



News

Events calendar

FONDATION  
GENÈVE GENEVA  
PLACE FINANCIAL  
FINANCIÈRE CENTER

Why Geneva ?

Key figures

# Challenges & Opportunities

Edouard Cuendet, Managing Director



# Facts & Figures

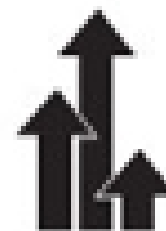


13<sup>th</sup>

Geneva in the Top  
20 of global  
financial centers



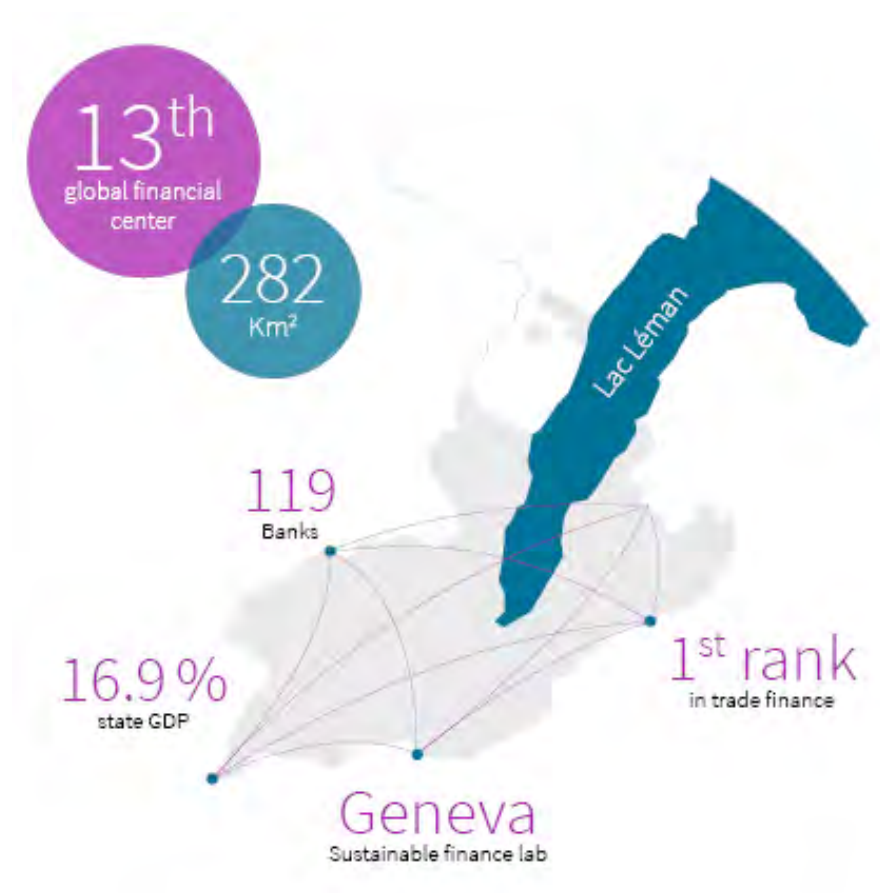
37'000 employees



17%

Contribution to the  
Geneva State GDP

# The Geneva financial center

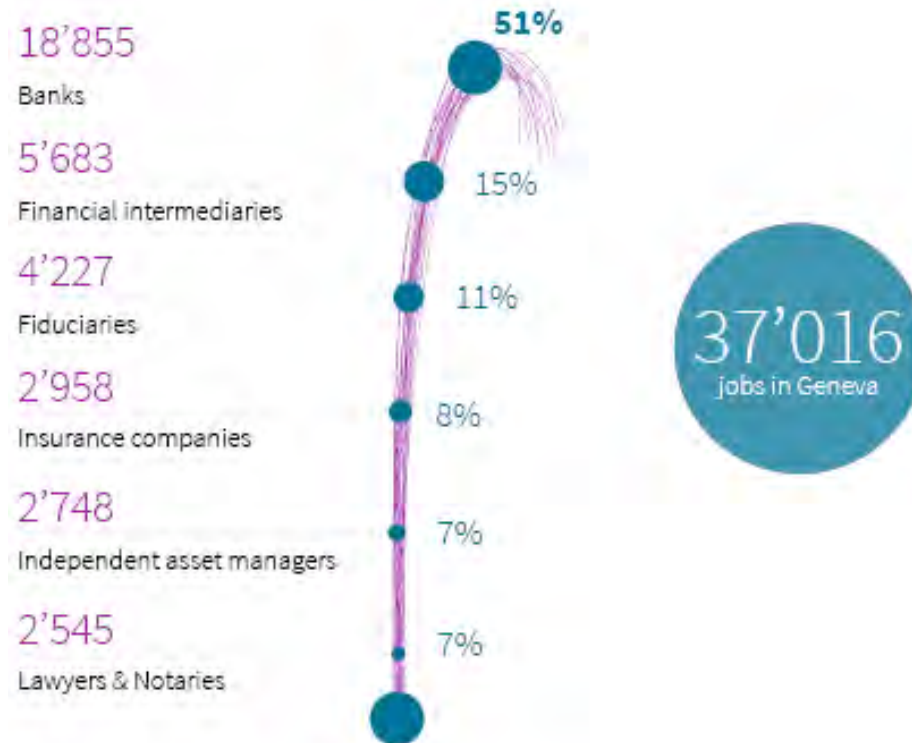


# Classification of Geneva Banks

	Number of banks	Employees
Cantonal bank	1	714
Big banks	2	2'627
Raiffeisen banks	6	166
Commercial and investment banks	24	6'729
Other banking institutions	6	86
Foreign-controlled banks	53	7'879
Banches of foreign banks	9	351
Private bankers	4	242
Representations of foreign banks	13	59
Swiss National Bank	1	2
	<b>119</b>	<b>18'855</b>



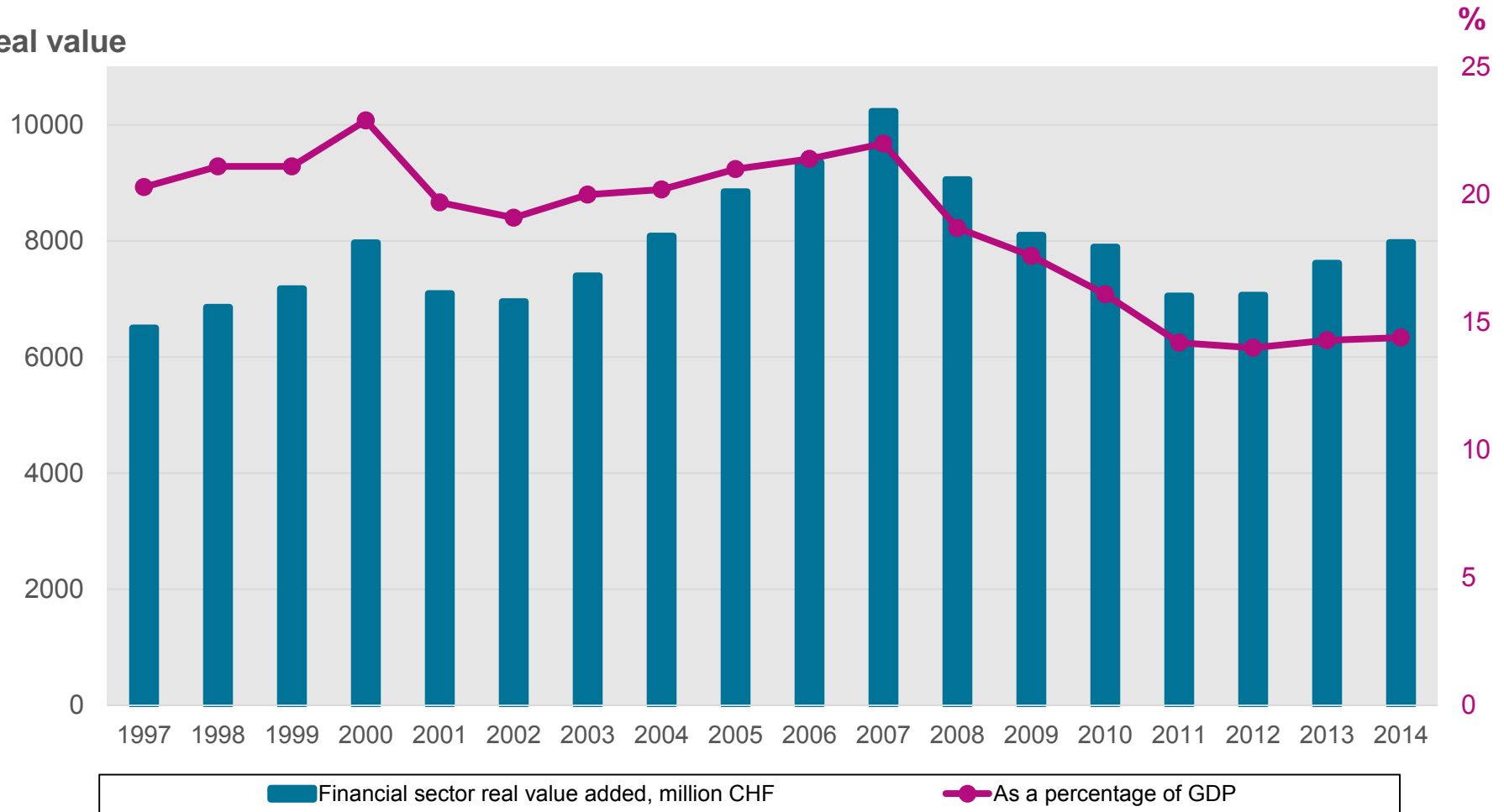
# Number of employees in Geneva Financial Center



Sources : REG\* - Répertoire des Entreprises du canton de Genève (DSE) - Septembre 2016

# Growth in the contribution of the financial sector\* to Geneva state GDP (including IGOs)

Real value



\* NOGA codes 64 to 66: financial activities and insurances

\*\* nominal value, including intergovernmental organizations, before "taxes minus subsidies" adjustments

Sources: Institut CREA – August 2015

Graph and research: Geneva Financial Center – August 2015

# Top 20 global financial centers



Source : «The Global Financial Center Index 18», Z/Yen Group, London - September 2015

Source: *The Global Financial Centres Index 18*, Z/Yen Group, London – september 2015

Infographics: Geneva Financial Center – March 2015

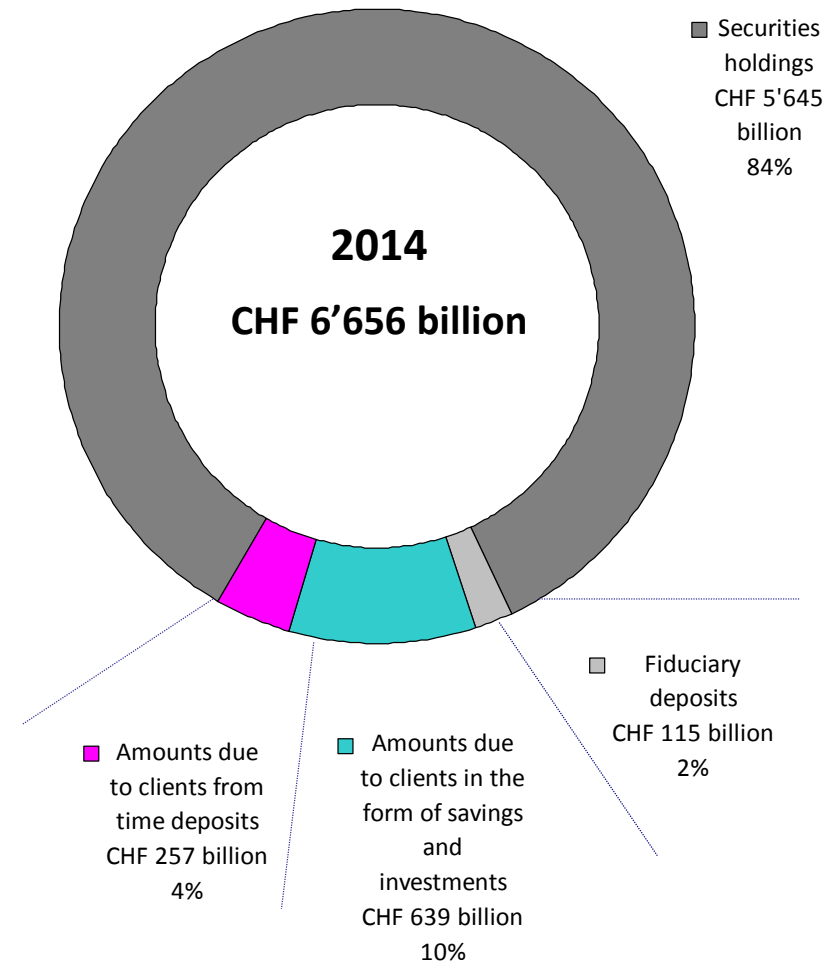
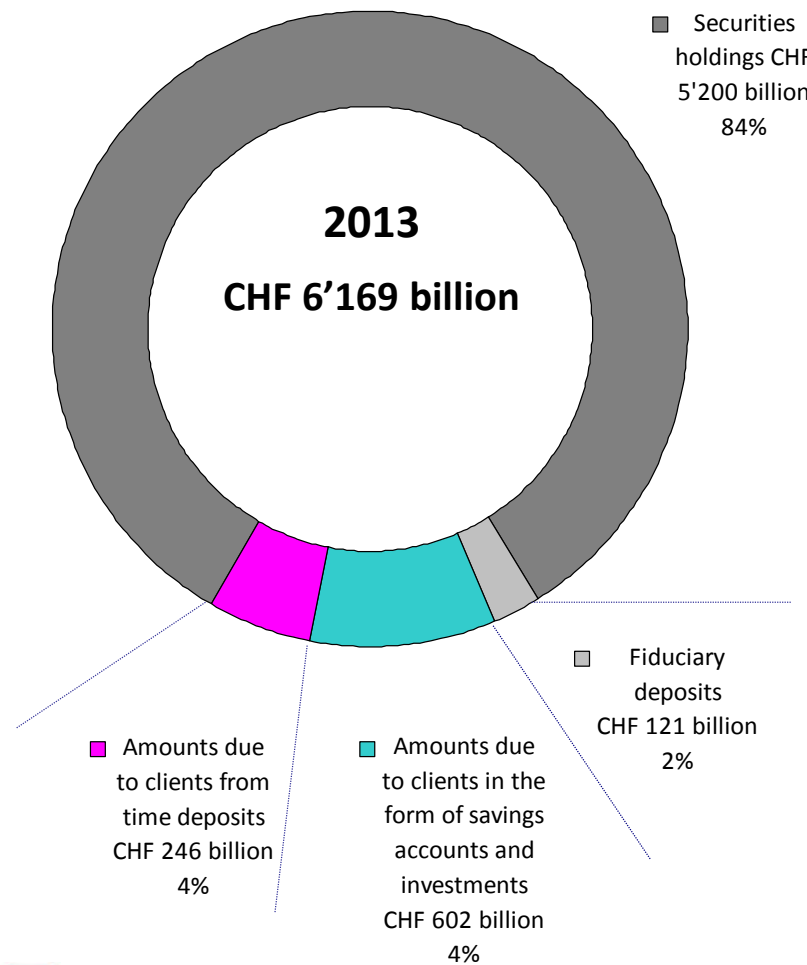


# Banks in Switzerland (2014 figures)

	Number of banks	Jobs
Cantonal banks	24	17'126
Big banks	2	36'083
Regional and savings banks	63	3'938
Raiffeisen banks	1	8'406
Commercial and investment banks	47	12'570
Commercial banks (other)	13	7'072
Foreign-controlled banks	91	17'204
Branches of foreign banks	27	1'055
Private bankers	7	598
	275	104'053

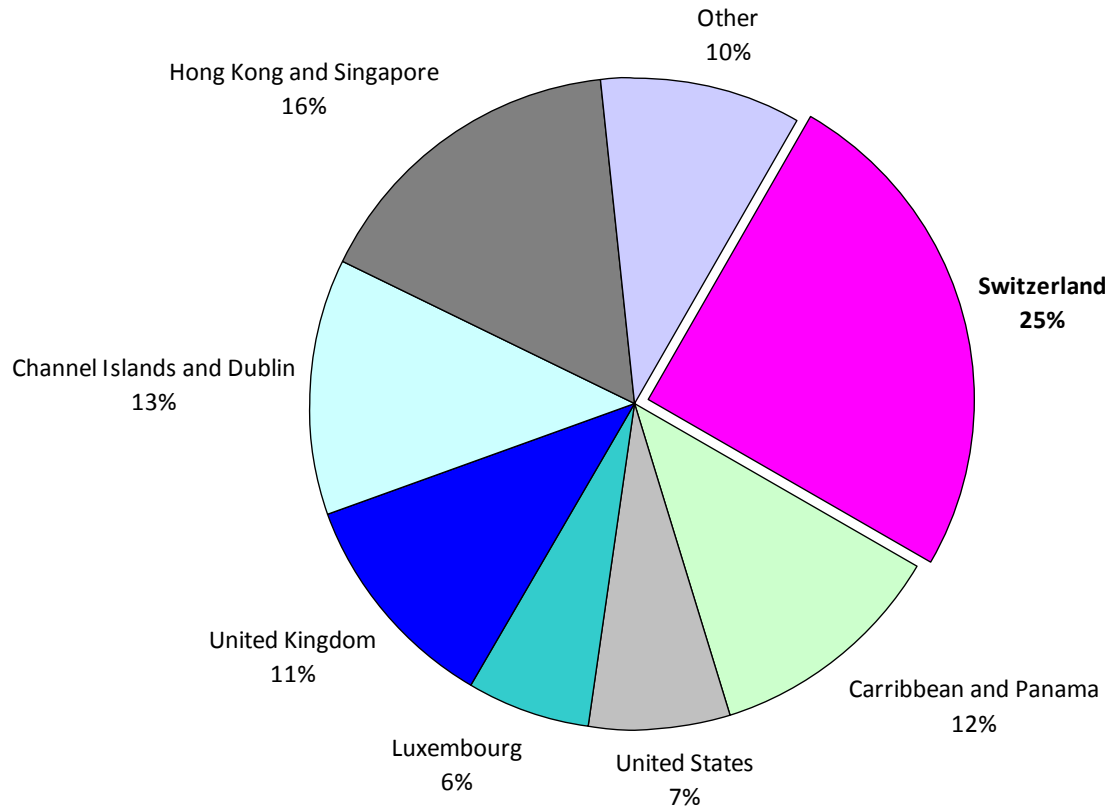


# Assets under management in Switzerland (using the "SBA method")



# Main financial centers for transnational private savings

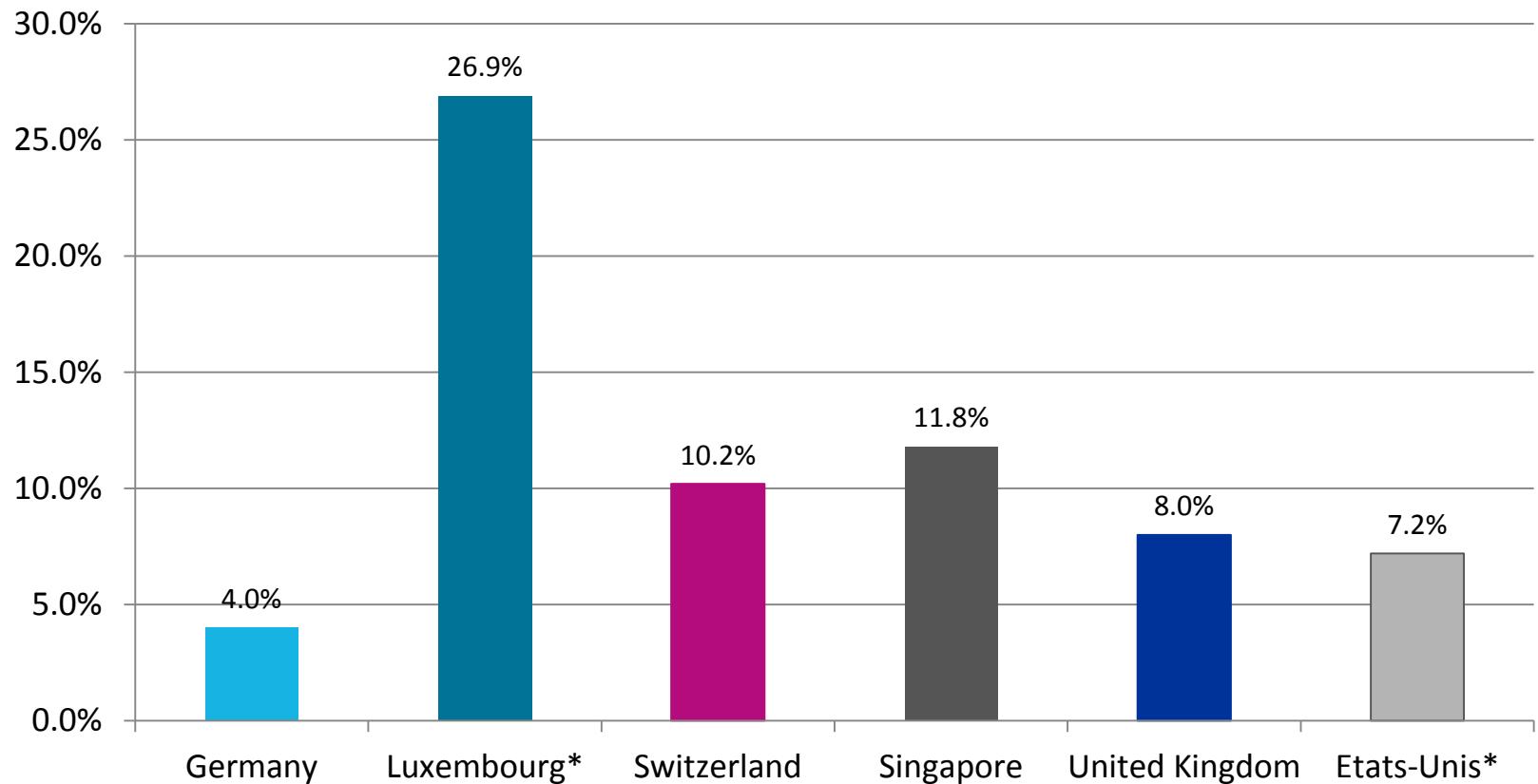
(2014 figures)



# Share of the financial sector in Swiss GDP

(2014 figures)

With a 10.2% share of GDP, the financial sector is a sizeable contributor to the national economy. In international comparison, its share is slightly higher than in most other large financial centers, but considerably lower than in Luxembourg.



# Promotion & Communication



«Cluster» effect

## Global outlook

- Wealth management is a dynamic industry:
  - ✓ New wealth in emerging economies
  - ✓ Ageing populations in developed countries need to save
- A largely cross-border industry, concentrated in a few specialized centers, including Switzerland
- Allocation of savings:
  - ✓ In financial centers with a large concentration of capital, which offer more investment opportunities at a competitive price
  - ✓ Risk diversification: savings invested in countries viewed as safe (legal framework, monetary stability)

## Outlook for Switzerland

- Well positioned:
  - ✓ Critical mass
  - ✓ Recognized expertise
  - ✓ Well-capitalized banks with global networks
  - ✓ Multi-market, multi-currency and multilingual management
  - ✓ Political, legal and monetary stability
  - ✓ Quality of the infrastructure
- Main challenges:
  - ✓ Successfully negotiate the transition to automatic exchange of information
  - ✓ Combat trend towards protectionism
  - ✓ Resist "Swiss finish": we are our own worst enemies!

# Promotion & Communication: outlook (III)

## Outlook for Geneva and the Lake Geneva area

### Cluster effect:

- ✓ Wealth management
- ✓ Commodities trading (Cargill, Total, Lukoil)
- ✓ Shipping, inspection (MSC, SGS)
- ✓ Multinationals (P&G, Caterpillar, Richemont, Nestlé)
- ✓ International organizations (UN, WIPO, WTO, WHO)
- ✓ Universities, EPFL
- ✓ Airport

> Commitment to maintaining the links in this unique value chain



# Education



Apprenticeships



Professional and continuing education



Fundamental research



## From apprenticeships to fundamental research

- Develop and strengthen the knowledge and competencies of banking and financial staff
- Develop a palette of professional training and academic programmes to meet the needs of banks
- Promote careers in banking through various channels
- Inform students about educational pathways in banking and finance

**THANKS FOR YOUR ATTENTION**

