

The role of the advisers in the canton's future

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The legal, tax and fiduciary professions have shaped the history of Zug as much as its politicians and entrepreneurs. They designed the holding structures of the 1950s, advised the commodity traders of the 1970s, structured the crypto foundations of the 2010s and now guide companies through the minimum tax, the sanctions and the new financial regulation. Their role in the canton's future will be equally important. They will help companies adapt to the changing environment, advise the canton on the design of its policies and represent their clients before the authorities and courts.

With this role comes responsibility. The advisers of Zug have sometimes been criticised for helping clients avoid taxes, evade sanctions or hide assets. Most of them act within the law and according to professional standards. The reputation of the profession, and of the canton, depends on their integrity. An adviser who refuses a mandate that would damage the canton's reputation serves the long-term interests of the profession and the canton, even at the cost of short-term income. The professional associations, the supervisory authorities and the courts all play a part in maintaining these standards. In the end, however, the conduct of each adviser decides.

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