

EDUCATION AND TRAINING

ENCOURAGING EXCELLENCE

The Geneva Financial Center (GFC) believes that access to highly skilled employees is a central requirement for a competitive financial center. The GFC consequently supports educational initiatives ranging from apprenticeships to fundamental research, as well as professional and continuing education.

The GFC maintains a close working relationship with the Department of Education (DIP) and with banks that offer apprenticeships, in order to identify their needs and provide adequate responses via its two Training Committees (the Banking Skills Strategic Committee and the Technical Committee).

Initiatives by the GFC to develop apprenticeships and links with the Office for Vocational and Continuing Education (OFPC)

The Geneva Financial Center encourages and assists banks in their endeavors to train young people and wishes to improve the image of this training track, which is one of the keys to the success of the Swiss economy. Apprenticeships are an important point of entry into the banking world: more than 90% lead to a permanent position.

A first step towards achieving this aim was a video about banking traineeships (“I chose an apprenticeship in banking”), which was released in September 2012 and can be viewed online at www.edubank.ch.

In 2014, the GFC consulted banking institutions in Geneva to assess the current situation. All of the banks surveyed expressed an interest in the apprenticeship track, including those that had no trainees at the time. However, several factors tend to impede the creation of apprenticeship positions, such as the size of the institution or its infrastructure, as well as the investment in terms of time and human resources. Consequently, a solution would be to make the criteria more flexible and simplify the administrative procedures for institutions that wish to hire apprentices.

The GFC aims to liaise between the financial industry and the cantonal government to encourage measures to facilitate the creation of apprenticeships, by working closely with the Department of Education and the OFPC.

Support for the Geneva Finance Research Institute (GFRI)

The GFC supports the Geneva Financial Research Institute (GFRI), a multidisciplinary institute at the University of Geneva which focuses on research and education in finance. Every year, the GFC awards the Geneva Financial Center Prize to the graduate of the Master's in Finance program who achieves the highest final grade. It also sponsors a year-long Finance Seminar Series.



CHOOSING A PROFESSION

A central objective of the GFC is to serve as an information clearinghouse for careers, education and training in the banking and financial industry, especially via its website www.edubank.ch. As a result, the Geneva Financial Center participates in events that present careers and banking apprenticeships, and develops materials for HR and training managers, for bank staff who wish to undertake further training, and for anyone else who is interested in pursuing a career in banking.

HEC Career Starter Week

On October 8, 2014, the GFC was invited to lead a workshop for students from the HEC (Business School) Lausanne during the HEC Career Starter Week. The purpose of the workshop was to present the main players in banking and finance, current industry trends, and career opportunities. Participation at this event allowed the industry to demonstrate its commitment to higher education.



"Zoom Métiers" 2014

"Zoom Métiers" are career information events organized by the Office for Vocational and Continuing Education (OFPC) for high school students. They consist of presentations to the young visitors and question and answer sessions with professionals and apprentices from the relevant field. The GFC regularly takes part to represent the financial and banking sector. Around seventy students attended this event.



Training Fact Sheets

In 2014, the GFC revamped and redesigned its training fact sheets. Five fact sheets were produced, focusing on the following areas:

- Economics and Finance
- Management
- Banking Operations
- Compliance, Law, Taxation and Accounting
- International Commodity Trading

These new fact sheets list the certified training pathways in full-time, professional as well as continuing education.

They complement existing information materials such as the careers map (an interactive map that describes careers in banking, and the skills, qualifications and training required) and short videos in which banking professionals talk about their career choices, in particular the films “Fulfil your future in banking” (in English) and “I chose an apprenticeship in banking” (in French).