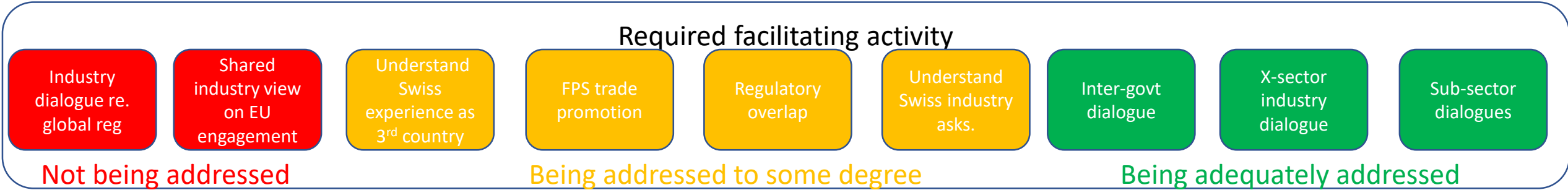
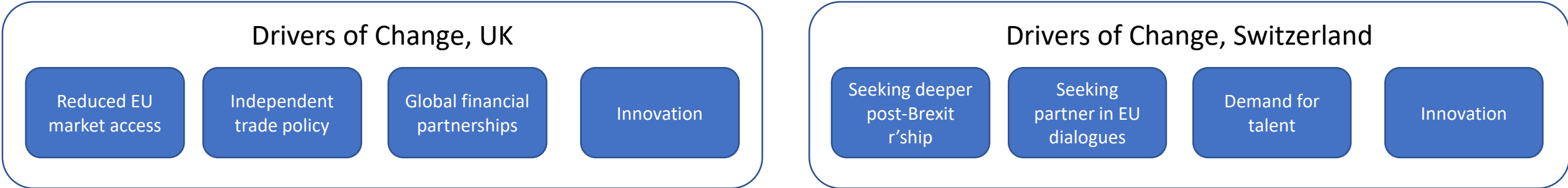
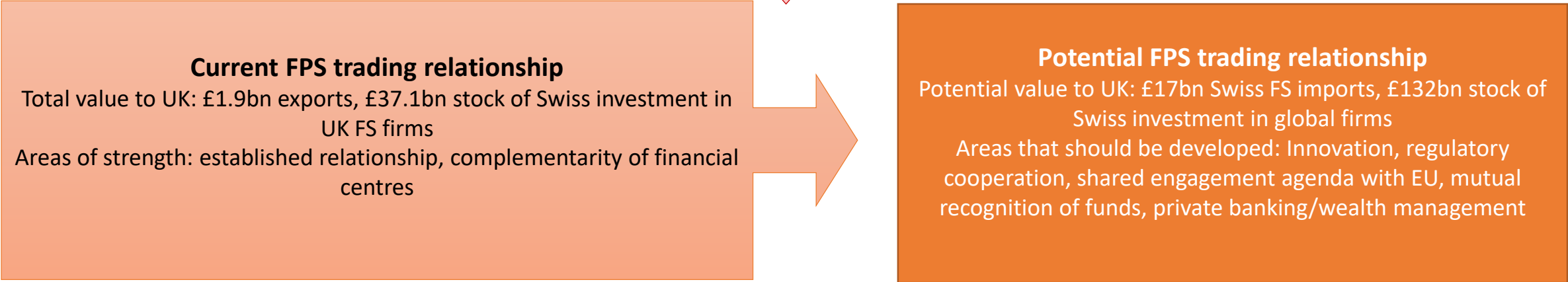


UK/Swiss Bilateral FPS Strategy



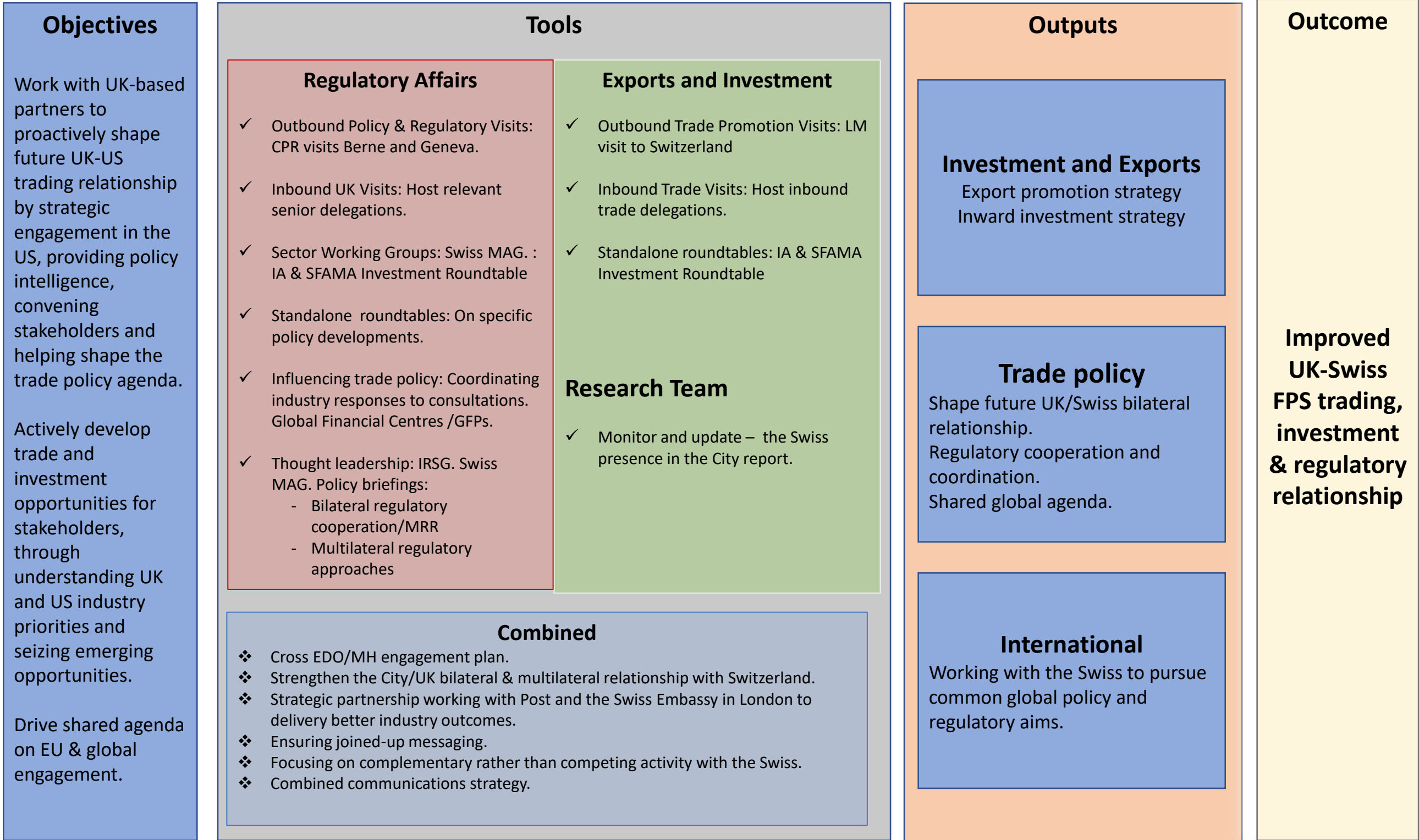
The Swiss see the UK leaving the EU as an opportunity to gain a powerful partner within Europe but outside the EU. This presents opportunities for the City to drive bilateral trade links and create partnerships to engage with the EU and in international fora, through focusing on improved industry-industry dialogue, further trade promotion, and addressing regulatory overlaps, with the potential to address these through the Government’s new Global Financial Partnerships initiative.

Headline Objective: Shape, maximise and exploit opportunities for increased trade and investment and joint global influence with Switzerland in support of the UK FPS sector.

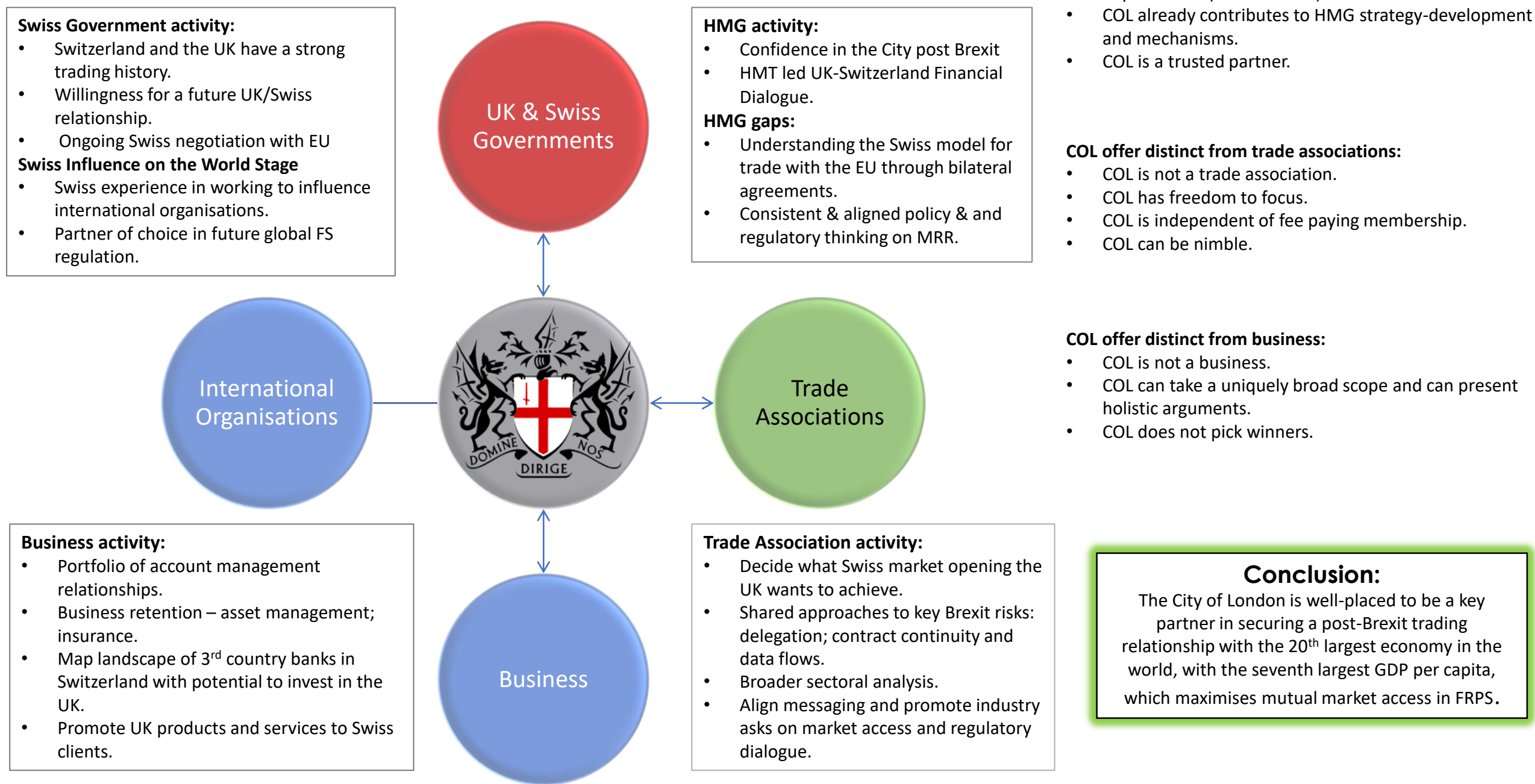


EDO will deliver against these objectives using a wide range of tools across the regulatory affairs and exports & investment space, aiming to deliver wide-ranging cooperative strategies with the Swiss across the piece.

Headline Objective: Shape, maximise and exploit opportunities for increased trade and investment and joint global influence with Switzerland on behalf of the UK FRPS sector.



The City of London Corporation has the capacity to deliver key elements of this agenda, complementing the work of others.



The opportunity:

- The UK and Switzerland work together on the future framework for global trade and international regulatory cooperation.
- Both countries recognise the importance of the financial sector and are seeking open and free global financial markets.
- COL should shape, draw from, align and communicate trade, policy and regulatory insights with key City and Swiss stakeholders.
- Ensure the retention and expansion of Swiss investment in the UK (wealth management, FinTech, banking, insurance)
- Promote exports in key sectors - cyber, fintech, insurtech, regtech, green and development finance
- Partner with the Swiss to enhance global standards and to ensure the global regulatory architecture is 'fit for purpose'.
- Maximise the opportunities offered by the City's convening power to further develop existing and new business relationships with Swiss financial institutions.

The Corporation’s Swiss programme will be integrated with numerous elements of the wider work of EDO, creating a mutually-reinforcing framework

Why the City? Why the EDO?

- COL Corporate Plan objectives:**
- Influence UK and global policy and regulation and international agreements to protect and grow the UK economy.
 - Attract and retain investment and promote exports across multiple global markets.
 - Strengthen international relationships to secure new opportunities for business, collaboration and innovation.
 - Preserve and promote the City as a world-leading global centre for financial and professional services and commerce.
 - Promote London for its competitive strengths.
 - Promote the UK as open to business and enterprise.

- Specific objectives:**
- Develop and strengthen access to London’s most important markets.
 - Ensure high regulatory standards and promote global regulatory coherence.
 - Identify and address the key challenges London faces to remain a globally competitive city.
 - Establish London as a market leader in innovation and use of technology.
 - Ensure that London has the environment to attract investment and Green finance.
 - Support and enable the movement of new FPS business into London.
 - Identify and increase exports to priority markets.

