages/gips_executive_committee.aspx)