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Communication & Promotion

■ Media relations

On October 10, 2017, the Geneva Financial Center (GFC) invited representatives of the Swiss and foreign media to its traditional press conference.

This event was widely covered by the Geneva press and also by the German-speaking and international media. Journalists' interest focused on two issues: the confidence regained by the financial players in the light of the results of the 2017-2018 economic survey (see p. 5) and the importance of training, in particular apprenticeships and continuing education, in order to comply with the new regulatory standards and respond to the digital transition in the banking sector. Innovation was also the subject of media comments, with a positive consideration of the measures taken by the financial industry in this field.

These subjects were presented by Yves Mirabaud (President), Pascal Besnard (Board Member) and Edouard Cuendet (Managing Director). All three speakers shared the same message. The banking sector makes a decisive contribution to Swiss GDP (9.1%) and to Genevan cantonal

GDP (12%). To enable it to continue to play its driving role in the economy, the GFC is working on the definition of favorable framework conditions. These aim to strengthen competitiveness, attract talent and develop the capacity for innovation.

In this context, the media also welcomed the resilience of the Geneva financial center and its ability to define strategies for the future.

■ ■ **Dealing with the past is no longer a central concern, and financial as well as banking institutions are now focused on developing strategies for the future**

■ Social media

In 2017, the Geneva Financial Center (GFC) implemented a strategy designed to improve its presence and profile on social media. Aware of the importance of these media, which are a vehicle for communication on a par with conventional media, the GFC targeted its efforts on Twitter and LinkedIn.

Creating a profile on the social network with the blue bird has enabled the GFC to develop a community that takes an interest in subjects relating to the Geneva Financial Center. This is where banking players, economic associations, opinion leaders, personalities from the political and academic world, students and prominent citizens meet to communicate, exchange information and share views. At present, the audience comprises 70% men and 30% women, mostly aged between 25 and 34. Through "#GFC", the Geneva Financial Center intends to bring together all the relevant information about the financial center. Thanks to the creation of lists, our subscribers are able to gain rapid access to pertinent information about finance, the economy and FinTechs.

Initiating encounters, broadening professional prospects and opening doors: the presence of the GFC on LinkedIn involves regularly disseminating news about the center. The GFC corporate page includes articles and interviews specifically created for LinkedIn and supplements Twitter and the institutional website www.geneva-finance.ch.

■ Events

Assises de la Place financière

The Annual Conference of the Financial Center is an event dedicated to the staff of banks and financial institutions based in Geneva. The theme chosen for 2017 was the integration of generations Y and Z into the world of work.

Generation Z follows on from generation Y, habitually referred to as the “millennials”, who are already actively employed. As ultra-connected generations typified by very different codes, habits and specific features, their integration into the business environment presents a serious challenge to human resources managers as well as to the other members of staff who will have to work with them.

Dr. Olivier Revol, a neuropsychiatrist and child psychiatrist, Head of the Center for Learning Difficulties at the Neurological Hospital of Lyon, gave a fascinating lecture, throwing a light on the pragmatic aspects. His presentation was followed by a lively question and answer session.



“Digital Economy” Forum

The 3rd “Digital Economy” Forum was held on Friday, November 10, 2017 at the Fédération des entreprises romandes (FER). Intended for corporate executives and heads of information technology and digital transformation, this meeting focused on the challenges of online selling and the arrival of new technologies at physical sales outlets.

Organized in partnership with the Canton of Geneva, the FER, the University of Geneva (UNIGE) and the GFC, the workshops offered on this occasion provided an opportunity for a useful debate on the challenges generated by the digital transformation of the retail trade.

By co-organizing the workshop entitled: “What points must be borne in mind before launching online sales?” the GFC helped to provide valuable information about the integration of new technologies, such as blockchain, into payment methods.



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■ Partnerships and support

Sustainable Finance Geneva (SFG): “Financial innovations for global challenges”

The mission of the Sustainable Finance Geneva (SFG) association is to promote Geneva as a platform for sustainable finance in French speaking Switzerland while also engaging in a constructive dialogue with all stakeholders. It provides many sources of information and organizes events intended for its members, as well as for firms that operate in French-speaking Switzerland.

In September 2017, with the cooperation of the Geneva Financial Center (GFC) and the City of Geneva, the SFG published a book entitled “Financial innovations for global challenges”. Drawing on the expertise of 40 professionals, this work highlights 60 innovations that have contributed to the development of the sustainable finance sector. These innovations, which are both inspirational and representative of the rapid evolution of this market, concern in particular blockchain, green bonds and micro-finance.



Hosting the headquarters of some 220 businesses and organizations operating in this sector, Switzerland has created a climate that is favorable to the development of innovative products in the area of sustainable finance. In that context, this work gives the reader a practical idea of the possibilities that have opened up in this field.

As the reference financial center for wealth management, Geneva has been able to grasp this opportunity and create a particularly welcoming environment for the expansion of sustainable finance. This contributes to the diversity of the financial center and is a subject of central concern to businesses operating here. This is why the GFC has been giving its emphatic support to the Sustainable Finance Geneva association since 2008.

For nearly 20 years, many financial establishments have turned their attention to responsible investment strategies. The majority of them have signed the Principles for Responsible Management s devised by the United Nations. This enthusiasm is explained by the wide range of criteria for implementation, which can be adapted to various investment strategies. The main challenge for the Geneva financial center consists in simultaneously focusing on the production and distribution of products associated with sustainable investment.

The GFC has signaled its commitment to the book in an editorial signed by Yves Mirabaud.

This support continued with an address by Marc Pictet on the occasion of the launch evening. By calling attention to the close links between sustainable finance and the competitiveness of the financial center, Marc Pictet reminded the audience that this market is not just an important growth driver but also a vehicle to differentiate Geneva from other financial centers.

“ This work explores the territories of sustainable innovation and shows how the Geneva center can look forward to a sustainable future thanks to its special attributes