

CASH  
IS  
VITAL  
TO  
ICAA  
US  
ALL

INTERNATIONAL  
CURRENCY  
ASSOCIATION

In 2016, the International Currency Association (ICA) was established as the collective voice for the currency industry, representing stakeholders across the entire payment landscape.

*The ICA represents and channels the interests of all stakeholders in the cash cycle, both promoting cash and best practices for the industry.*

## ABOUT THE ICA

We exist to share the very best that cash has to offer. We push for continuous innovation throughout the whole value chain of banknotes and coins. Through sharing best-practices and defining standards we aim to promote continuous evolution in the cash cycle. Thus we ensure that cash continues to meet the evolving needs of countries around the world.

### Priorities

Among our immediate priorities are:

- Promote cash worldwide as a universal and inclusive means of payments.
- Inform policy makers, central banks and the public, by sharing new trends, concepts and developments

### Our aims

We ensure that our members drive innovation and offer the best commercial and technical practices to our customers.

As the association for the currency industry we ensure that cash remains secure, efficient and effective.

Cash is an indispensable part of everyday life. However, there are some who are aiming toward a cashless society and will use any argument, no matter its truthfulness.

IT'S TIME  
TO SET THE  
RECORD  
STRAIGHT

*Established as a platform for a coordinated advocacy effort in the name of cash, the ICA will be the core of our collaborative effort, channeling our industry's needs and objectives via one consolidated and powerful voice.*





Cash enables people to conduct their daily living in a way that is unmatched by any other payment method.

*A cooperative approach is the most effective way to increase efficiencies in cash cycles around the world.*

## CASH IS CHOICE

Currency has a crucial role to play within a vibrant and inclusive economy – and people should be able to make their own choices about the payment methods available to them.

### **Cash is the world's favourite way to pay**

Today, there are more banknotes and coins in circulation than ever before – and cash volumes continue to grow. This is a sign of the enduring popularity of cash.

### **Cash is integral to modern life**

Cash is the only truly inclusive and democratic means of payment. Often, it is the only form of payment available to the marginalised in society and those that are unbanked or underbanked. It is accessible to all and offers a host of benefits that go far beyond financial transactions.

The payments landscape is changing. With your support, cash shall remain at its very heart.

*Suppliers on both the pre- as well the post-issue side have one single interest at heart and that is the efficient availability of cash.*

## BENEFITS OF MEMBERSHIP

We invite any organisation involved with currency to join us. Because there is much we can achieve together. ICA members can expect the following benefits.

### Advocacy

- Be part of a sustained and coordinated global campaign for cash, a larger and more impactful effort than can be generated by any individual company

### Monitoring

- Obtain regular information through the ICA's website and a quarterly newsletter on developments, business and political, industry news and events
- Gain access to studies, statistics and documents on cash now and in the future

### Knowledge exchange

- Connect with peers across the industry to exchange best practice, know-how and expertise, e.g. as a member of one of the ICA committees
- Take a leading role in the creation of industry forums which best serve the strategic business interests of currency service and product suppliers



# JOIN US IN PUSHING THE FUTURE OF **THE CURRENCY INDUSTRY FORWARD**

If you are interested in becoming a member of the ICA, contact the secretariat. If you are an organisation with something to say about cash, we would like to hear from you.

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