



Michael Fugler Introduces ELSA's Code of Practice to The International Life Settlements Conference

London, United Kingdom / [PRBuzz](#) / May 16, 2011 - - Michael Fugler, Deputy Chairman of the European Life Settlement Association (ELSA), spoke at Deal Flow Media's International Life Settlements Conference 2011 in London, United Kingdom, May 11-12, 2011 where he introduced ELSA's Code of Practice.

Michael Fugler, from Welcome Life Financial Group, participated in a lively discussion of Industry Best Practices at The International Life Settlements Conference. He participated on a panel which explored whether new guidelines on best practices developed by trade groups would bring confidence to the Life Settlement market. The panel was one of the highlights of the event. Joining Mr. Fugler was, ZOHAR ELHANANI, Legacy Benefits; CHRISTIAN SEIDL, BVZL; ROBIN WILLI, Rigi Capital Partners.

The panel noted that the Institutional Life Markets Association ("ILMA") drafted a set of best practices in the US to guide providers in 2007, that the Major Life Expectancy Providers (LEPrs) had recently developed its own guidelines and the Life Insurance Settlement Association ("LISA") in the US was working on developing its own Best Practices, including most if not all industry participants. Michael Fugler demonstrated that the European Life Settlement Association had lead the way in Europe for investor protection with its new Code of Practice.

The conference focused on:

Reviewing two years after the worldwide recession hit whether recovery is on the way for Life Settlements as investors and private equity firms begin once again to enter the Life Settlement market. Large institutional investors with European connections are buying portfolios and setting up for the long term by taking advantage of the many distressed portfolios available and preparing for the future.

Mr. Fugler stated, "The International Life Settlements Conference provided a vibrant forum for discussion and debate about what type of assets these new market participants are interested in and what their plans are for the long term for entering into the market."

Mr. Fugler further stated, "With ELSA stepping up and producing serious industry standards for investor protection I don't believe today that there are sufficient problems

in the Life Settlement business that require a rush to judgment by regulators and legislators and their apparent cooperative spirit seems to be pointing to a more measured approach and a better long term solution. ELSA's goal is to make sure the participants are properly licensed and educated, the product designs are suitable, proper due diligence is done, consumer privacy is protected, the market has security, transparency and some form of fiduciary responsibility is practiced by its participants."

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Mr. Fugler is a global expert and speaker on Longevity and Life Settlements. He manages the strategic vision and direction for building Welcome Life as the global expert in longevity markets, offering institutional clients with trading, product development, capital raising and independent objective advice. Mr. Fugler was a key member of the team that led Welcome Life Securities to become the first Broker Dealer to operate exclusively in life settlements.

Mr. Fugler has been a licensed Attorney for 38 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 16 of those years being FINRA registered with Series 7, 24, 63 and 79 licenses and establishing offices and providing extensive consulting and guidance to institutional investors throughout Europe and the USA.

DealFlow Media was founded in 2002 with the launch of The PIPEs Report, a premier research tool for those in the equity private placement market. Since its inception DealFlow Media has distinguished itself as a provider of independent research and analysis of alternative asset markets. DealFlow Media has grown rapidly and now publishes several alternative investment reports, alternative investment databases, and weekly news wires as well as hosting conferences and webinars throughout the year. The markets we focus on are shown on the left under News & Research.

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