

WRITTEN BY JAMES CRAWFORD

## US UPDATE - JAMES CRAWFORD, SEPTEMBER 2021

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As the mission to highlight Guernsey's specialist financial services industry across the globe continues, we hear from WE ARE GUERNSEY'S Director of International Business Development James Crawford, who provides an update on our work with one of our key target markets - the United States.

It's been a busy month or so for me as I get to grips with becoming a father, but on my return, myself and my team have dived straight into preparations for our USA private equity roadshow in October. Whilst we are starting to get back to physical events after the Covid-19 pandemic, this one will once again be virtual as we host online meetings and a webinar. We are in the process of confirming our delegation and topics.

On the private wealth side, we are pleased to be partnering with the Financial Planning Association in Miami, and will be the sole sponsor for their first International Symposium event, a hybrid event taking place in December. A benefit of this sponsorship is that it will give us the opportunity to connect with the FPAM's members, providing us with a wider scope to promote Guernsey's financial services available to US clients. We will also be able to network and collaborate with members of the FPAM's International Chapter, a sub-group devoted purely to international topics, and members and participants who participate in their events are those who specialise in the international sector.

Miami is a burgeoning international market, but there is still not the depth of international/cross border topics and content being discussed and the FPAM is looking to promote this in their community, and need to work with established international promotion agencies such as WE ARE GUERNSEY. We are pleased that the Guernsey Association of Trustees are fully on board with this partnership. This is a positive move to generate interest in Guernsey in Miami and the Latin American market.

WE ARE GUERNSEY is the brand under which Guernsey Finance promotes the island's financial services sector internationally. Guernsey Finance - the promotional agency for the island's finance industry internationally - is a joint industry and Government initiative responsible for the promotion of Guernsey. Under the leadership of Chief Executive Rupert Pleasant, the agency ensures that the core values and competencies of the island's finance sector are accepted and respected by the global community and that financial business development flows are enhanced. Registered Office: Guernsey Finance, Somers House, Rue du Pre, St Peter Port, Guernsey GY1 1LU Company registration number: 38776

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