

## What the French-speaking market expects of Geneva

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

The French-speaking market expects of Geneva what the financial centre has always offered its clients: security, competence, discretion within the bounds of the law and a personal relationship. It also expects new things: development finance, productive investment, a fair sharing of value, transparency in relationships and respect for local institutions.

To meet these expectations, the Geneva financial centre has the advantages described in the preceding chapter: the language, the legal tradition, experience, networks and the presence of International Geneva. It also has neutrality and the absence of a colonial past, which set it apart from France in its relations with Africa. It must contend with competitors: Paris and Luxembourg for French-speaking wealth management, Casablanca, whose financial centre is developing as the gateway to French-speaking Africa, and Dubai and London for financing.<sup>1</sup>

Geneva's future in the French-speaking market will depend on its ability to make the shared language the vehicle of a partnership, and on its willingness to invest in the knowledge, presence and training required. Part K will return to these prospects.

## 1 Notes

1. Casablanca Finance City, established in 2010, the leading African financial centre in the GFCI index and thirty-eighth worldwide in September 2026; Agence Ecofin, 17 September 2026, cited above in Part I; “Casablanca Finance City”, [en.wikipedia.org](https://en.wikipedia.org) (accessed September 2026). ↩

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