

Global Financial Centres Index 5



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- GFCI
- Background
- How the GFCI works
- Headlines
- Key factors
- Conclusions

Z/Yen

- City of London's leading commercial think-tank
- Key role in financial markets:
 - banking, trading, broking, insurance clients
 - global investment banking operations benchmarks
- Numerous successful initiatives including:
 - Taskforce 2000
 - Farsight Award
 - London Accord
 - Global Intellectual Property Index





Key areas of competitiveness:

- People
- Business Environment
- Market Access
- Infrastructure
- General Competitiveness

Competitiveness Factors	Rank
The availability of skilled personnel	1
The regulatory environment	2
Access to international financial markets	3
The availability of business infrastructure	4
Access to customers	5
A fair and just business environment	6
Government responsiveness	7
The corporate tax regime	8
Operational costs	9
Access to suppliers of professional services	10
Quality of life	11
Culture & language	12
Quality / availability of commercial property	13
The personal tax regime	14



GFCI Evolution

	Published	Total Respondents	Total Assessments
GFCI 1	March, 2007	491	3,992
GFCI 2	September, 2007	825	11,685
GFCI 3	March, 2008	1,236	18,878
GFCI 4	September 2008	1,406	24,014
GFCI 5	March 2009	1,455	26,629



A Global Phenomenon



London retains top position in world rankings
By Brooke Masters
Published: March 5 2009 02:00 | Last updated: March 5 2009 02:00



MARCH 5, 2009, 10:02 P.M. ET
Sick of Dubai? Try Taipei
Fresh Faces Appear in Latest Ranking of Financial Centers



25 March, 2009 04:15 (GMT +00:00)
New York and London "remain only two truly global centres"



Updated: New York, Mar 25 04:45 London, Mar 25 08:45
London Keeps Lead as Finance Center; Confidence Wanes (Update1)
By Brian Lysaght [Share](#) | [Email](#) | [Print](#)

London, Still the World's Financial Capital?



London brushes off downturn to stay top of financial centres



Despite crisis, London is world's top financial centre
6 Mar 2009, 19:04 hrs IST, Sudeshna Sen, ET Bureau



Missed it by that much: Toronto nearly cracks top 10 on global financial centres list
Posted: March 05, 2009, 5:42 PM by Rob Roberts
Toronto Board of Trade, Global Financial Centres Index



Mar 05, 2009 15:53 ET
Global Financial Cities Survey Shows Toronto on the Rise: Board of Trade
Toronto should be a top ten city, says CEO Carol Wilding of 11th place ranking



Global Financial Centres Index 2009: London, New York and Singapore head rankings; Dublin moves up to 10th place
By Finfacts Team
Mar 6, 2009 - 4:09:39 AM



Financial centres report proves clever piece of marketing and data collection



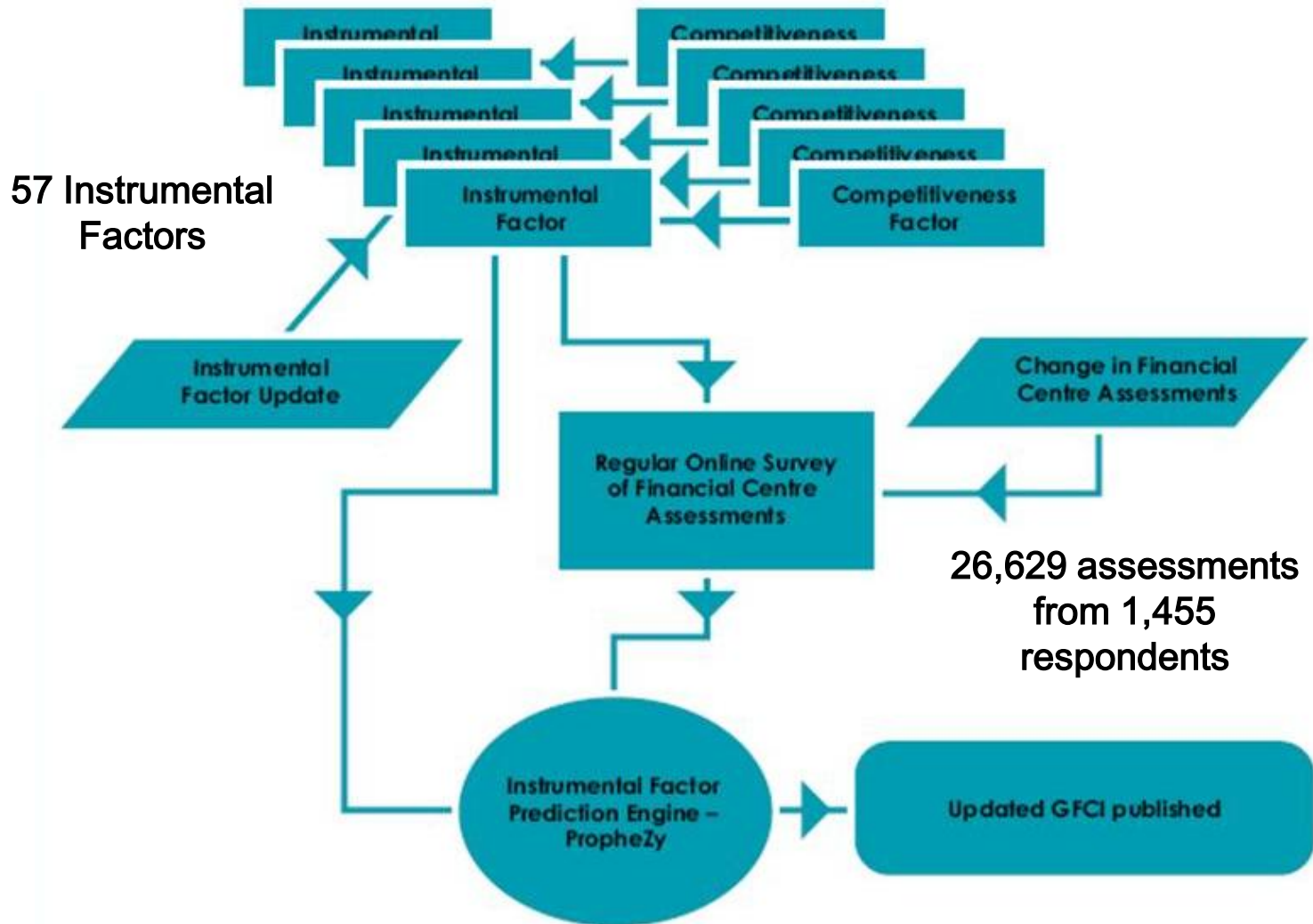
Taipei rated world's 41st most competitive financial center
Written by Asia News on Saturday, 7 March, 2009 Time posted : 12:36 pm



Mumbai ranked 49th among world's top fin hubs



The GFCI Process



The GFCI 5



Two Leaders In A Rich Ecosystem

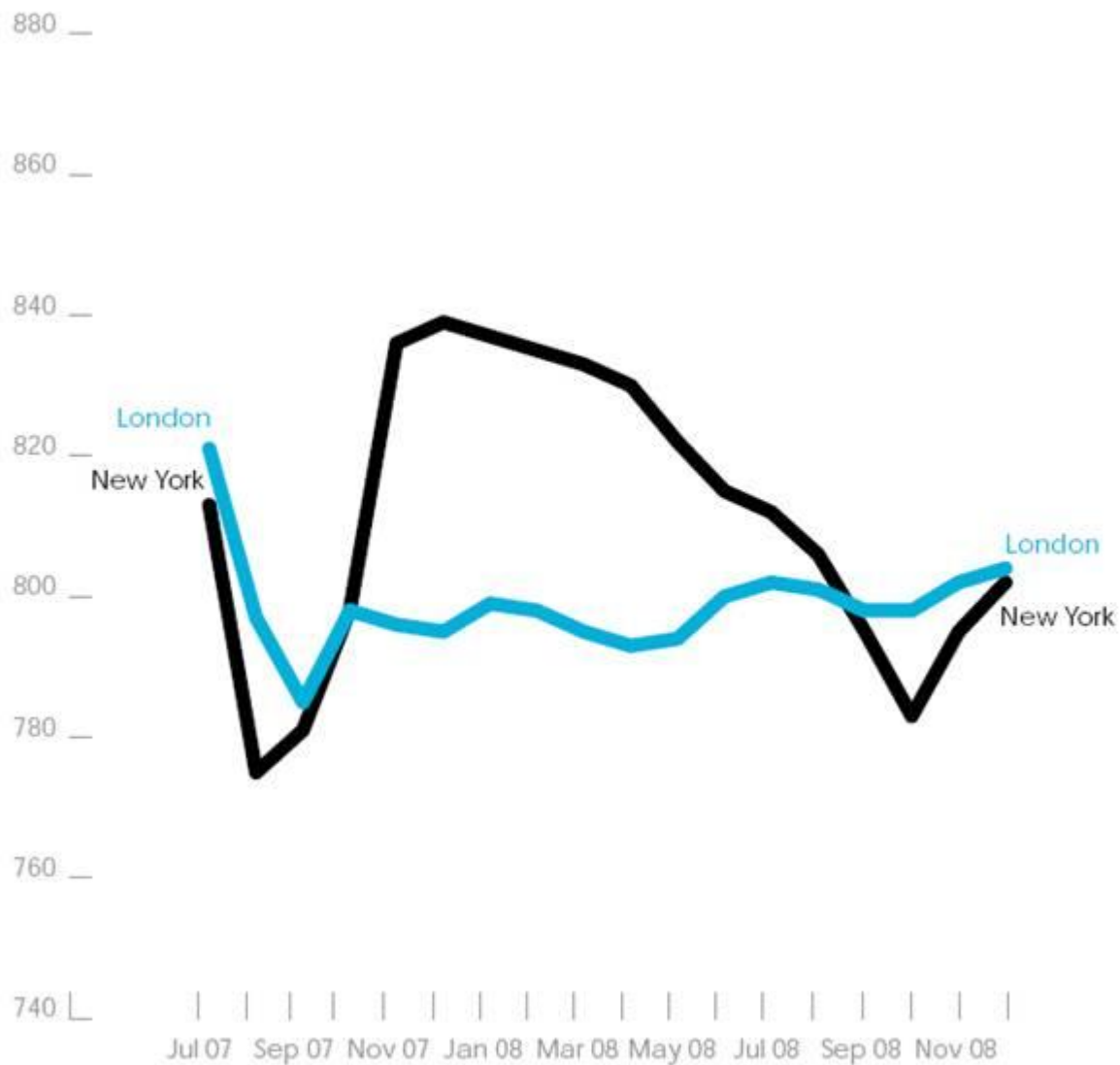
Financial Centre	Rank	Change in Rank	Rating	Change in rating
London	1	-	781	-10
New York	2	-	768	-6
Singapore	3	-	687	-14
Hong Kong	4	-	684	-16
Zurich	5	-	659	-17
Geneva	6	-	638	-7
Chicago	7	1	638	-3
Frankfurt	8	1	633	-3
Boston	9	2	618	-7
Dublin	10	3	618	-4
Toronto	11	1	615	-9
Guernsey	12	4	615	-7
Jersey	13	1	613	-9
Luxembourg	14	1	612	-10
Tokyo	15	-8	611	-31
Sydney	16	-6	610	-20
San Francisco	17	-	609	-11
Isle of Man	18	1	601	-10
Paris	19	1	600	-7
Edinburgh	20	-2	600	-14
Washington D.C.	21	1	596	-4
Cayman Islands	22	-1	591	-11
Dubai	23	-	580	-17
Amsterdam	24	-	575	-15
Vancouver	25	5	569	-11



- Banking: Chicago 7 → 5
- Asset Management: Jersey 13 → 6, Guernsey 12 → 8
- Insurance: Dublin 10 → 6, Hamilton 27 → 8, Munich 29 → 9
- Professional Services: Jersey 13 → 6, Guernsey 12 → 8
- Government & Regulators: Tokyo 15 → 6, Cayman Islands 22 → 15



London and New York



10th/618 points

- People: 13th/-12 points
- Business Environment: 8th/+8 points
- Market Access: 21st/-72 points
- Infrastructure: 10th/-7 points
- General Competitiveness: 8th/+7 points



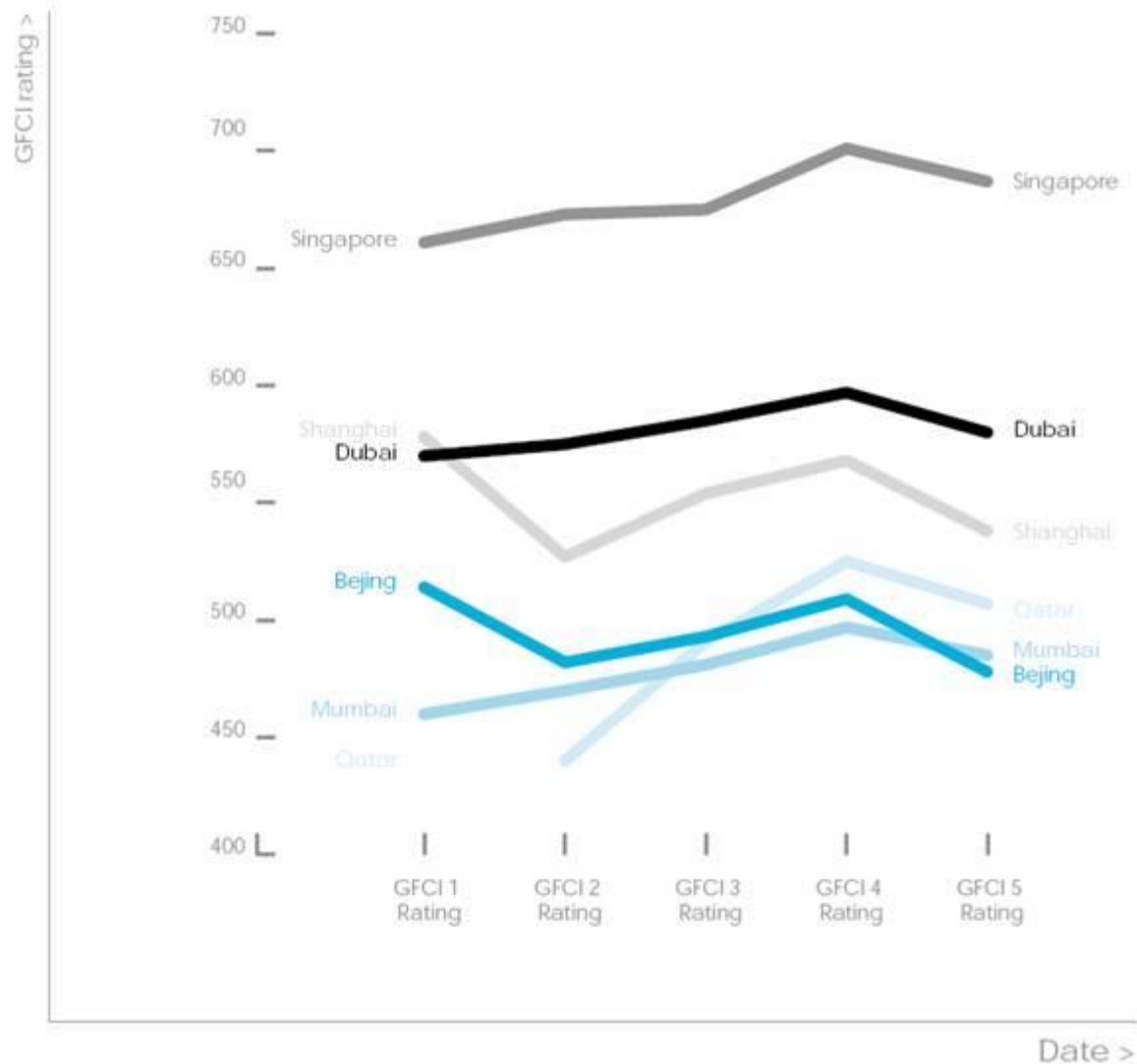
10th/618 points

- Asset Management: 9th/-2 points
- Banking: 14th/+28 points
- Government & Regulatory: 16th/-31 points
- Insurance: 6th/+38 points
- Professional Services: 14th/-39 points



Centres of the Future?

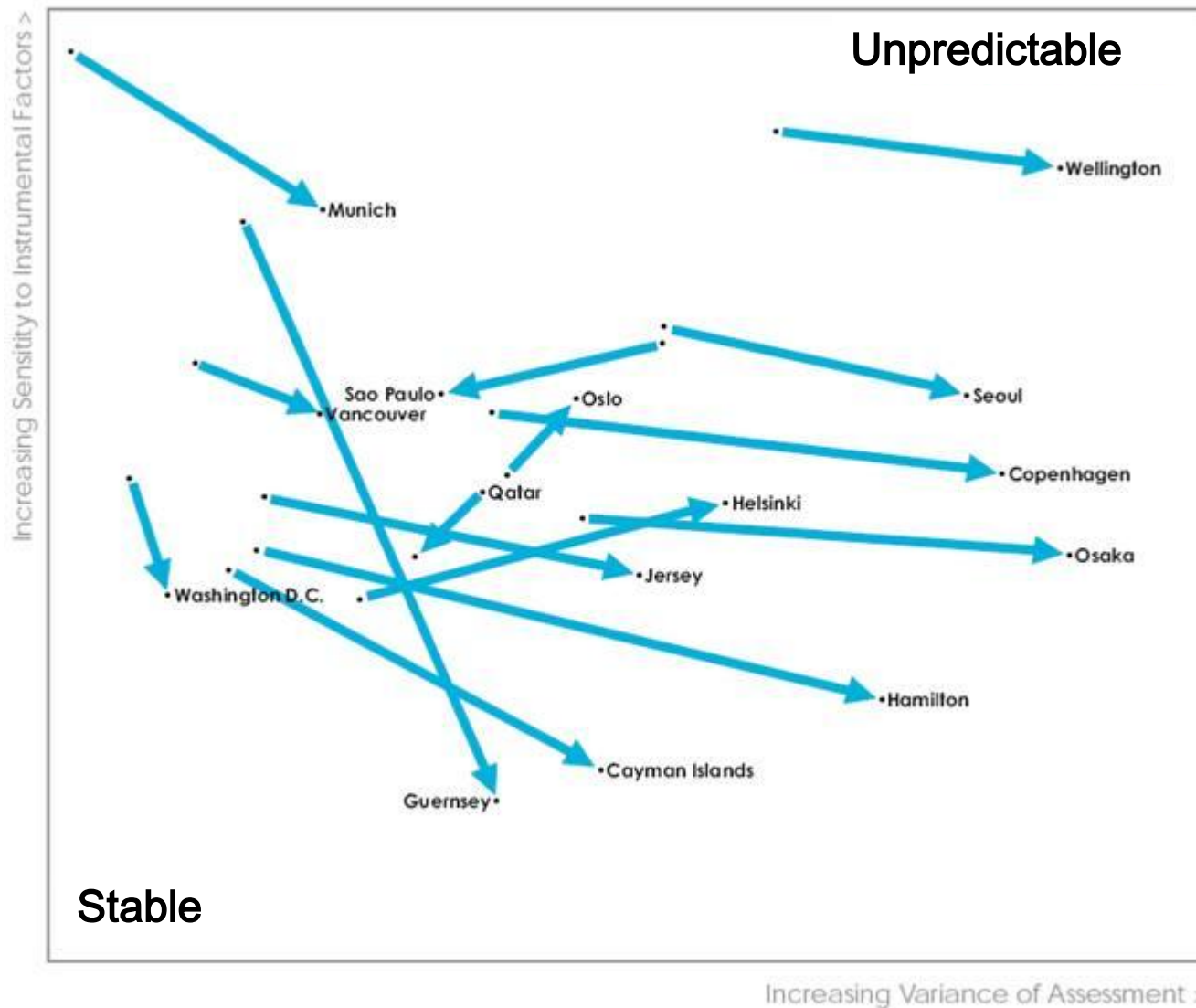
Progress of
Centres Likely
to Become
More Significant



Date >



Flight To Quality?



Flight To Safety?

Off-shore Centre	GFCI 5 Rank (change since GFCI 4)	GFCI 5 Rating (change since GFCI 4)
Guernsey	12th (+4)	615 (-7)
Jersey	13th (+1)	613 (-9)
Isle of Man	18th (+1)	601 (-10)
Cayman Islands	22nd (-1)	591 (-11)
Hamilton	27th (-1)	564 (-22)

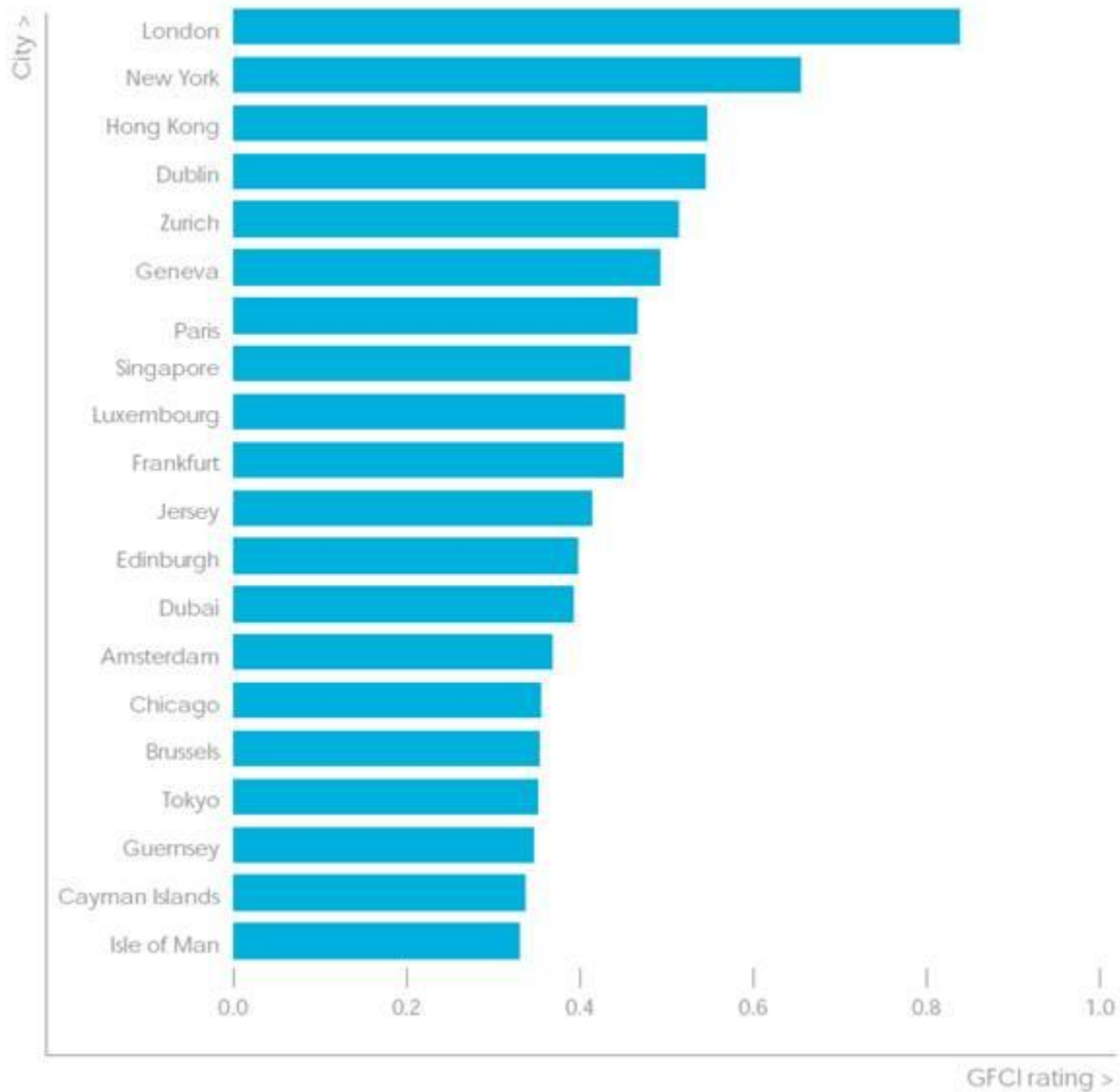


Promotion

City	Reputational Advantage
Singapore	61
Sydney	60
Toronto	60
Tokyo	57
Jersey	48
Zurich	47
Guernsey	47
Isle of Man	43
Chicago	42
Hong Kong	41
New York	41
San Francisco	39
Geneva	37
Edinburgh	34
Luxembourg	34
Boston	32
Frankfurt	31
Dublin	27
Paris	21
London	14



Connectivity

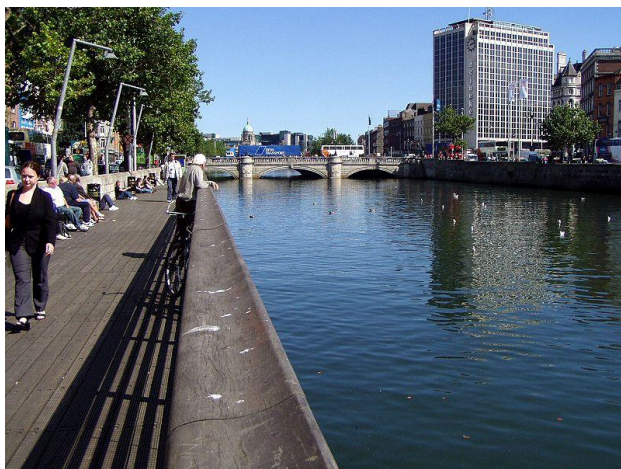


Area of Competitiveness	Number of mentions by respondents	Main concerns raised
Business Environment	73	Regulatory environment; rule of law; trust and taxation
People	34	Quality and availability of staff; lifestyle
Infrastructure	32	Transport links and airports
Market Access	12	Cluster of professional advisors; access to international markets
General Competitiveness	8	Reputation and marketing



Conclusions

- Recession
- Regulation
- Reprivatisation?



When we can recommend a financial retirement structure to a 20 year old?

When we can fund a forest?

...



- More factors
- More centres
- More detailed industry sector analysis



Participate yourself -
www.cityoflondon.gov.uk/GFCI