

LONDON REPRESENTATIVE SOUGHT AS GUERNSEY FINANCE BUILDS LINKS WITH THE CAPITAL

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Guernsey Finance plans to build on its connections with London in 2018, including seeking to appoint a permanent London-based representative for the first time.

The promotional agency for the island's finance industry said that the move recognised the crucial two-way business relationship between the island and the capital, and especially its likely importance following Britain's withdrawal from the European Union in 2019.

"Guernsey's finance sector has strong ties with the City of London, offering a complementary offshore business environment. We are looking for a London representative to help drive this relationship forward at this critical time," said Chief Executive Dominic Wheatley, who travels regularly to London.

Mr Wheatley expected that the successful applicant would have experience in business development and would already be working in, or have experience of working in London. The promotional agency already has representation in China, Hong Kong and Dubai.

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In developing its London connections, Guernsey Finance has also established links with TheCityUK, the industry-led body for UK-based financial and related professional services, and its chief executive, Miles Celic, is the keynote speaker for the agency's [annual industry update](#) on Wednesday 24 January at St James Concert and Assembly Hall.

Mr Celic will discuss his organisation's work in the UK, how Guernsey's financial services sector fits with its remit, and TheCityUK's involvement in positioning London and the wider UK market for a successful post-Brexit future.

And the agency hosts its first London-based event of the year in early February, the [2018 Guernsey Funds Masterclass](#).

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 Dominic Wheatley, 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.

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