

Marketing a financial centre

*Dr Alexander Ressos, TEP
Attorney-at-Law (Switzerland), Solicitor (Hong Kong),
Solicitor (England & Wales)*

The competing centres invest in their own promotion. Dubai, Singapore, Hong Kong and Luxembourg have promotion agencies with considerable budgets, delegations in the main capitals and targeted campaigns aimed at businesses and wealthy individuals.¹ Geneva relies on the Fondation Genève Place Financière, on the national umbrella organisations, on the canton's economic promotion office and on the Swiss representations abroad, with more modest means and a culture of discretion inherited from private banking. Long a strength, this discretion has become a relative weakness in the face of competitors that communicate without restraint.

Marketing a financial centre amounts to more than advertising. It includes presence in international forums, the publication of data and analysis, the hosting of conferences, support for businesses setting up and the mobilisation of networks of alumni, clients and partners. International Geneva offers the financial centre a setting for encounters that few competitors possess, as the Building Bridges summit described in Chapter II shows. A more assertive promotion, founded on the centre's real strengths of stability, expertise, compliance, language and sustainability, without recourse to tax promises, would correspond to what Geneva has become.

1 Notes

1. Luxembourg for Finance, “About” page (luxembourgforfinance.com): public-private partnership between the Luxembourg State and PROFIL, the federation of the financial industry, founded in 2008 as the development agency for the financial centre and chaired by the Minister of Finance; Dubai International Financial Centre, “About” page (difc.ae): financial centre presenting itself as a platform between East and West, with independent regulation, a common law framework and a favourable tax regime. ↩

For general information only. This article does not constitute legal or tax advice, does not replace advice on an individual case and creates no lawyer-client relationship. It reflects the legal position as of September 2026.

Online version: helveticaregister.com/geneva-marketing-a-financial-centre