



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. We are truly international, with a presence in Jersey, Dubai, Hong Kong, Johannesburg, London, Mumbai, New York and Shanghai.

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:



Globalised

making Jersey a financial services hub, supporting growth and prosperity worldwide



Innovative

encouraging and adopting breakthrough technologies



Sustainable

being recognised as a leader in the markets we serve by clients, key stakeholders and other partners



Inclusive

providing a welcoming work environment enables all talent to thrive

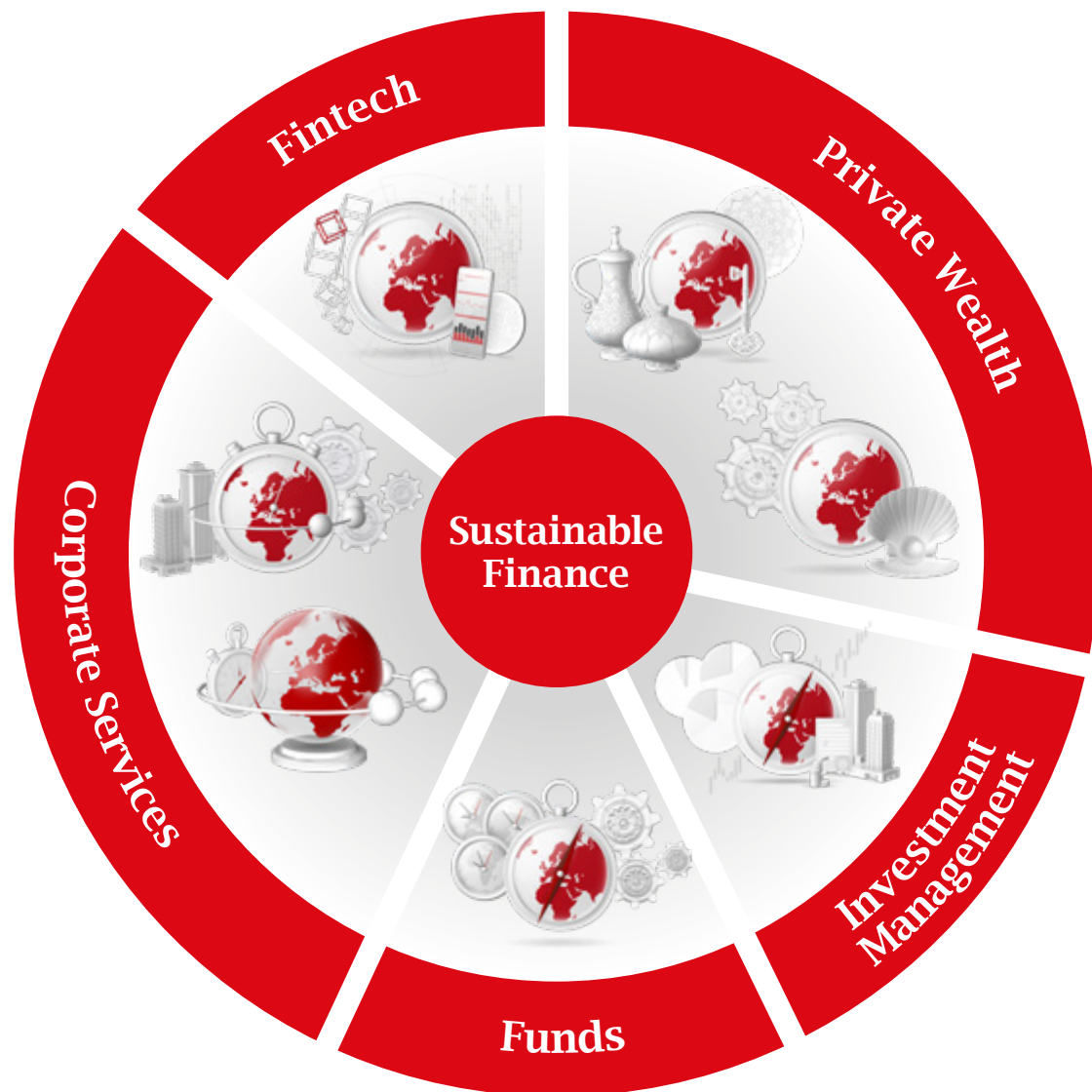


Supportive

working with and adding value to our Members, our people and our Island community

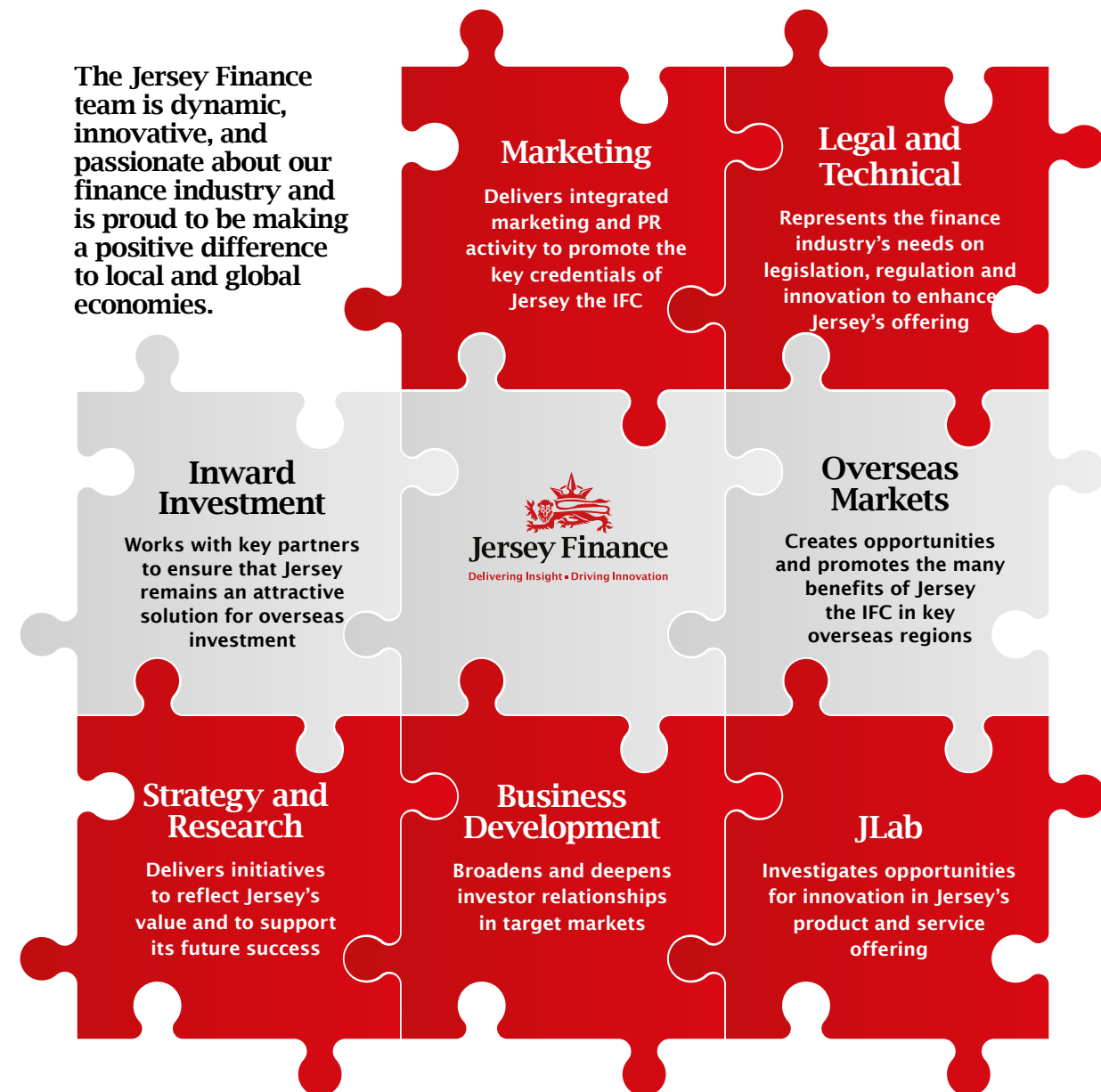
Our Mission

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.



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.



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.

 **130+**
events in 2021

 **170,000+**
website visitors

 **57,000**
views of member directory

 **23,000+**
social media followers

 **148**
strategic engagements in 2021

 **2,435**
gatekeeper meetings in 2021

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:
 -       
- ✓ Videos
- ✓ Infographics
- ✓ An evolving website and web tools
- ✓ Paid-for-placement advertisements
- ✓ Event literature
- ✓ Research
- ✓ Regular newsletters
- ✓ Podcasts



jerseyfinance.je/publications

Innovation



We have an excellent relationships with our key strategic partners such as the Government of Jersey, Digital Jersey and our Members.

This allows for a collaborative and forward-thinking approach when it comes to being innovative and maintaining our leading edge. Our library of thought leadership highlights Jersey's positive contribution to Africa: its contribution to global value chains; its positive impact on British and European economies and how the jurisdiction helps millions of people with their pensions.

We help to coordinate the consultation process for proposed legislation and regulation affecting Jersey's finance industry, and work closely with the industry and key partners to introduce new products and services to meet investor needs.

We continue to review the performance of our website, social platforms and our marketing content, implementing new ideas and platforms to ensure that we are engaging with our global audiences as effectively as possible.

Development

Jersey for Good – A Sustainable Future

Jersey has a responsibility to leverage its expertise and capital to support the transition to an environmentally and socially sustainable global economy. As a dynamic, focussed and forward-thinking international finance centre, we have the power to accelerate this journey and help create a brighter and sustainable future for all.

Jersey for Good – A Sustainable Future outlines our long-term strategy, along with a high-ambition collective vision for our industry. To set us on the right path to achieving our long-term vision, we have also developed Jersey's Pathway to Success, an initial two-year plan to accelerate our journey towards a sustainable future.

The Pathway to Success will allow Jersey to deliver on the following critical success factors for the Vision:

- A world-class sustainable finance ecosystem
- Deep industry expertise in sustainable finance
- A reputation for sustainable finance on a sustainable Island
- An enhanced business environment for sustainable finance
- Effective collaboration across stakeholders



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

The Trusts (Jersey) Law

Assisted by Jersey Finance's Trust Working Group

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



30+

Working groups arranged by Jersey Finance in 2021 on legislation, innovation and education



22

Industry consultation responses submitted in 2021

Awards

With more than 30 award wins in the last decade, Jersey's world-class reputation as a leading international finance centre has been endorsed by independent bodies and institutions of the highest standards, including:



WINNER

International Finance Centre of the Year at the Citywealth IFC Awards for 10 years in a row (2012 - 2022)



WINNER

Best International Finance Centre at the WealthBriefing MENA Awards for 5 years in a row (2013 - 2021)

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

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)
-  [@JerseyFinanceOfficial](https://www.facebook.com/JerseyFinanceOfficial)
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