

COMMUNICATION AND PROMOTION

NEW COMMUNICATION STRATEGY

At the beginning of 2014, the Board of the Geneva Financial Center (GFC) decided to reorganize its activities around three main strategic priorities. The first priority is to advocate attractive framework conditions for the industry. The second is to support the training of professionals in the financial sector and to encourage people to pursue a career in the industry. The third priority is to strengthen the GFC's promotional and communication campaigns.

In order to implement this third priority, Chantal Bourquin joined the GFC as a member of its Executive Board and its new Head of Communications in September 2014. An experienced communications professional, she is responsible for conducting all the GFC's campaigns and for coordinating its public relations. She also sits on several committees and working groups of the Swiss Banking Association in the field of communication.

Special consideration was given to the need to improve the GFC's visibility and reputation on the one hand and its positioning on the other hand. As the main spokesperson advocating better conditions for the Geneva Financial Center, the GFC addresses a mixed audience of policymakers, the media and the general public. Its objective nevertheless remains the same in all cases: to explain the role, diversity and importance of the Geneva Financial Center. It plans to achieve this by strengthening its brand and developing new tools. The new communication strategy will be implemented progressively throughout 2015 and 2016.

EVENTS

Swiss-Arab Financial Forum

Organized by the Lebanese group Al-Iktissad Wad-Aamal in partnership with the Geneva Financial Center and with the participation of the Arab-Swiss Chamber of Commerce and Industry, this forum took place for the second year running on April 3, 2014 in Geneva, and attracted more than 300 participants from Switzerland and a number of Arab countries.

Several recognized experts shared their views on topics that included the future of wealth management in Switzerland, know-how transfer, the role of Geneva as a prime location for multinational companies, the investment prospects for the MENA region and the importance of the commodity trading sector in both Switzerland and the Arab countries.

Assises de la place financière

This event took place for the third year running on May 20, 2014 and was attended by more than 350 industry professionals. This fixture in the Geneva financial calendar aims to foster dialogue between finance professionals and business leaders. Patrick Odier, President of the Swiss Bankers Association (SBA) and Nicolas Pictet, President of the Geneva Financial Center, discussed the considerable challenges facing the financial center. They stressed that significant effort was needed for Geneva to stay competitive and maintain its lead in an industry that is experiencing continual changes (regulatory pressures, fiscal transparency, market access, consumer protection, etc.). Sara Carnazzi Weber, Head of Fundamental Macroeconomic Research at Credit Suisse, followed up with a fascinating presentation about "Greater Geneva: when growth becomes problematic". The event concluded with a question and answer session.



GFC and GFRI Annual Conference: Philipp Hildebrand

The Geneva Financial Center (GFC), Geneva Finance Research Institute (GFRI) and the University of Geneva joined forces to organize a new annual series of lectures, the first of which took place on November 19, 2014. The three partners were honored to welcome Philipp Hildebrand, Vice-President of BlackRock and former President of the Swiss National Bank. In front of an audience of heads of banking and financial institutions and representatives from academia, he delivered a lecture entitled "Perspectives on the Global Economy".

RELATIONS WITH THE MEDIA



On 14 October 2014, Geneva Financial Center invited representatives from the Swiss and foreign financial press to its annual press conference. The media coverage was significant, with around 40 journalists attending the event. This annual press conference gave the GFC an opportunity to outline its priorities and to discuss the challenges facing financial intermediaries in Geneva, especially with regard to the fiscal question (cf. p. 9). Indeed, an unprecedented number of proposals are currently being debated, including taxation according to expenditure (lump-sum taxation), federal inheritance tax, corporate tax reform and federal tax on private capital gains. This press conference also provided an opportunity to present the results of the 2014-15 economic survey conducted by the GFC every year since 2002 (see p. 4). These topics were addressed by Nicolas Pictet (President) and Edouard Cuendet (Director) respectively. Their presentations conveyed the same underlying message: maintaining the competitiveness of Geneva as a financial center is essential to protect jobs. To this end, a strong commitment by the authorities to promote attractive framework conditions is of the utmost importance.



PARTNERSHIPS AND SUPPORT

Sustainable Finance Geneva (SFG)

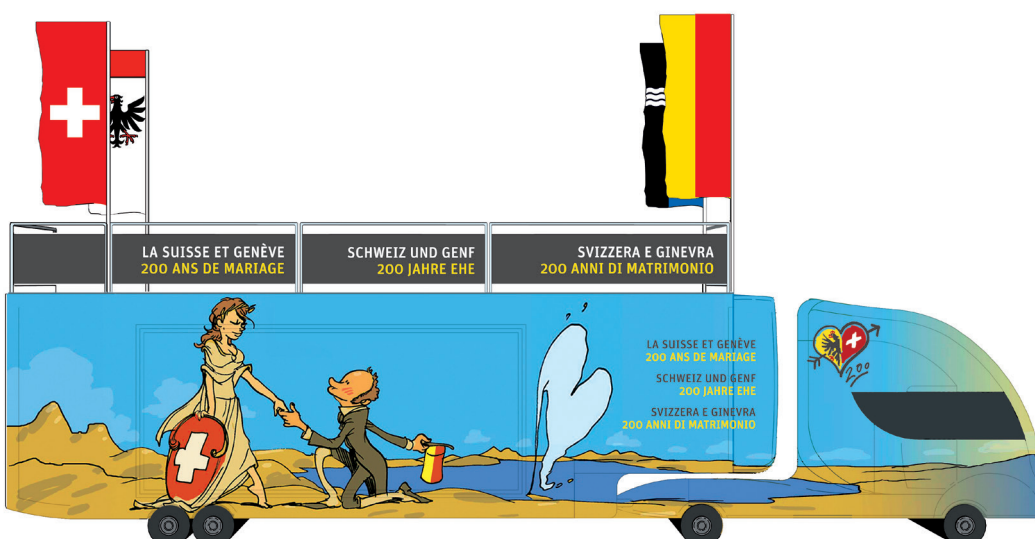
As Nicolas Pictet wrote in the introduction to the book *10 innovations de la finance*, published in 2014 by SFG: "Responsibility is the necessary counterpart to the freedom that we all enjoy. If we wish to avoid the stranglehold of regulation as well as reverse the public's negative impression of our industry, we need to demonstrate a greater sense of responsibility. We shall do so by contributing to the harmony and sustainability of our planet." It is with this objective in mind that the GFC has supported the non-profit association Sustainable Finance Geneva since 2008. SFG helps to strengthen Geneva's role as a world leader in this particularly innovative segment.

Fondation pour Genève travelling exhibition: "Genève à la rencontre des Suisses"

The mission of the Fondation pour Genève is to enhance Geneva's international stature and promote its strengths. The President of the Foundation is Ivan Pictet.

The Geneva Financial Center is co-sponsoring a travelling exhibition organized by the Fondation pour Genève, entitled "Genève à la rencontre des Suisses" (Geneva meets the Swiss) to commemorate the bicentenary of Geneva's union with Switzerland. In spring 2015, the exhibition, which is installed in a bus designed in association with the cartoonist Zep, will travel to 45 towns and cities in Switzerland, as well as to Liechtenstein and neighboring areas of France. Through mobile displays and events, the travelling exhibition aims to educate audiences about the international role of Geneva and its impact on the daily life of every Swiss citizen. The bus's exterior, interior and displays are designed to be fun, appealing and entertaining. Geneva loves Switzerland and is proud to be part of the Swiss Confederation. This is its way of saying thank you.

The bus will leave Geneva on April 18, 2015 and will return to Geneva on June 27, after travelling around Switzerland.



Union des Intérêts de la Place Financière Lémanique (UIPF)



The Geneva Financial Center provides administrative and logistical support for the Union des Intérêts de la Place financière Lémanique, a non-profit association. The UIPF's mission is to inform its members and the public about the challenges facing the financial industry in the Lake Geneva area. Its main objectives are:

- to support the financial industry by publicizing its impact on jobs, consumption and the quality of life;
- to raise awareness among its members and the general public of the contribution by the financial industry to the local economy and the social safety net.

The UIPF also organizes the following free events for its members:

- The Annual General Meeting: over 70 members attended the AGM on May 7, 2014. Frédérique Reeb Landry, President of the Groupement des Entreprises. Multinationales (GEM), gave a presentation on "Corporate taxation";
- UIPF Panel Discussion: this annual event took place on September 22, 2014. Xavier Oberson, a lawyer at Oberson Avocats and a professor of Swiss and international tax law, discussed "The position of the financial sector of the Lake Geneva area in light of recent changes in international and national tax law." The 2014 event was a resounding success, with almost 130 participants.

Finally, the UIPF has approximately 2,200 members, who receive around ten annual issues of the association's newsletter, which contains articles on economic topics.