

The centre of choice for asset management

Guernsey is home to a wealth of high quality asset management expertise.

Whatever your needs

The Island boasts a broad spectrum of asset management providers, varying from subsidiaries of large multinational houses to independent boutiques. In combination these firms deliver the widest range of investment management and stockbroking solutions to both private and corporate clients across the globe.

These companies provide individuals with fund products and also services, including stockbroking and dealing arrangements, for funds and discretionary investment management portfolios. The larger players are in addition able to meet the wealth management needs of institutional investors.

A high proportion of these providers are owner managed investment businesses where staff are tied to the long term success of the company and the industry.

Excellence in delivery

Guernsey's investment management industry has a wealth of expertise and quality of service that set it apart from the competition. In particular it is recognised for meeting niches in the market through the development and delivery of innovative products and services. As such, in recent years, alongside traditional investment offerings, there has been strong growth in alternative investments and a migration towards fund of funds or multi-manager solutions.

Guernsey also has a number of independent investment consultants who monitor and measure investment performance. This helps to drive the competitiveness of investment managers who strive to outperform in a global marketplace. Indeed, this process of continual assessment breeds success, which is highlighted by the international recognition and accreditation that Guernsey investment managers and related companies have received in recent years.

The right environment for success

A major factor behind this success is the Island's business-friendly environment. For example, Guernsey's constitutional status, including legislative and fiscal independence, provides stability on which business can rely and at the same time enables a quick speed of reaction to meet its evolving needs. In addition, the Island offers the advantages of being in the same time zone as the UK and with frequent air links to London, Zurich and Geneva.

This has attracted several hundred financial services businesses covering, as well as investment management, also banking, investment funds, fiduciary services and insurance. As the Island's finance industry has developed so a network of sophisticated support services has evolved and the Channel Islands Stock Exchange (CISX) has been established.

There is a team spirit amongst these players, which can be seen through the collective approach to the delivery, management and administration of hedge funds and other alternative investment solutions. This cooperation encourages an open exchange of ideas and is one of the reasons why the Island's businesses continue to lead in providing new client solutions. In addition, the Island is at the forefront of anti-money laundering and financial crimes legislation, ensuring a safe and robust infrastructure that aids the development of a global presence.

Security, global awareness and innovation are key to the design and delivery of investment products and services and as such Guernsey is designed to perform at a world-class level.

It is this environment which means the number of investment management firms establishing operations in Guernsey continues to grow. They are also attracted by the fact that having a physical operation in the Island provides additional substance to offshore arrangements and Guernsey has a standard zero rate of tax for companies.

Summary

There is an abundance of high quality investment management expertise in Guernsey. The Island not only provides the right environment for investment managers to establish operations but in particular for them to fill niches in the market through innovative and pioneering products.