



FEDERATION BANCAIRE DE L'UNION EUROPEENNE

4/7-21  
EK  
N° C1699

MemberNet

Brussels, 2 December 2005

Circulation: Associates  
Executive Committee

21<sup>st</sup> MEETING OF THE ASSOCIATES  
- Brussels, 8 December 2005 -

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**ITEM 7 OF THE AGENDA: PERCEPTION OF BANKS: REPUTATION MANAGEMENT**

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At the meeting, Mr. Zoran BOHACEK, Managing Director of the Croatian Banking Association will make an introductory presentation on the subject.  
After the presentation a round table discussion will take place.

Indicative questions to consider for the round table discussion could be:

- which are the most important challenges or problems you see for the association and banks in relation to the media, politicians, NGO's, etc.?
- how serious is this issue in your country for the association and banks?
- what kind of measures (if any) are associations and banks taking to cope with this situation?

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