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**The euro is administered by the
Frankfurt-based European Central Bank
(ECB) and
the Eurosystem**



Currency sign

Inspiration for the € symbol itself came from the Greek epsilon (€)– a reference to the cradle of European civilization – and the first letter of the word Europe, crossed by two parallel lines to ‘certify’ the stability of the euro.



Exchange rates

Flexible exchange rates

The result of the ECB maintaining historically low interest rates and restricting money supply, has been that over the last decade the euro has become expensive relative to the currency of Europe's main trading partners.



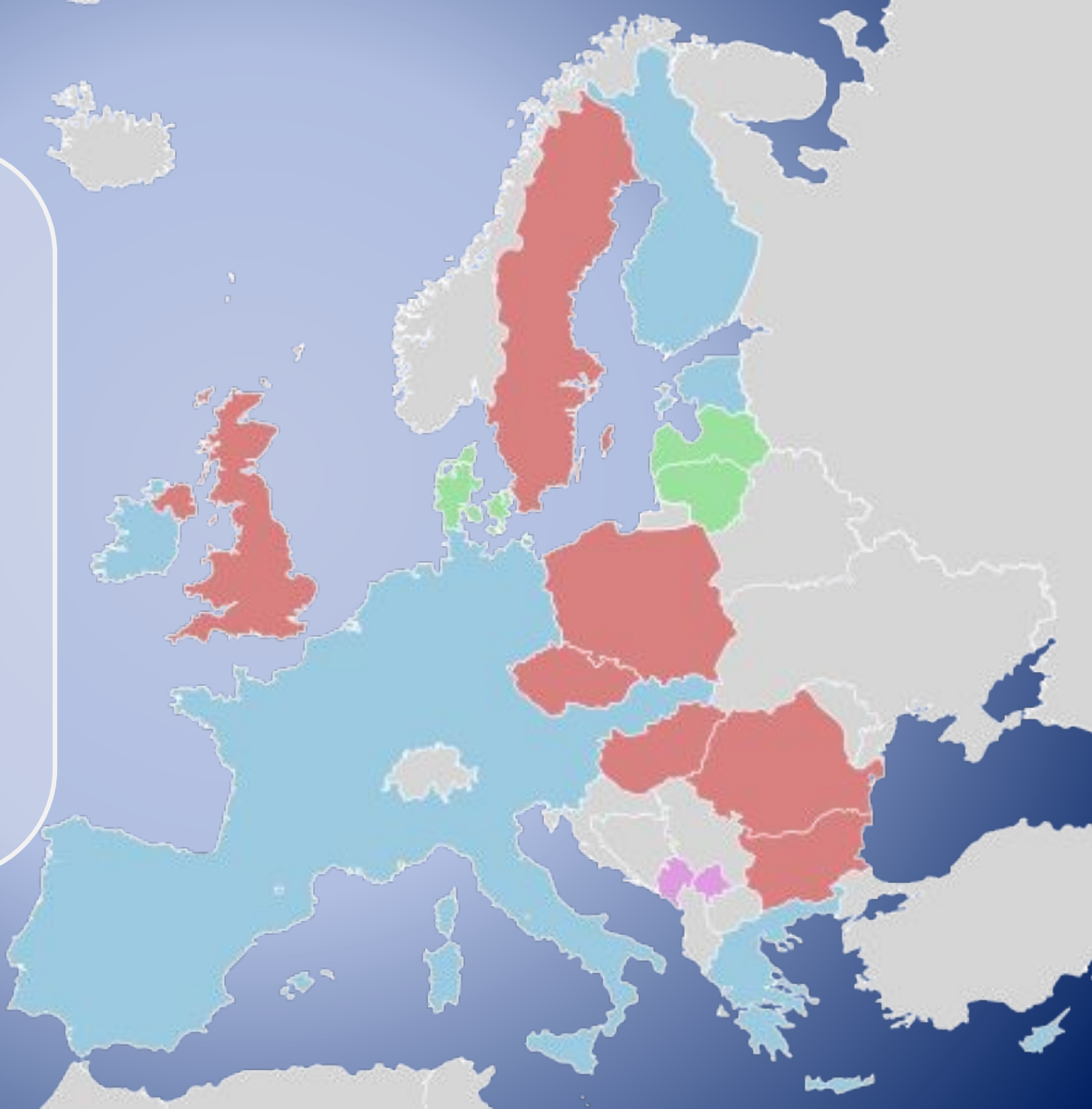
Against other major currencies

**The euro is one of the major reserve currencies together with
*the US dollar , Japanese yen,
Pound sterling, Swiss franc.***



Direct usage

The euro is the sole currency of 17 EU member states. These countries comprise the "eurozone", some 326 million people in total.



Economics



Low levels of
inflation are the
hallmark of stable
and modern
economies



Exchange rate risk

One of the advantages of the adoption of a common currency is the reduction of the risk associated with changes in currency exchange rates. It has been found that the introduction of the euro created "significant reductions in market risk exposures for nonfinancial firms both in and outside of Europe"



Tourism

A study suggests that the introduction of the euro has had a positive effect on the amount of tourist travel , with an increase of 6.5%.



Flexible exchange rates



The exchange-rate regime of the euro is flexible, or floating. The result of the maintaining historically low interest rates and restricting money supply, has been that over the last decade the euro has become expensive relative to the currency of Europe's main trading partners.



Against other major currencies

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Thank you for your attention !

