



The International Association of Currency Affairs

is a not-for-profit association organized to provide a **forum for consultation and collaboration** on matters of interest to stakeholders in the **cash payment cycle**. Through its Projects and Committees, the association contributes to the set of standards, codes and best practices for cash payments and currency production worldwide.

CC 2010 Buenos Aires

Thomas Ferguson – co Chairman - IACA



The International Association of Currency Affairs

- A Brief History
- Industry Guidelines
- The Global Payment Survey Project
- The IACA “Excellence in Currency” Awards

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A Brief History

- 6 years old – launched in May 2004
 - October 2004 – 22 Member Organizations - 81 Members
 - May 2010 – 54 Member Organizations - 217 Members
 - A Volunteer Association – “giving back” to the Currency Industry
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Industry Guidelines

- Completed 2009 – Industry Guidelines for the Design, and Production of Secure, Efficient and Effective Banknotes
 - Planned for this year - Industry Guidelines for Central Bank Tendering
 - Planned for 2011 – Industry Guidelines for the Conduct of Agents & Distributors
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The Global Payment Survey Project

- 2 Central Bank forums have been carried out, the latest last week here in Buenos Aires, bringing Central Bank Research Economists together to discuss their efforts in Consumer, Merchant and Financial Institutions Payment Surveys.
 - Chaired by Eugenie Foster, you will hear more about that tomorrow when she presents the latest update.
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The IACA “Excellence in Currency Awards”

- Organized by Currency News and IACA to recognize and promote excellence in the currency industry.
 - The award nominations are open to any organization or individual supplying products, systems or services and IACA members vote to determine winners.
 - The Finalists are
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The Finalists for the Best New Banknote or Banknote Series

- **The Central Bank of Armenia's 100,000 Dram** - The delicate colours, distinctive design, historical and religious theme of universal significance and high level of protection are undoubtedly the advantages of this banknote.
 - **Clydesdale Bank's New Banknote Series** - These new notes showcase the best of Scotland - Its people and its heritage. Each have distinctive design elements and strong colours giving the banknote it's own individual character.
 - **The Central Bank of the Republic of Turkey's New Series** - A harmonious and well-composed design concept comprising 6 denominations: 5, 10, 20, 50, 100 and 200 Turkish Lira completes the "currency reform" which started in 2005.
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The Finalists for the Best New Coin or Coin Series

- **The New Fiji Coin Series**, issued on 16 February 2009 are on average nine percent smaller, 43 percent lighter and 21 percent thinner. The new coins have varied edging designs which serve as an identification and differentiating feature for the visually impaired and the general public.
 - **The New Turkish Coin Series** were put into circulation on January 1st 2009. The one Turkish Lira and the 50, 25, 10, 5 & 1 Kurus coins feature the same portrait on the reverse but for the obverse, different objects from Turkey and Turkish culture were selected by means of a design competition.
 - **The Olympic Winter Games Circulation Sports Coins** - In the run up to the Vancouver Winter Olympics the Royal Canadian Mint released 12 Vancouver 2010 circulation quarters (25 cents) plus two lucky loonies (\$1 coins) Each quarter represented a different sport.
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The Finalists for the Best New Currency Feature

- **De La Rue's Depth Image™** is based on maximizing the design capabilities of classical holography by introducing depth and movement.
 - **The Pixel Watermark** is a development of **Arjowiggins Security** and is made up of a pattern of dark dots of varying sizes (pixels) on a light background, giving a bright three-dimensional visual effect with high contrast that is easily visible in both transmitted and reflected light.
 - The first application for **Varifeye Magic** developed by **Giesecke & Devrient** was in the new 1,000 Tenge banknote that the Republic of Kazakhstan has issued to mark the country's term as the first post-Soviet nation to chair the Organisation for Security and Co-operation in Europe (OSCE).
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The Finalists for the Best New Currency Public Education

- Although in the early stages of issue the **Public Education Campaign for the New Series of Danish Banknotes**, is already well started using TV slots and educational videos which can be viewed on their website
 - **The Central Bank of Turkey's Public Education Campaign** was designed to increase public awareness of the change back to the currency's traditional name "Turkish Lira" with new designs, dimensions and improved security, and to make the public familiar with the new banknote designs and teach them to authenticate them.
 - **The Public Education Campaign carried out by the Clydesdale Bank** was a year long program of media communications, from the launch of the initial designs right through to the introduction of the notes into circulation, helping to ensure both that the new notes were welcomed by consumers and readily accepted by retailers.
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The Finalists for the Best Currency Website

- **The European Central Bank (ECB)** have done some very interesting things with their website, including in their educational section movies directed to educate children.
 - **The Central Bank of Chile's** website has an interactive banknote feature that explains the new design and security features of their new 5,000, and 10,000 banknotes. Their information includes some effective videos.
 - **The Monetary Authority of Singapore** has a very good section on banknotes and coins and a great educational piece under the tab "Know Your Money."
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All these finalists are winners and deserve a round of applause!

As in the Olympics these 3 finalists in each category represent the “Gold, Silver and Bronze” medal winners!

At the CC2010 Gala Dinner, the “Excellence in Currency Awards” will be presented.



See you there!
