

The global role of the euro

From start-up to scale-up

5 boosters to strengthen the use of the euro:

- **Suppliers** (euro-denominated bond issuance)
- **Customers** (use of euro for payments and reserves)
- **Distributions channels** (euro payment infrastructures and market places)
- **After sales servicing** (strengthening the euro area from inside)
- **Capital** (building political capital and trust capital)

