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**MiFID – established as core competence for VPD consultants in Finance & IT**

MiFID - Markets in Financial Instruments Directive - is a reality from 1<sup>st</sup> November 2007. VPD is involved in a number of projects for banks and asset managers preparing their organisations, processes and systems formulating and implementing strategies to comply with MiFID.

“MiFID will affect the functions of markets. To comply with regulation is a must, but we believe it is equally important for our clients to identify the changes required in the proprietary business model for long term competitiveness in the market place”, says Johan Lundman, Managing Director at VPD.

VPD supports the strategy work through detailed competence and experience covering business processes and system support in especially the asset management industry. Further to this competence, held by VPD consultants, a MiFID project will almost always require expertise for various legal aspects.

VPD Business Consultants can support the client in areas involving Best Execution, Record Keeping, and Organisation & Organisational Conflicts. VPD can evaluate and recommend organisational changes, but VPD will also suggest adjustments in workflow and processes. Often enough changes will need to be reflected in IT solutions.

“Based on our accumulated experience, and our core competence, we pride ourselves in finding cost efficient solutions, focusing on key advantages for your specific organisation. MiFID is here to stay and it is bound to affect the competition. Some business models will become obsolete, while others will prove successful. To some extent this will also be reflected in the system requirements. And this is our field of expertise as consultants in Finance & IT”, says Johan Lundman, Managing Director at VPD.

For more information, please contact [info@vpd.biz](mailto:info@vpd.biz)

# VPD

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