



Jersey Finance

Delivering Insight • Driving Innovation

About Jersey Finance



www.jerseyfinance.je

Communication

We are a central contact for journalists and anyone connected with the finance industry, both locally and internationally, as a source of comment, industry news and information. We provide positive and transparent news, views and insights on Jersey Finance's role and the added value that Jersey as an international finance centre (IFC) can bring to economies around the world.

Development

We work with key stakeholders to provide tools and resources. These create opportunities for our finance industry professionals to successfully promote their individual organisations, products and services.

Innovation

We also work closely with the Government of Jersey and ensure that we are effectively represented, in terms of legislation, regulation and other key areas of innovation. These efforts enhance our jurisdictional product and services offering.

Jersey Finance, which is run as a not-for-profit organisation, was formed in 2001 to represent and promote Jersey as an IFC of excellence.

We are funded by local financial services firms and the Government of Jersey, and have offices in Jersey, Dubai, USA, Hong Kong, representation in London, as well as virtual offices in Shanghai and Mumbai.



What We Do

Jersey's finance industry is focussed on developing a better, more certain future. By working with the right people and creating a safe and secure environment for investors, we can help to grow both local and international economies. As the voice of the international finance centre, we are proud to promote Jersey and help set it apart as a first-class jurisdiction.

Our focus is based on the following objectives:



Promote

To promote Jersey as a forward-thinking international finance centre of excellence



Address

To address and correct any inaccurate perceptions of the finance industry



Enhance

To enhance relationships with key partners, working closely with industry, the regulator and government



Channel

To channel and attract inward investment to the Island for Jersey's future success

In a globally competitive marketplace, Jersey prides itself on the mutually beneficial and collaborative approach of the finance industry, government and the regulator.



The community benefits

The success of the finance industry helps the Jersey economy grow and prosper



The government benefits

Substantial tax revenues help to create a better future for our Island



The regulator benefits

Working together creates a first-class regulatory environment for investors

Our Vision

To promote Jersey as the clear leader in future-focussed international finance.

Our Mission

To work with financial services firms in Jersey to champion the competitive position of Jersey's finance industry - both locally and internationally - by advocating the highest regulatory standards and the most attractive products and services to suit the needs of global investors.

Capital Markets



Sustainable Finance



Funds



Private Wealth



Banking



Fintech



Islamic Finance



The Jersey Finance Team

The Jersey Finance team is dynamic, innovative, and passionate about our finance industry and is proud to be making a positive difference to local and global economies.

Marketing

Delivers integrated marketing and PR activity to promote the key credentials of Jersey the IFC

Technical

Represents the finance industry's needs on legislation, regulation and innovation to enhance Jersey's offering

Inward Investment

Works with key partners to ensure that Jersey remains an attractive solution for overseas investment

Overseas Markets

Creates opportunities and promotes the many benefits of Jersey the IFC in key overseas regions



Strategic Projects

Delivers initiatives to reflect Jersey's value and to support its future success

Business Development

Broadens and deepens investor relationships in target markets

JLab

Investigates opportunities for innovation in Jersey's product and service offering

Communication

We deliver an extensive overseas programme of visits and events in key target markets including the UK, Europe, Africa, Greater China, India, USA and the Gulf region. Through this structured activity, we are able to build strategic and meaningful relationships with investors' needs in mind.



3,000+

attendees at Jersey Finance events in 2019



61

Jersey Finance events in 2019



17,397,826

Readership opportunities to see coverage from Jersey Finance in 2019



Expert workforce



Excellent reputation



Central time zone



Competitive choice



Centre of substance

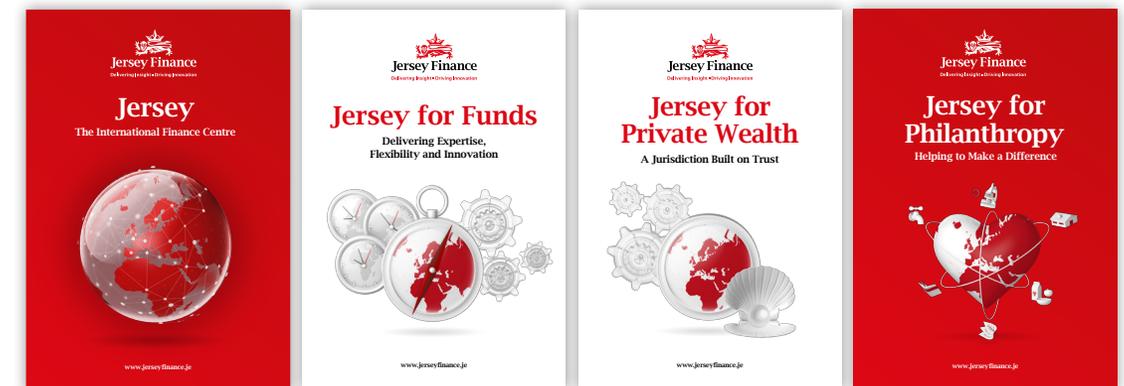


Globally connected

Communicating these enduring strengths of Jersey's finance industry to intermediaries, institutions and private clients globally, remains an essential element of our strategy and of Jersey's future success.

We produce a wide range of engaging communications to support our stakeholders, to promote the many benefits Jersey offers as an award-winning IFC and to raise awareness about the value our jurisdiction adds to individuals and businesses in local and global economies.

- ✓ Promotional articles
- ✓ Media statements
- ✓ Promotional brochures:
 - Sector-specific
 - Market-specific
 - Education and careers
- ✓ Briefing documents:
 - Visiting delegates
 - Government officials
 - Media
 - New legislation
 - International developments
- ✓ International presentations
- ✓ Government presentations
- ✓ Education material and events for local schools
- ✓ Press releases
- ✓ Email campaigns
- ✓ Factsheets
- ✓ Social media content:
 - [in](#) [t](#) [v](#) [o](#) [f](#) [v](#)
- ✓ Videos
- ✓ Infographics
- ✓ An evolving website and web tools
- ✓ Paid-for-placement advertisements
- ✓ Event literature
- ✓ Research
- ✓ Regular newsletters
- ✓ Podcasts



www.jerseyfinance.je/publications

Innovation

Jersey Finance is proud of the library of evidenced-based research it has grown over the years. In our online research hub, you can find out more about the role of IFCs including; how Jersey can make a positive contribution to Africa; its role in global trade flows; its positive impact on the British and European economies and how it helps millions of people with their pensions.



9

Industry consultation responses submitted in 2019



582

hours donated by professionals in Jersey's finance industry in 2019



34

Jersey Finance is a member of 34 working groups on legislation, innovation and education

We help to coordinate the consultation process for proposed legislation and regulation affecting Jersey's finance industry, involving the Government of Jersey, the Jersey Financial Services Commission and industry. This helps to ensure that resources are dedicated to the most critical issues.

Jersey Finance working groups develop legislative proposals that benefit the financial services industry and meet international standards, retaining open access to the global marketplace.



The Trusts (Jersey) Law

Assisted by Jersey Finance's Trust Working Group

Development

Building relationships

We have an expert and dedicated team who are committed to delivering our strategy. They are focussed on broadening and deepening existing relationships and fostering links with developing markets. This is achieved through a combination of in-region presence and a 'fly-in' strategy.

Tailoring content

We use engaging and tailored content to interact with our client base. A sophisticated customer relations management system ensures that we communicate in a consistent, relevant and timely manner, providing innovative and engaging content to our key audiences.

Understanding the opportunity

We understand global market trends and appreciate that globalisation is a key driver in international financial markets. Our structured programme of activity enables us to identify key opportunities and engage with our audiences in overseas locations.



6

Community of Interest Groups formed of senior industry figures discussing target regions and best practice

Awards



Best International Finance Centre
WealthBriefing MENA Awards 2019



Best International Finance Centre
WealthBriefing Asia Awards 2019



Best International Finance Centre
International Investment Awards 2019



International Finance Centre of the Year
Citywealth International Finance Centre Awards 2019



International Finance Centre of the Year
Citywealth International Finance Centre Awards 2020

Our Key Stakeholders

We work to ensure that Jersey remains internationally competitive. At the same time as identifying and mitigating the risks faced by our industry via our engagement with key stakeholders, we pursue opportunities to maintain and grow business flows.



Contact Us

Jersey Finance's main aim is to promote and represent Jersey, the international finance centre. We have offices in Jersey, Dubai, USA, Hong Kong, representation in London as well as virtual offices in Shanghai and Mumbai.

To learn more about Jersey as an IFC, go to:

-  www.jerseyfinance.je
-  www.youtube.com/jerseyfinance
-  www.vimeo.com/jerseyfinance
-  www.linkedin.com/company/jersey-finance
-  www.twitter.com/jerseyfinance
-  [@jerseyfinance](https://www.instagram.com/jerseyfinance)
-  [@jerseyfinanceeducation](https://www.facebook.com/jerseyfinanceeducation)

Or contact our head office at:

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You can find details of Jersey Finance's international offices at www.jerseyfinance.je/contact





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International Finance Centre of the Year

Citywealth International Finance Centre Awards 2018

Best International Finance Centre

WealthBriefing Asia Awards 2018

Best Private Equity Jurisdiction of the Year

Private Equity Wire Global Awards 2018

Best International Finance Centre

WealthBriefing GCC Awards 2018

Best International Finance Centre

WealthBriefing Asia Awards 2019

Best International Finance Centre

WealthBriefing MENA Awards 2019

Best International Finance Centre

International Investment Awards 2019

International Finance Centre of the Year

Citywealth International Finance Centre Awards 2020

International Finance Centre of the Year

Citywealth International Finance Centre Awards 2019

