

A financial centre that tells its own story: communication and image

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Geneva private banking long cultivated silence. The houses did not advertise, published little and relied on word of mouth among their clients. This discretion was part of their identity and of their commercial argument. The transformation of the financial centre has changed that attitude.

The major houses now publish accounts, annual reports and sustainability reports. They sponsor cultural, sporting and scientific events, in Geneva and abroad. They circulate economic and financial research publications, intended for their clients and for the public. They maintain a digital presence. The purpose of this communication is to strengthen brand recognition, to attract clients and talent, and to demonstrate the soundness and responsibility of the institutions.

The financial centre itself also communicates, through the Fondation Genève Place Financière, which publishes surveys, organises events and defends the interests of the sector before the authorities and the public.¹ This collective communication responds to the criticism levelled at the centre and seeks to show its contribution to the Geneva economy and to Geneva society.

The image of the financial centre remains mixed. For its supporters, Geneva embodies stability, seriousness and quality. For its critics, it remains associated with tax concealment, dubious fortunes and controversial trading. The institutions know that this image depends on their actual practices, which data leaks and legal proceedings have made visible, far more than on what they say about themselves.

1 Notes

1. Fondation Genève Place Financière, presentation and economic surveys, geneve-finance.ch (accessed September 2026). ↩

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