

Principle 5: contributing to development

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The fifth principle consists in conceiving relationships with Africa as partnerships in which the continent itself benefits. This principle is a matter of ethics, grounded in the Geneva tradition of the moral economy described in Part B, and of enlightened self-interest: unbalanced relationships provoke criticism, renegotiation and rupture, whereas equitable relationships endure.

For traders, this principle implies market prices, sustainable pre-financing, transparency of payments and, where possible, investment in local processing and infrastructure. For banks, it implies the financing of productive activities, the provision of remittance services at reasonable cost for the diaspora and participation in impact finance and blended finance. For wealth managers, it implies serving the continent's legitimate fortunes with the same quality as any others and refusing illicit ones. For advisers, it implies placing their skills at the service of structures and transactions that respect the laws of the countries concerned.

This principle is in keeping with the orientations of the federal strategy for Africa, which links prosperity and competitiveness to democracy, governance and the environment.¹ It is also in keeping with the expectations of International Geneva, whose organisations make the development of the continent one of their missions.

Principle	Application
Distinguishing without discriminating	analysis country by country and client by client, with neither exclusion based on origin nor complacency
Knowing the origin	documented clarification of funds and goods, traceability
Controlling intermediaries	identification, justification of services and remuneration, control of payments

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Principle	Application
Anticipating political risk	scenarios, diversification, legal protections, documentation, conduct in the event of change
Contributing to development	market prices, sustainable pre-financing, transparency, local investment, equitable services

1 Notes

1. Federal Council, press release of 20 December 2024, “Le Conseil fédéral adopte sa nouvelle stratégie pour l’Afrique 2025–2028” (The Federal Council adopts its new Africa Strategy 2025–2028), admin.ch.



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