

NEW LONDON REPRESENTATIVE ENSURES CONTINUITY FOR GUERNSEY-LONDON RELATIONSHIP

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Guernsey Finance's appointment of a new London Representative will build on positive steps taken to enhance business connections in the capital.

Christine Gill was introduced to Guernsey Finance's stakeholders at the promotional agency's annual Industry Update in the island in January, having taken over the role vacated by Adrian Norman with a remit to promote awareness of Guernsey's finance offering, educate about the island's financial services, and connect London professionals with Guernsey practitioners.

She will be responsible for expanding Guernsey's range of activities in the City of London and identifying opportunities for Guernsey financial services businesses. She will focus on the marketing of Guernsey as a jurisdiction for investment funds and private wealth at Guernsey Finance and third-party events and face-to-face meetings.

From London, Ms Gill joins Guernsey Finance from Global Fund Media where she was Head of Content and Commercial Partnerships, working across the Private Equity Wire portfolio. Prior to that, she has held senior management and leadership roles in corporate development and content production for B2B fund media.

"I look forward to bringing my alternative fund experience, specifically private equity, to Guernsey," she said. "I hope to add positive momentum to the funds sector in particular and will focus on generating more quality business opportunities for the island. I am looking forward to promoting Guernsey's profile in London as specialist, stable and forward-thinking global finance centre."

Feedback received by Guernsey Finance suggests that having a permanent presence in London, an appointment first made last year, has been of real value to both the promotional agency and the island's finance industry as a whole.

"It's great to have Christine on board to continue Adrian's good work," said Guernsey Finance Chief Executive Dominic Wheatley. "Her previous work in financial media is a connection we hope to build on and she brings great experience in the area of private equity, which is a specialist area for Guernsey."

"With the relationship between the City and Guernsey more important than ever, it is important for us to help maintain this link and I would encourage anyone in London with an interest in Guernsey to get in contact with Christine."

Guernsey Finance also has permanent representatives in China and the Asia Pacific Region.

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

PO Box 655, St Peter Port,
Guernsey, GY1 3PN

+44 (0)1481 720071

INFO@WEAREGUERNSEY.COM

