



EUROPEAN CENTRAL BANK

EUROSYSTEM

Christine LAGARDE
President

██████████
██████████
International Air Transport Association IATA

Frankfurt am Main, 16 May 2025
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Dear ██████████,

Retailers and other businesses have a pivotal role to play as stakeholders in the **digital euro project**, and your support is key to the project's success. We sincerely appreciate your previous involvement in various forums and meetings, which have been instrumental in shaping the direction of the digital euro so far.

To continue building on this momentum, I would like to invite you and the C-level executives of your member organisations to a **C-level meeting from 16:00 to 17:00 on 8 July 2025 at the ECB premises** at Sonnemannstrasse 20, 60314 Frankfurt am Main, Germany. The purpose of this meeting is to **discuss key topics of utmost relevance to you**, as identified in previous dialogues and exchanges, and to agree on steps for collaboration in advancing the digital euro.

The meeting will address various subjects related to the digital euro, including strengthening European sovereignty by establishing a future-proof payments infrastructure, promoting competition in payments, enhancing value drivers while mitigating challenges for businesses, and facilitating rapid implementation and consumer adoption.

This is an opportune moment for decisive action, also in view of the current geopolitical circumstances, and the meeting will give you the opportunity of an exchange of views with the President of the ECB and Executive Board member Piero Cipollone on the digital euro and the future of the European payments landscape. You can position yourself at the forefront of a groundbreaking initiative that will add value for businesses, consumers and banks in Europe.

We are looking forward to your participation in what promises to be a fruitful and engaging discussion.

Yours sincerely,

Address
European Central Bank
Sonnemannstrasse 20
60314 Frankfurt am Main
Germany

Postal address
European Central Bank
60640 Frankfurt am Main
Germany

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████████████████████
Website: www.ecb.europa.eu