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## Education & Training

### ■ Encouraging excellence

Careers in finance essentially involve dealing with other people; the criteria in terms of education – basic, university or continuing – are the cornerstone of the quality of the services provided by Swiss banks. Education is therefore a major challenge for the GFC, which has made it a priority. Although it does not itself act as a trainer, the GFC ensures that the training offered corresponds pragmatically to the requirements of the banks and financial institutions in the center.

### University education: permanent public-private partnership

#### Support for the Geneva Finance Research Institute (GFRI)

The quality of the talent which makes up the Geneva financial center is explained by the diversity of the educational and academic pathways followed by the people involved. Through the GFRI, the Geneva Financial Center (GFC) supports the University of Geneva by rewarding the student who has obtained the highest average mark overall in the Master of Sciences degree in Asset Management. This year, the Geneva Financial Center Prize went to Nathalie Jennifer Meier, who gained the excellent overall average of 5.38 and whose research paper is entitled “FINMA criteria for banking governance: new circular 17|1”.

In addition, the GFC supports the “Finance Seminar Series”. Given by eminent experts in their fields drawn from prestigious universities, these lectures have helped to throw light on topical issues in the field of finance.

*Nathalie Jennifer Meier,  
winner of the Geneva Financial Center Award*



## Continuing education: strengthening the financial center's competitiveness

### SAQ Certification

The increasingly competitive and regulated environment of the wealth management sector demonstrates the need for the establishments operating in the Geneva financial center to maintain the excellence of the talent present here by providing suitable training. To that end, continuing education and certification of client advisors is an appropriate response, consistent with the realities encountered in the field. In this particular context, the SAQ norm, recommended by the Swiss Bankers' Association (SBA), has become a standard that is valued by the profession. This new reference for competences proposes two certifications for Certified Wealth Management Advisors (CWMA, domestic and international markets), in order to take better account of the specific character of banks operating abroad. This is a particularly judicious choice for the Geneva center, which serves an international wealth management clientele on a large scale.

In 2017, over 700 client advisors qualified for SAQ certification with accredited service providers, three of whom are in Switzerland. These are the international Fitch group, the Swiss Finance Institute and the Institute for Studies in Finance and Banking (ISFB). Based in Geneva,

the latter offers customized training programs designed to prepare for certification.

The proactive response of banking and financial establishments to the innovative solution represented by this norm, in particular with regard to the new regulatory provisions, demonstrates the financial center's ability to formulate convincing replies to present and future challenges.



#### Participation in the Board of the Institute for Studies in Finance and Banking (ISFB)

As a key player in continuing education in the banking and financial sector, the ISFB also helps to maintain the competitiveness of the Geneva financial center. The GFC participates in particular through the presence of Michel Juvet as President, Blaise Goetschin as Vice-President and Edouard Cuendet as an active member of the Board.

## ■ Choosing a career

When they move up to secondary level II, pupils must choose their future course of training. To give them a full knowledge of the facts at this key stage of their education, the GFC has become heavily invested in public-private partnerships in order to familiarize the young people concerned with the wide variety of job opportunities in banking and the different courses available to access these careers.

### Presentation of Go-Apprentissage

With an extremely high success rate in accessing the world of work, apprenticeships make an important contribution to the success of the Swiss economy. That is why the GFC stresses the value of such courses to pupils in the 11th year of Harnos. For the second year in succession, presentations designed to promote banking apprenticeships were given to the cycles d'orientation at Renard, Foron and more recently Cayla, in January 2018. As had been the case in the previous year, young people were able to discover typical careers in the banking sector in an entertaining way and benefit from tips on putting together a solid application for an apprenticeship.

This second round of the Go-Apprentissage project confirms the success of a public-private partnership designed to highlight the value of this key course.



### Presentation of EC traineeships in BEM

In October 2017, the GFC visited the Aimée-Stitelmann School of Commerce and General Culture (ECCG) to present EC traineeships in BEM to third-year pupils studying for the professional school-leaving certificate. The event gave young people the opportunity to discover the financial center through a few key numbers and a description of the recruitment procedures of the banks that offer this type of traineeship. The presentations were followed by a detailed question and answer session, enabling pupils to put questions directly to professionals from the banks in charge of this cohort.

Designed for pupils who are completing their business school studies, this course combines practical and theoretical banking experience. Lasting for 12 months and assuming success in the examinations, the EC traineeships in BEM lead to the vocational school-leaving certificate and the CFC.

#### EVENT

##### **"Zoom métiers" – Career Information Event Banking and Finance 2017**

The annual meeting for training courses leading to careers in banking was held on November 29, 2017 at the Office for Guidance, Vocational and In-service Training (OFPC). On this occasion, the Geneva Financial Center was presented briefly, followed by constructive exchanges of views between trainers and participants. In all, no fewer than 60 young people, attracted by job opportunities in the banking sector, put questions to recruitment professionals.

## Cité des métiers 2018

The 2018 Cité des Métiers show will be held at Palexpo from November 20 to 25. As was the case with previous events, the banking sector will be represented by the GFC stand. Taking its inspiration from the banking district, visitors will be able to stroll down a street laid out as an informative and teaching pathway. They will be introduced to potential careers in the financial sector and given information about suitable training courses. Because of the wide range of career opportunities, young people do not always find it easy to obtain a clear picture. To help them and their parents make the right choice, the GFC will place particular emphasis on apprenticeships in the banking sector. To illustrate these opportunities and give students access to a privileged discussion partner, apprentices will be present on the stand to explain their own pathway and daily work in their respective establishments.

With a slogan geared to the future: “Map out tomorrow!”, this edition of Cité des Métiers will be an opportunity to make young people more aware of issues that are gaining increasing importance at both national and international level, in particular sustainable finance and FinTech.



**Cité des Métiers:  
from November 20 to 25, 2018,  
at Palexpo**

### Skills guidelines

The Geneva Financial Center is the only organization in Geneva that issues skills guidelines for the banking professions, developed in collaboration with experts from banks in Geneva. The members of the Human Resources and Training Technical Committee liaise between the GFC and the banks. The GFC publishes skills guidelines for the following professions:

- Management assistant
- Compliance officer
- Central register employee
- Commercial client advisor
- Back office bank employee
- Wealth manager
- Commodity trade finance relationship manager
- Portfolio manager
- Risk management specialist

### Training Fact Sheets

A wide variety of interesting careers are available in the financial sector. However, it is not always easy to determine which educational pathway matches one's aspirations and career objectives. The GFC publishes a series of fact sheets that deal with the following areas:

- Economy and finance
- Management
- Banking operations
- Compliance, law, taxation and accounting
- International commodity trading

These fact sheets list the three training pathways that lead to a certificate or degree: full-time higher education, vocational training and continuing education