

16 September 2016

## Guernsey Finance to host annual industry update

Guernsey Finance will brief stakeholders on its 2016 activity and look ahead to 2017 at its annual industry update.

The promotional agency for the island's finance industry internationally, which launched its new corporate brand and logo at the end of August, will hold its annual update from 4pm on Wednesday 5 October at St James.

Dominique Ogier, Brand and Marketing Manager at Guernsey Finance, will update stakeholders on the transition to promoting the jurisdiction overseas under the WE ARE GUERNSEY brand as opposed to Guernsey International Finance Centre, while Chief Executive Dominic Wheatley will lead a review of the agency's work so far in 2016 and give an update on its plans for 2017.

"The rebrand represents a significant shift for Guernsey Finance and how we promote the island and its financial services offering internationally. Our annual update therefore provides an ideal opportunity to further explain how we are going to utilise the brand going forward and how it fits in with our future strategy working alongside the island's finance industry," said Mr Wheatley.

The event will also include updates from Kate Clouston, Director of International Business Development; Wendy Weng, China Representative; and Zoe Cousens, Middle East Representative. The update will conclude with closing remarks from Guernsey Finance Chairman Lyndon Trott.

For more information and to register, please click [here](#).

### Release Ends

#### Notes to Editors:

Media are invited to attend the event which takes place on Wednesday 5 October at St James. Registration is at 3.30pm and the presentation will begin at 4pm before being followed by a Q&A session and a drinks reception from 5.15pm.

Should you wish to make arrangements for a separate interview with Dominic Wheatley, Chief Executive of Guernsey Finance, then please contact Simon Tostevin via email [simon@weareguernsey.com](mailto:simon@weareguernsey.com) or telephone 720071. He will only be available for interviews prior to the event.