

the Geneva financial
center



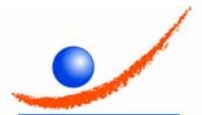
500 years of financial expertise

by Christopher MOURAVIEFF-APOSTOL
Head of Russia and CIS Desk, Pictet & Cie
(on behalf of the Geneva Financial Center)

July 10, 2006

Russian Economic & Financial Forum in Switzerland

1st session - Geneva



Geneva Financial Center

Geneva : the city of world dialogue



“Let’s go to Geneva and talk.”

Source : *The New Yorker*

A long tradition through history

- 14th century

Geneva obtains « franchises » (*authorization given to money changers to lend money with interest*)

- 15th and 16th century

Geneva becomes a recognized European center for fairs generating a sizeable flow of money and credits. Italian bankers open offices in Geneva
Jean Calvin encourages the so-called protestant capitalism

- 17th and 18th centuries

The influence of Geneva's banks becomes international

- 19th century

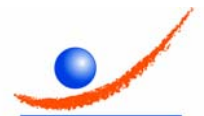
The first Swiss stock exchange opens in Geneva (1857)
The first foreign banks settle in Geneva

- 20th century

The political stability, the free convertibility of the currency, and Switzerland's neutrality during World Wars I and II and the Cold War contribute to a rapid expansion after 1950

- Nowadays

A world reference in wealth management
Europe's strongest trade finance center

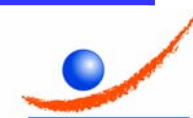


The Geneva financial center

	Number of firms	Number of jobs
Banks	142	17'835
Financial companies	866	2'776
Independent asset managers	366	1'523
Sub-total	1'374	22'134
Insurance companies	735	2'720
Fiduciaries	1'032	3'123
Lawyers, notaries	348	2'294
Financial information companies	5	629
Total	3'494	30'900

Source: Geneva's Répertoire des Entreprises – January 2005 / FGPF

Infography: Geneva Financial Center – June 2006

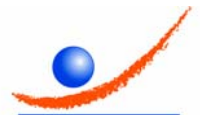


Classification of banks in Geneva

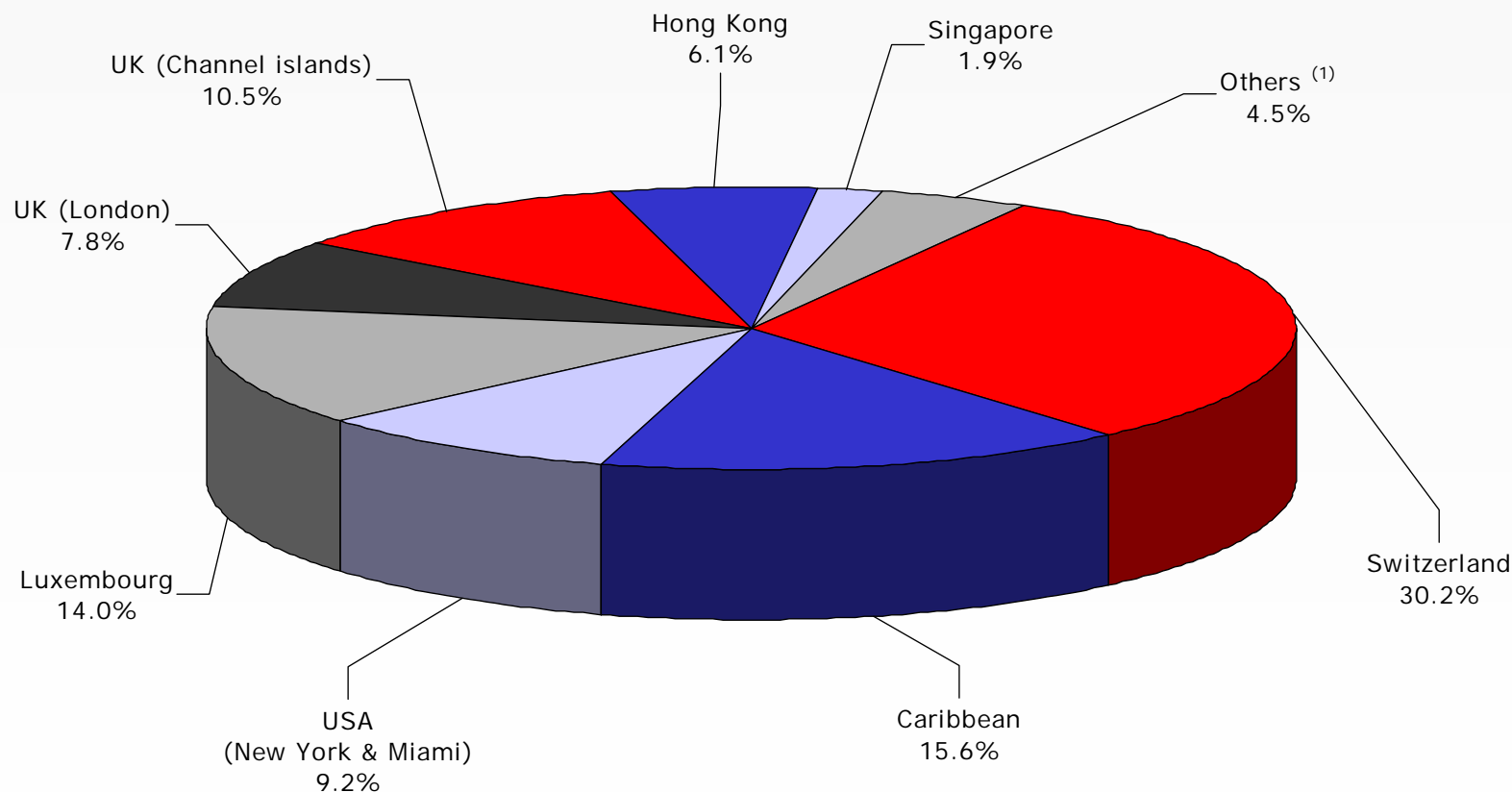
	Number of banks	Swiss headquarters in Geneva	Employees
Cantonal banks	1	1	820
Swiss large banks	2	0	3'245
Raiffeisen banks	7	0	105
Commercial banks	4	1	113
Stock-trading banks	22	13	2'637
Foreign-owned banks	62	39	7'711
Branches of foreign banks	11	7	558
Private bankers	7	6	2'564
Representations of foreign banks	25	0	61
Swiss National Bank	1	0	21
	142	67	17'835

Source: SNB / DEEE / SFBC / GFC

Infography: Geneva Financial Center – June 2006

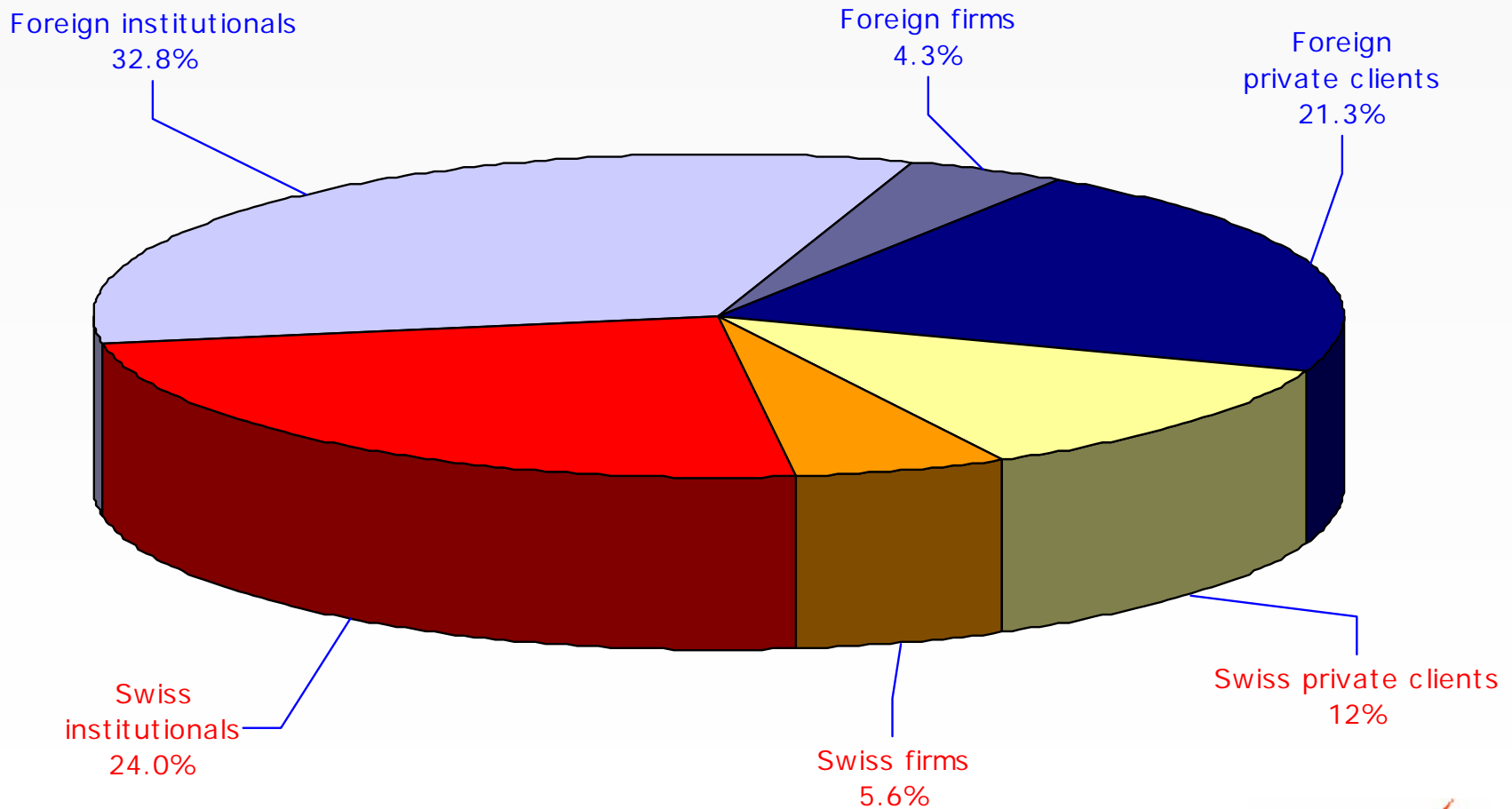


Largest financial centers for transnational private savings – US\$ 6'400 billion (figures 2004)



(1) : Incl. Liechtenstein, Andorra, Monaco, Dubai/Bahrain and Taiwan
Source: Global Wealth 2005, The Boston Consulting Group
Infography: Geneva Financial Center – June 2006

Breakdown of clients' assets managed by banks in Switzerland – CHF 4'577 billion

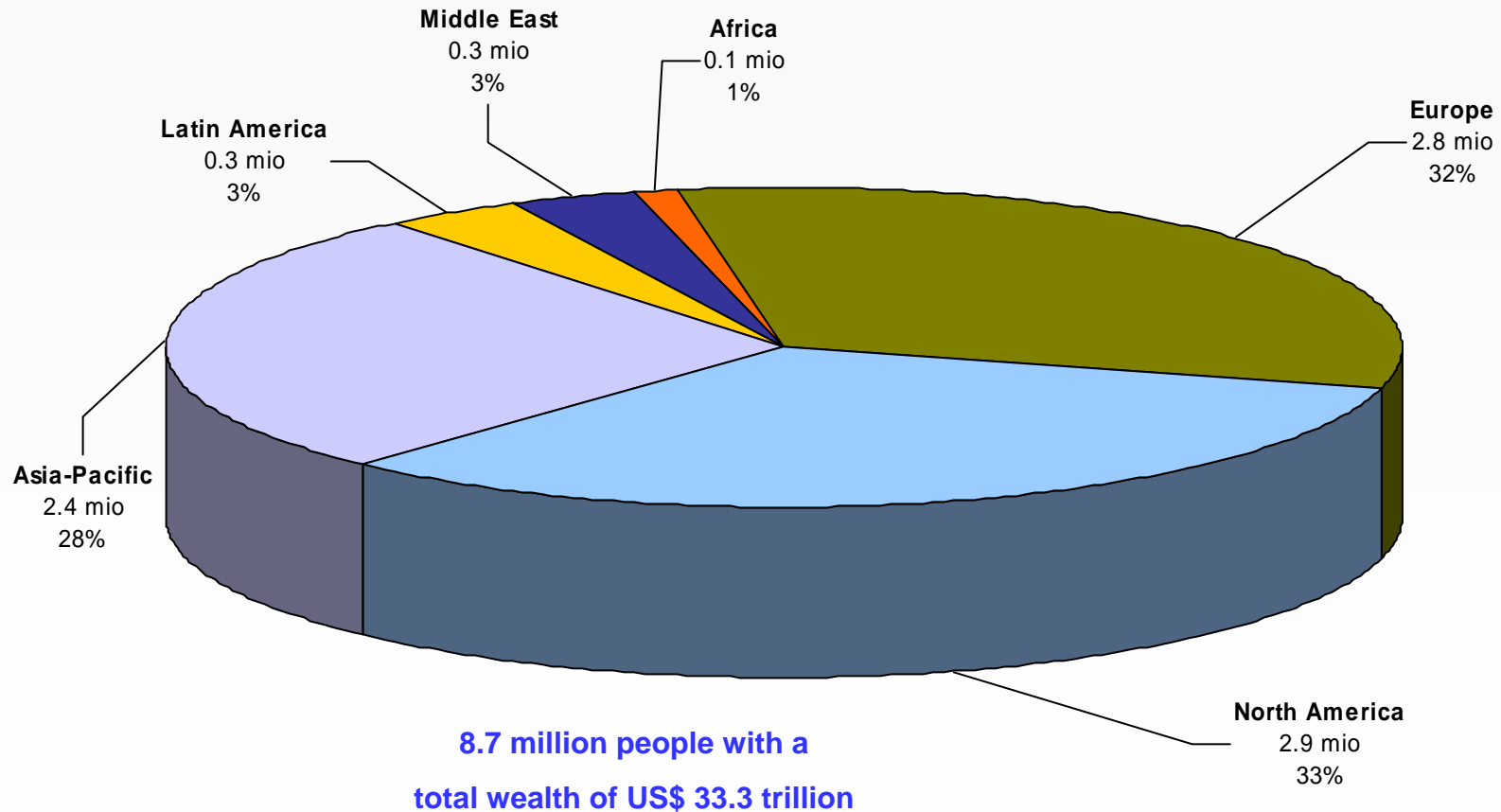


Source: *Monthly Statistical Bulletin*, Swiss National Bank – May 2006

Infography: Geneva Financial Center – June 2006

HNWI Population by region, 2005

(people with financial assets over US\$ 1 million)



Note: All chart numbers are rounded

Source: 2006 World Wealth Report, Merrill Lynch and Caggemini

Infography: Geneva Financial Center – June 2006

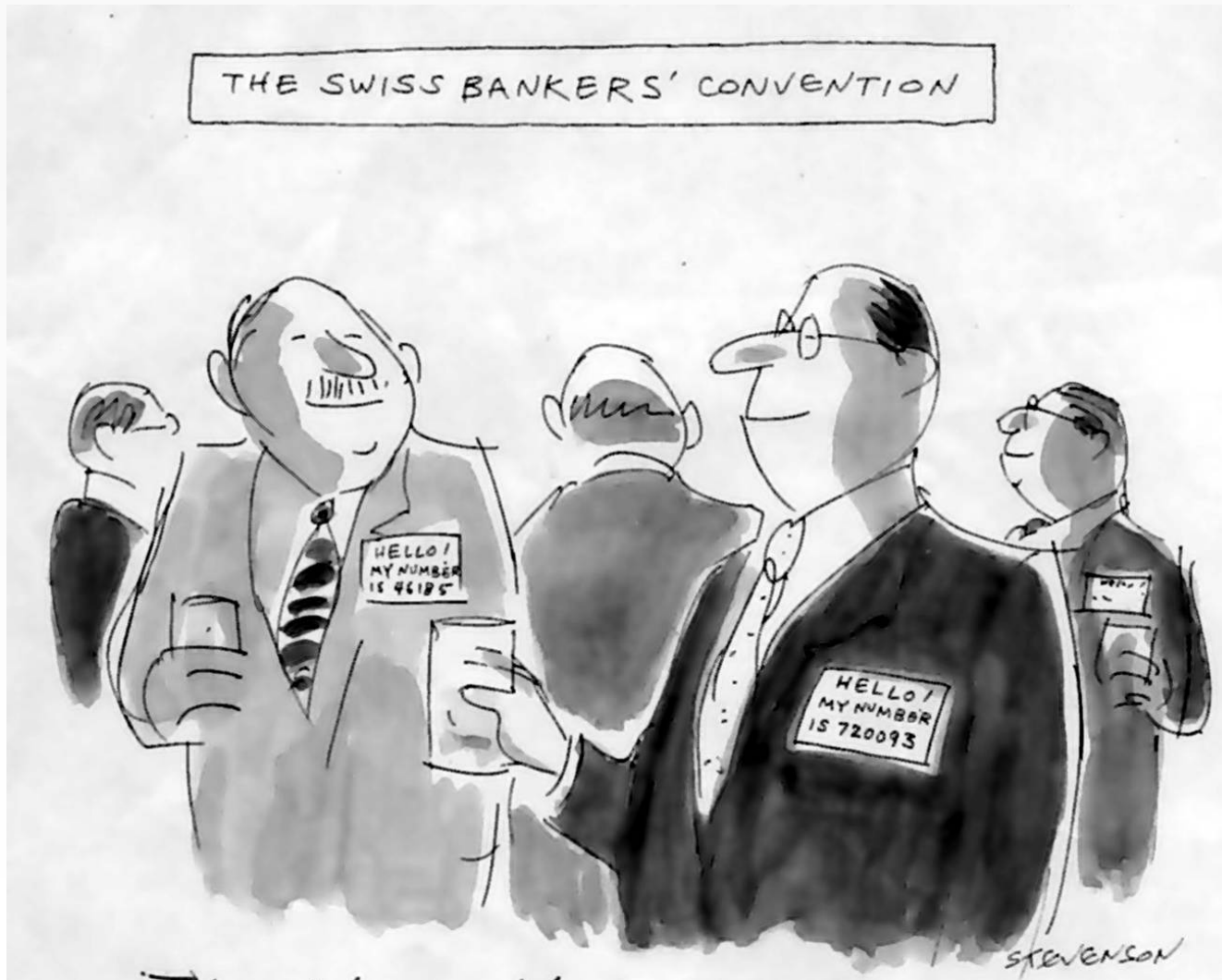
The competitive advantages of the Geneva/Swiss banking sector

- Skilled and competent staff (at all levels)
- Strong work ethics and high productivity of personnel
- Constant focus on training (Swiss Financial Institute, ISFB, Swiss Banking School)
- Excellent technological environment and customized software applications
- Specialization in asset management, family office, estate planning, global custody, hedge funds and structured products
- World reputation of trust and competence
- Relationships with customers woven over generations
- Strategic thinking in terms of world markets and customers.

Switzerland's advantages

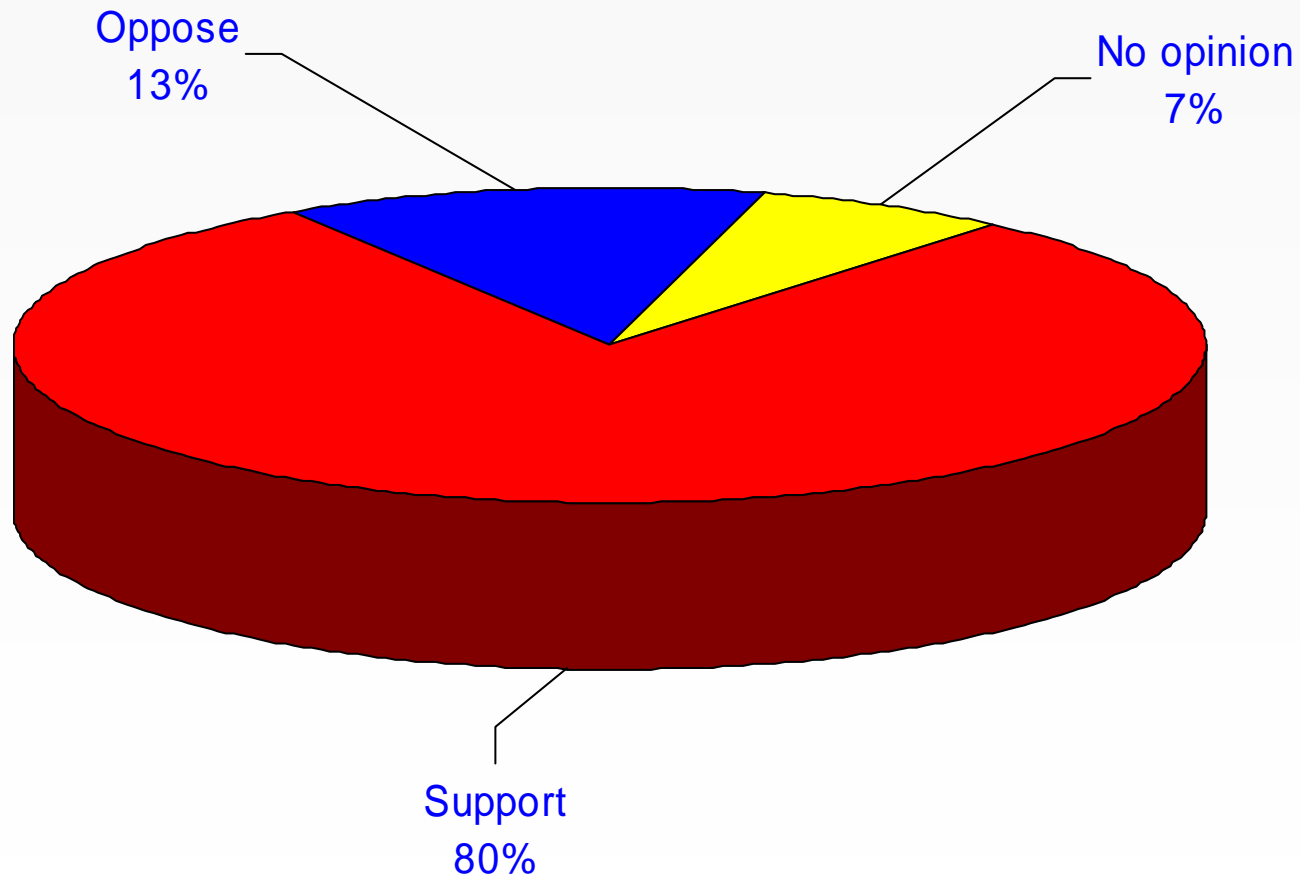
- International neutrality (open to all countries and cultures)
- Legal and political stability (politicians are controlled by the citizens)
- Stable monetary environment (low inflation and strong Swiss franc)
- Moderate fiscal environment (intra-cantonal competition)
- Huge current account surplus
- Well-trained and hard-working labour force
- Excellent infrastructures and reliability of the State services
- Superb quality of life

Swiss bankers : respect for privacy



Source : *The New Yorker*

Banking secrecy acceptance by the Swiss people

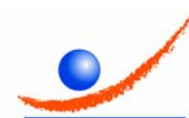


Source: MIS-Trend - 2006

Infography: Geneva Financial Center – March 2006

Geneva : attractive for expatriates

- a successful international city (over 180 nationalities coexist)
- diversified and attractive schooling options
- rich and diversified cultural and social life
- religious and ethnic tolerance
- low crime rate against persons
- tradition of respect for privacy
- airport close to city-center (dense European network)
- city of historic and philosophical trends, open to new ideas
- numerous city parks and a relaxing countryside
- charm of the Old Town, the lake area, and the nearby mountains



The Geneva financial center is a strong and integral part of the Swiss financial scene.

It has built its unique experience over centuries, constantly adapting to the ever-changing needs of a worldwide clientele.