

Measuring the financial centre's French-speaking clientele

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The share of French-speaking clients in Geneva wealth management escapes the public statistics, which record assets by the clients' country of residence without distinguishing languages. The surveys of the Fondation Genève Place Financière indicate that clients come notably from Europe, Latin America and the Middle East, which includes French speakers without isolating them.¹ France, Belgium, Luxembourg, the Maghreb, French-speaking Africa and Lebanon are among the traditional regions of origin of Geneva's clientele, with a combined weight that is in all likelihood considerable.

This absence of measurement reflects a gap in the financial centre's knowledge of itself. A financial centre that regards itself as French-speaking would do well to measure the share of its clients, its staff and its business that belongs to the French-speaking world, in order to assess the value of this asset and to define a strategy for it. Geneva's professional associations, authorities and academic institutions could carry out such studies.

1 Notes

1. Allnews, 21 October 2024, citing the business survey of the Fondation Genève Place Financière. ↩

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