

## Press Release

Switzerland has traditionally been the home of private banking, although established private client work has given way over recent years to the increasing numbers of financial services companies offering their clients trust and company formation, and management services supported by the well established banking, legal and investment management professions represented in Geneva.

Switzerland remains the pre-eminent International Centre administering more than USD3 trillion of bank deposits, and continues to be fiercely protective of its banking system, its financial institutions and their clients.

Minerva opened an office in Geneva in 2001 and then in 2006 it combined the business of Professional Trust in Zurich into its Geneva operations. With this successful integration complete, Minerva required new premises to support its ongoing growth and after a long search suitable premises were found in the prestigious banking quarter of Geneva.



**Minerva's new premises are adjacent to the famous Theatre Grand (shown on left)**

The move to new premises was completed in June last year, and the business of Minerva Trust Company (Switzerland) SA is now located at **12 Boulevard du Theatre, 1204 Geneva**. The new office positions Minerva in the heart of the business community, and being located adjacent to the Grand Theatre, the new offices are easy to find.

In anticipation of continuing growth, earlier this year **Minerva appointed David Ryan as General Manager** of its Swiss business. David held various senior positions during a 22 year career with Barclays however left in 2000 to join a Swiss-based trust company as Treasury Director. In 2004 he joined Minerva, where he was the architect of Minerva's treasury policy, overseeing the creation of the group's innovative Diversified Deposit Service.

In addition to his duties as General Manager, Geneva, David will continue to oversee group treasury services, although his immediate priorities are to implement another significant investment - the installation of a new standalone administration and accounting system in the Swiss business, and to further strengthen the team.

Minerva's continuing investment in its Swiss operation underlines the strategic significance of this jurisdiction, and our commitment to further developing our presence in this most important of International Financial Centres. We see Switzerland as offering Minerva clients distinct advantages, which include:-

- The Swiss reputation for client privacy which we see as becoming an increasingly important differentiator between International Financial Centres in coming years.
- Its stability and neutrality supported by centuries of democratic tradition.
- The stability of the Swiss Franc, arguably one of the world's most stable currencies.
- The presence of a very well established legal and Banking infrastructure

In addition to the jurisdictional advantages of Geneva, Minerva Trust Company (Switzerland) SA offers clients other advantages such as:

- The scale of the business allowing the adoption of a more flexible and personal approach.
- The standalone accounting platform re-enforcing the privacy and independence of the business, and the jurisdiction.
- Excellent transport and communication links, which added to the Central European Time Zone make it an attractive location for many clients.

For more information regarding Minerva's Swiss operations, please contact David Ryan, General Manager ([david.ryan@minerva-trust.ch](mailto:david.ryan@minerva-trust.ch))