

5

Education & Training

■ Encouraging excellence

The strength of the Geneva Financial Center derives primarily from the skills of the staff who work here. There is only one way to measure up to the competition: that of specialization and innovation. That, in turn, implies a degree of excellence which only well-trained staff can achieve. But the expertise of the people working in the Center does not stop there. The challenge is twofold: we must continue to attract and retain talent while at the same time responding to the ongoing process of digital transformation. In this context, training is necessary at every stage. It involves apprenticeships and continuing education as well as university courses.

University education: permanent public-private partnership

The public sector must play a decisive role in careers guidance and creating training courses that are capable of ensuring that current and future staff members are genuinely employable. It must therefore keep up with, and above all, prepare for this trend in the field of knowledge transfer.

The Geneva Financial Center welcomes the fact that forces are converging today on all sides – in both the public and private sectors – to focus on enhancing the status of Geneva as one of the most innovative centers of expertise in banking and finance.

This is evidenced, in particular, by the creation of university degree courses in fields in which Geneva is ahead of the competition. For example, the Geneva Institute for Wealth Management (GIWM), of which the GFC is a founding member, aims to promote wealth management internationally.

Continuing education: strengthening the financial center's competitiveness

Regardless of whether someone enters the financial sector by taking an apprenticeship or obtaining a university degree, the journey does not end there. Continuing education is part of the banking sector's genetic makeup. It remains more than ever a key to adapting expertise to changing professions and guaranteeing the success of the financial center. It takes many different forms, from training courses delivered at specialized institutes or in-house, either with attendance in person or by e-learning.

The GFC is therefore playing an increasingly active role by participating in the work of the Swiss Bankers Association (SBA) in the field of training. In this context, it helps to determine the needs in this particular field upstream, to guarantee the diversity of the available options and to represent the specific needs of the Geneva Financial Center.

These needs include private management, sustainable finance, philanthropy and commodity trade finance.

The inauguration of a Philanthropy Centre at the University of Geneva in 2017, financed by private banks, illustrates this phenomenon by placing the spotlight on the international financial impact of Geneva and the banking sector's unique expertise in this specific field, which has been undergoing continual development, in particular with the creation of a new university chair in behavioural philanthropy in February 2019.



**Learning means accepting
that nothing is impossible!**

Membership of 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 and Blaise Goetschin as Vice-President, as well as Jean-François Beausoleil and Edouard Cuendet as active members of the Board.

■ Choosing a career

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

Promotion of apprenticeships in Geneva's middle schools

With an extremely high success rate in accessing the world of work, apprenticeships make an important contribution to the prosperity of the Swiss economy.

Accordingly, leading players in the Financial Center provide high-quality supervision and apprenticeships, helping people to explore a huge number of professions in finance. This commitment responds to the growing demand from young people who are keen to begin their working life and benefit from exciting and varied job opportunities.

This is why the GFC has been stressing the value of such courses to pupils in the 11th year of Harmos since 2016, with the support of "Go-Apprentissage". As a result of this public-private partnership, young people have been made aware of the opportunities offered by an apprenticeship in banking.

In February and March 2019, presentations were given to "Cycles d'orientation" (middle schools) in Montbrillant, Sécheron and Les Voirêts. Pupils aged 14 and 15 were able to play a game depicting iconic careers in the banking sector; they also benefitted from useful tips on putting together a detailed application for an apprenticeship.



**An apprenticeship
is the cornerstone
of a promising career.**

EVENT

11th HR Training meeting

Organized by the GFC, this conference is designed for the heads of human resources and training at banks in the Geneva Financial Center that offer training opportunities. The 11th conference was held on October 30, 2018 and welcomed Gilles Miserez, the new Director-General of the Office for Training and Continuing Education (OFPC). It thus contributed to the continuation of a constructive dialogue with the cantonal authorities with a view to developing a range of high-quality training courses, boosting the promotion of the apprenticeship sector in Geneva.

Presentation of EC traineeships in BEM

For the second year in a row, 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 in October 2018. The event gave young people the opportunity to discover the financial center through a few key figures and a description of the recruitment procedures of the banks that offer this type of traineeship. The presentations were followed by a question and answer session, which helped to establish a constructive dialogue between the pupils and banking professionals in attendance.

Designed for pupils who are completing their business school studies, the course – which is unfortunately still relatively unknown, combines banking practice and theory. Lasting for 12 months, and assuming success in the examinations, the EC traineeships in BEM lead to the professional school-leaving certificate and the Swiss Federal Certificate of Proficiency (CFC).

EVENT

“Zoom métiers” - Career information in Banking and Finance 2018

Organized every year by the Office for Training and Continuing Education (OFPC), the “Zoom métiers” dedicated to banking was held on December 5, 2018. Some 70 participants keen on finding out more about the many career opportunities in banking attended a presentation about the Geneva Financial Center and were able to engage in a dialogue with recruitment professionals and apprentices alike.

Cité des Métiers 2018

The Cité des Métiers event was held at Palexpo from November 20 to 25, 2018. This exhibition is intended mainly for an audience in the 10 to 18 age range. School outings to the show were organized for pupils from primary and middle schools in Geneva, as well as for students from Geneva secondary schools, business schools and the Ecole de culture générale. Convinced that the younger generation will create tomorrow's finance, the banking sector was represented at the Geneva Financial Center (GFC) stand.

Visitors walked down a street laid out as an informative and educational pathway, along which they discovered the careers, training courses and major challenges in the sector.

In view of the many opportunities available to them, these younger visitors do not always find it easy to gain a clear vision of their educational and professional future. In order to guide them and their parents, the GFC placed special emphasis on the apprenticeship route in banking. Specialists from the various banking sectors, human





Escape Game

Immersed in the professional environment of banking, visitors were asked to solve an enigma based on clues scattered throughout a reconstructed office, which revealed the combination needed to open a safe. This recreational immersion activity enabled participants to find out more about the facts and figures illustrating the Geneva banking and financial sector.

resources managers and heads of training in banking answered all the questions put by anyone with an interest in the sector.

In order to ensure a wider impact for the GFC's presence at Cité des Métiers and attract this ultra-connected young audience, an Instagram and Snapchat campaign was implemented and three iconic careers in banking were highlighted on the social networks: management assistant; relationship manager in commodity trade finance and business client advisor.

With a forward-looking slogan – “Map out tomorrow!”, this Cité des Métiers event was also an opportunity to make visitors more aware of topics that are becoming increasingly important at both national and international level.

Map out tomorrow!

The GFC stand focused on sustainable finance, a theme that is one of the main concerns of the financial center. The majority of banks in Geneva have signed up to the United Nations' Sustainable Development Goals and Geneva is home to the Secretariat of the International Network of Financial Centres for Sustainability. Tomorrow's bank was given pride of place on the stand with explanations and illustrations of the FinTech world.

As a result of this setup and a firm commitment on the part of the banks that provide training in Geneva, the GFC stand did even better than expected, in terms both of attendance and the quality of exchanges between visitors and bank staff.

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

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 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