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## Communication & promotion

### ■ New communication strategy

The new communication strategy adopted by the Board of the Geneva Financial Center (GFC) in November 2014 culminated in the launch of its new logo in September 2015. As part of its commitment to supporting young talent, the Geneva Financial Center commissioned students at the Geneva School of Applied Arts to design its new image. Between February and May 2015, 38 students participated enthusiastically in the project. Their proposals demonstrated their exceptional motivation and analytical skills.

At the same time, the GFC unveiled its new website, [www.geneva-finance.ch](http://www.geneva-finance.ch), designed by a Geneva-based agency. The website offers quick and easy access to cutting-edge analysis, teaching materials and links relating to the Geneva financial center in English and French. The website serves as a platform for disseminating GFC position papers and for publicizing the Center's views on current key issues. Statistics and graphs illustrate the importance of the financial sector for the economy as a whole. Videos illustrate the variety of professions and training pathways in finance and banking.

This new identity has enabled the GFC to increase its visibility and achieve its mission of serving the interests of the Geneva financial center and ensuring its competitiveness. The implementation of this new communication strategy will continue in 2016 with the introduction of new tools.

FONDATION  
GENÈVE GENEVA  
PLACE FINANCIAL  
FINANCIÈRE CENTER





## ■ Events

### Assises de la place financière

On May 28, 2015, over 350 professionals attended the fourth edition of this annual event. Nicolas Pictet, President of the Geneva Financial Center (GFC), began by discussing the challenges facing our Center.

Pascal Lamia, Director of the Reporting and Analysis Centre for Information Assurance (MELANI), a department of the Federal Intelligence Service, presented the current developments in cyberspace and the security challenges they present for financial institutions.

Last but not least, Pierre Maudet, State Councilor in charge of the Department of Security and the Economy, addressed the question of innovation.

### Digital Economy Forum

The Digital Economy Forum on the theme of “Security and privacy: a major challenge for business” took place on November 20, 2015. Data security and privacy protection are strategic assets for 21st century Geneva.

In an increasingly competitive globalized environment, effective protection of information assets and know-how is vital for ensuring business competitiveness and success.

Co-organized by the canton of Geneva, the Fédération des entreprises romandes, Fongit and the GFC, this forum contributed to the development of a platform for discussion and education with the aim of understanding the challenges and opportunities in this sector that play a role in the region’s attractiveness.

**The financial sector is experiencing a full-scale revolution. In Switzerland, but especially in Geneva, the regulatory revolution has overshadowed another important revolution – in technology.**



## Rencontres économiques de Genève

Thomas J. Jordan, Chairman of the Governing Board of the Swiss National Bank (SNB), was the keynote speaker at this public conference organized jointly by the GFC, the Institut National Genevois and the Investment Strategist Association of Geneva (ISAG). He addressed over 400 participants on the topic of “Monetary policy and the Swiss financial center”.

Mr. Jordan underlined the close connection between the objectives of the SNB and those of the financial sector, and emphasized the importance of ensuring the stability of the financial sector, which in recent years has suffered a series of shocks originating mainly from outside Switzerland.



## GFC and GFRI Annual Conference “Can Financial Engineering Cure Cancer?”

Listed by Time Magazine in 2012 as one of the “100 most influential people”, Prof. Andrew Lo is among the most acclaimed economists in the world today. A professor at the famous MIT Sloan School of Management in Boston, he also manages its financial engineering lab.

In June 2015, at the invitation the Geneva Financial Center and the Geneva Financial Research Institute (GFRI) at the University of Geneva, Prof. Lo delighted an enthusiastic audience with a brilliant lecture entitled “Can Financial Engineering Cure Cancer?”.

## ■ Media relations

On October 13, 2015, the Geneva Financial Center (GFC) invited representatives from the Swiss and foreign financial media to its annual press conference.

This event was widely reported in the Geneva press as well as the Swiss-German and international media. Journalists focused on three main issues: the importance of developing the local “cluster” and securing access to foreign markets; growth in banking jobs and assets under management; and the importance of maintaining an attractive tax environment for persons and companies (See p. 8).

The above issues were addressed by Nicolas Pictet (Chairman), Edouard Cuendet (Director) and Xavier Oberson (Board Member) respectively. The three presentations contained a common message: that legal uncertainty undermines the competitiveness

of the Geneva financial center. A strong commitment by the authorities to creating attractive framework conditions remains a key factor.

In this respect, the Geneva Financial Center supports efforts by the canton to boost its presence in Bern, as set out in the Cantonal Economic Strategy 2030, published by the Department of the Economy.

In fact, the best place for cantonal authorities to influence political decision-making is in the nation’s capital. The Corporate Tax Reform III (CTR III) is a case in point (See p. 9).

■ ■ **The corporate tax reform (CTR III) is crucial for the Geneva financial center and its commodity trading activities.**



## ■ Partnerships and support

### Union des intérêts de la Place Financière lémanique (UIPF)

The Geneva Financial Center provides administrative and logistical support to this non-profit association. The UIPF's mission is:

- To support the financial sector in the Lake Geneva region by publicizing its impact on jobs, consumption and the quality of life;
- To raise awareness among its members and the general public of the financial sector's contribution to the cantonal economy and the social safety net.

The UIPF also organizes various free events for its members, including:

- The Annual General Meeting: On May 11, 2015, Stéphane Tanner, a certified tax expert, gave a presentation on "The federal initiative on inheritance: an infringement of tax law and federalism!".
- A panel discussion: at this annual event on September 22, 2015, Pierre Poncet, Chairman of the Geneva Chamber of Commerce, Industry and Services (CCIG) gave a presentation entitled "The financial center: is there light at the end of the tunnel?".
- Lastly, the UIPF's 2,200 members receive around ten annual issues of a newsletter containing articles on economic topics.

### Sustainable Finance Geneva (SFG)

The GFC has supported the non-profit association Sustainable Finance Geneva since 2008. SFG contributes to Geneva's reputation as a global leader in this particularly innovative segment.

SFG provides a broad platform for raising awareness of the industry and its synergies by bringing together participants from several different fields, including socially responsible investment (SRI), ESG research (environmental, social and governance), microfinance, impact investing, social entrepreneurship and even philanthropy.



## EVENT

### Fondation pour Genève : "Geneva meets the Swiss"

To commemorate the bicentenary of Geneva's union with Switzerland, the Geneva Financial Center co-sponsored a travelling exhibition entitled "Genève à la rencontre des Suisses" (Geneva meets the Swiss).

In spring 2015, a bus-based exhibition, designed in association with the cartoonist Zep, travelled to 45 towns and cities in Switzerland, as well as to Liechtenstein and neighboring areas of France, presenting exhibitions and events that highlighted Geneva's international influence and its impact on the daily life of Swiss citizens. This initiative was very well received by the public and the media.