

GUERNSEY FUNDS ASSOCIATION REBRANDS

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The [Guernsey Investment Fund Association](#) has rebranded to welcome the Guernsey Investment Managers & Stockbrokers Association (GIMSA) to its membership.

Announced at its recent AGM, GIFA - the recognised voice of the funds industry in Guernsey - has refreshed its brand to become the Guernsey Investment & Funds Association. The association is celebrating its 30th anniversary this year.

This includes an updated logo (pictured) for future marketing that it feels is better suited for digital communications.

GIFA's new Chairman Christopher Jehan said the new name better reflected the firms and individuals GIFA now represents following the merger.

"During the development of GIFA's refreshed brand identity, we set out to retain the heritage of the association while modernising the look and feel," he said.

GIFA is taking a soft-launch approach to its brand refresh, which will involve transitioning to the new branding over the coming weeks through a busy schedule of planned marketing communications, events and the redevelopment of its website.

One of the highlights of the soft-launch programme will be at the [2019 Guernsey Funds Forum](#) in London on 16 May, where the first of the printed marketing materials will be showcased.

Mr Jehan concluded: "Guernsey's fund industry has evolved and embraced innovation through product development, most recently the Guernsey Green Fund and the Private Investment Fund (PIF) as well as expansion into new markets, so it only felt right that our brand image should evolve too.

"Our investment in the refreshed brand sends a strong message to international investors of our confidence that Guernsey's fund industry will continue to be at the forefront of fund innovation and evolution."

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.

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