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耿西金融岛上海办事处成立

欧洲领先的金融中心耿西金融岛上海办事处即日正式成立，办事处将着力推广耿西金融岛的专业金融服务。

去年12月，耿西金融岛任命翁玮女士为常驻中国代表，负责筹建上海办事处。

今天，耿西政府最高行政长官即首相 Mike Torode 宣布了办事处的成立。由 Mike Torode，其他政府高级官员及商界领导组成的耿西金融岛代表团正对上海进行为期一周的访问。

首相向到场的观众介绍了耿西金融岛，包括地理位置，独特的历史，与英国及欧盟的关系，及其在金融服务领域的杰出声誉。

他说：“我们将致力于推动两国间的紧密联系，从而增进相互了解，充分发挥双方的优势。”

“本周办事处的开幕及上海常驻代表翁玮女士的任命，是我们致力于中国发展的第一步，也是最关键的一步。我们此行的目的是介绍自己，同时通过理解和信任建立各种长期合作关系。

“需要强调的是，我们致力于在中国的长期发展。耿西金融将通过翁玮女士定期、持续地传达最新资讯，更重要的是，上海的金融服务机构也可以通过办事处及时快速地了解耿西金融。”

“我们希望双方刚刚建立的关系能够长足地发展，为两国间双边合作、友好往来、尤其是商务合作创造美好的未来。”

上海市金融办马主任也出席了开幕式。

除首相以外，耿西金融岛代表团还包括耿西金融服务业的成员，国家首席公务员，耿西金融服务委员会的两位代表，和耿西金融（耿西金融服务业的推广机构）的成员。

开幕式上，耿西金融的首席执行官向观众介绍了耿西金融岛在提供完善的金融产品和服务领域所拥有的 50 多年的经验，这些经验使耿西金融岛能够以专业精神和创新意识为特色，提供一流的基础设施和专业服务，从而为耿西金融岛的持续成功奠定了基石，为全球客户提供国际标准的服务。

他说：“翁玮女士是耿西金融在上海的常驻代表。对上海乃至中国的金融服务机构来说，她更是耿西金融的大使。我们希望通过她增强我们和上海的联系，同时与上海的金融团体建立稳固而持久的合作，从而提高耿西，尤其是耿西金融业的知名度。”

代表团已分别拜访了英国驻上海领事馆代表，英中贸易协会代表，中国银行上海分行及上海证券交易所。代表团还将在本周拜访上海市副市长及上海的一些金融服务公司。

耿西金融的中文网站 www.guernseyfinance.com.cn 将在中国及时发布最新动态。

注释:

金融岛简介

- 耿西金融岛是一座位于欧洲的岛屿，距法国北部以西 30 英里，英格兰西南部 70 英里，占地 24 平方英里，人口 6 万
- 该岛是英国皇家属地，已经自治 800 余年
- 它在立法上和财政上独立于大英联合国，拥有自己民主选举的议会——耿西政府
- 耿西金融岛不是欧盟成员
- 靠近伦敦
- 英国时区，便于与中国开展业务 **Same time zone as UK – convenient for China**
- 官方语言为英语

耿西金融岛金融服务业

- 从大型的国际银行到专业金融服务机构，目前已有数百家金融服务机构入驻耿西金融岛。耿西金融岛提供成熟，创新和以服务为导向的金融服务，该岛广泛而发展平衡的金融服务供应商包括：
 - 银行业
 - 保险
 - 投资基金
 - 信托服务（信托和公司管理）
 - 国际认可的律师和会计师
 - 证券经纪
 - 投资管理
 - 独立股票交易所– 海峡群岛证券交易所 (CIXS)
 - 预约培训设施—耿西培训机构(GTA)

这些企业精诚合作，支持专业服务网络包括法律、会计与税收顾问，与独立管理机构耿西金融服务委员会（Guernsey Financial Services Commission，简称 GFSC）共同工作。



News Release

7 March 2008

Guernsey opens office in China

Leading European finance centre Guernsey has officially opened its office in Shanghai that will provide a base for the Island to promote its professionalism and expertise in financial services.

Guernsey established a permanent presence in China last December when Chinese national Wendy Weng was appointed to head up an office in Shanghai.

It was opened this week by Guernsey's most senior politician, Chief Minister Mike Torode, who has been in Shanghai as part of a delegation including other senior government officials and business leaders from the Island.

The Chief Minister gave the invited guests of senior Shanghai professionals an overview of Guernsey, including its geographical location, unique history, relationships with the United Kingdom and European Union and reputation for excellence in providing financial services.

"We are committed over time to forging stronger links between our two countries so that we can understand each other better and what each of us has to offer," he said.

"We see our launch this week and, in particular, our appointment of Wendy Weng as our full time representative in Shanghai as the first but most vital part of this process. Our aim is to introduce ourselves and to start to build long term relationships through understanding and trust.

“Let me stress now that we are here for the long term. Guernsey is here, in person, through Wendy Weng showing that commitment to Shanghai will ensure that our message comes across regularly and consistently and, more importantly, that there is a link here that the financial services industry in Shanghai can talk with to ensure easy and speedy access to our Guernsey business base.

“We are looking to ensure that the deeper roots we put down today will ensure a strong and viable future not only for our relationship and friendship but also for business flows between our two countries.”

At the opening Peter Niven, Chief Executive of GuernseyFinance – the promotional agency for the Island’s finance industry, explained to the audience about Guernsey’s 50-year heritage in providing sophisticated financial products and services and how this experience had helped build on the Island’s hallmarks of professionalism and innovation to grow a first class infrastructure and depth of expertise that are the foundation of the Island’s continued success in servicing – to international standards – clients from around the world.

He added: “Wendy is Guernsey’s permanent representative in Shanghai particularly the financial services industry here in Shanghai and more broadly in China. We look forward to working through her and with her to increase our contacts here in Shanghai and forge strong and permanent relationships with the financial community here and achieve a recognition for Guernsey and particularly for the financial community in Guernsey.

“The strength of that relationship will be our first priority and we look forward to working with you all over the coming months and years.”

The launch was attended by Ma Hong, Vice-Chairman of the Shanghai Municipal Government Financial Services Office, who also held talks with members of the delegation party.

Mr Niven said: “Our discussions with the Vice Chairman centred on the regulatory framework of the Island’s finance sector through the Guernsey Financial Services Commission (GFSC). The Chief Minister led the talks and was joined by Peter Moffatt, Director of Investment Business at the GFSC and his colleague Michael Graham, Deputy Director of Insurance at the GFSC.

“The Island’s strong corporate governance ethos and pragmatic but flexible regulation impressed the Vice Chairman who commented that Shanghai has much to learn from the depth of knowledge of the GFSC and that he looked forward to an ongoing dialogue for the future in this important area where Shanghai had a lot of catching up to do.”

The delegation team also met during the week with representatives from the British Consulate in Shanghai, the China-Britain Business Council (CBBC), the Bank of China, the Shanghai Stock Exchange, Tu Guangshao, Vice-Mayor of the Shanghai People’s Municipal Government and financial services firms already based in the city.

Mr Niven added: “We received a very warm welcome in Shanghai and have had an extremely productive week in launching the Guernsey brand in China.

“The Island’s rich financial services heritage and its position as a leading European financial services centre have never been actively promoted in China before so there was little knowledge of our expertise, innovation and the positive, constructive manner of the way in which we work.

“The delegation has undoubtedly raised awareness within government circles and the business community of the Island’s capabilities and the fact that we now have an office in China provides us with a platform to continually build and strengthen these links even after the delegation has departed.”

Guernsey has already launched a Chinese version of its website www.guernseyfinance.com.cn to help communicate its messages within China.

Release Ends

Notes to Editors:

Guernsey

- Guernsey is an Island located in Europe, 30 miles west of Northern France and 70 miles south west of England and is 24 square miles in size with a population of 60,000
- The Island is a British Crown Dependency, with over 800 years of self-government
- It is legislatively and fiscally independent of the United Kingdom and has its own democratically parliament, the States of Guernsey
- It is not part of the EU
- Close to London
- Same time zone as UK – convenient for China
- English speaking

Guernsey's finance industry

- Several hundred financial services businesses are now located in Guernsey ranging from the big global banks to boutique specialist providers. The Island's mature, innovative and service-orientated financial services sector is based on a balanced range of providers broadly comprising:
 - Banking
 - Insurance
 - Investment funds
 - Fiduciary services (trust and company administration)
 - Internationally recognised lawyers and accountants
 - Stockbroking
 - Investment management
 - An independent stock exchange – the Channel Islands Stock Exchange (CISX)
 - A bespoke training facility – the Guernsey Training Agency (GTA)

There is positive collaboration among these key businesses who work with an independent regulator, the Guernsey Financial Services Commission (GFSC), to international standards.