

The financial centre Liechtenstein at a glance

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As part of a joint initiative the protagonists in the financial centre of Liechtenstein have launched the Internet platform www.finance.li. «Finance.li» combines all the services and protagonists on one homepage, assuming the function of comprehensive and informative «Single Point of Entry».

Along with the industrial sector, the financial centre in Liechtenstein represents a key pillar of Liechtenstein's economy. It is one of the most important financial centres in the heart of Europe and is well known as a small, sophisticated financial centre, combining competency and many years of experience with high-quality products and services across the entire bandwidth of the financial sector (wealth management, banking, asset management, funds, insurance policies, foundations, philanthropy, trusts, etc.). Stability, professionalism, quality and proximity to the customer are among the traditional strengths and success factors of Liechtenstein's financial centre.

Enhanced external communication and active marketing

The aim of «finance.li» is to make these characteristics and strengths of the financial centre even more visible in the context of a uniform and joint online platform and to display them to the outside world. The intention is to make a further contribution to enhancing the international profile and promoting the image of the financial centre at home and abroad. Individual and institutional investors and private clients, as well as representatives of the creative media and the worldwide public at large are to be able to gain an overview quickly and easily of the location, the protagonists and the many and varied options that the financial centre of Liechtenstein has to offer.

Joint platform for the entire financial centre

In the new initiative all the important associations, organisations and institutions have joined together to make even clearer the importance and strong positioning of the financial centre and to gain even greater attention both nationally and internationally. In this partnership the protagonists of the financial centre are making a contribution to Liechtenstein as a financial centre, with a coordinated and structured communication policy. The joint platform of the whole financial centre underscores the «short communication paths» in Liechtenstein and the fact that Liechtenstein is the ideal location for providing tailored solutions quickly and with a minimum of red tape, to meet all requirements in financial matters, in the form of a «one-stop-shop».

The initiators of «Finance.li» include the Government's Office for International Financial Affairs (SIFA), the Liechtenstein Association of Investment Funds (LAFV), the Liechtenstein Bankers Association (LBV), the Liechtenstein Association of Pension Funds (LPKV), the Liechtenstein Chamber of Attorneys (LIRAK), the Liechtenstein Institute of Professional Trustees and Fiduciaries (THK), the Liechtenstein Auditors' Association (WPV), the Liechtenstein Insurance Association (LVV), the Association of Liechtenstein Charitable Foundations (VLGS), the Association of Independent Asset Managers in Liechtenstein (VuVL), the University of Liechtenstein, the Financial Market Authority of Liechtenstein (FMA) and the CFA Society of Liechtenstein.

Picture:

The financial centre is delighted by the successful launch of its Internet platform www.finance.li



Caption:

from left to right: Clemens Laternser (THK), Mag. iur. Stefan Ritter (LIRAK), Dagmar Bühler-Nigsch (VLGS), Patrick Brunhart (SIFA), Caroline Voigt (LVV), David Gamper (LAFV), Herbert Bischof (WPV), Markus Amann (IKR), Prof. Martin Wenz (Uni Lie), Marcel Müller (VuVL), Simon Tribelhorn (LBV) und Bruno Matt (LPKV).

About finance.li:

The purpose of «finance.li» is to strengthen Liechtenstein's role as an active financial centre, enjoying an internationally positive reputation, and its aim is to achieve:

- a uniform, joint platform for the financial centre Liechtenstein (visibility);
- the enhancement of the international profile of Liechtenstein as a financial centre;
- the active communication of Liechtenstein as a financial centre to the outside world;
- the provision of an up-to-the-minute information and marketing platform for the international clientele;
- the creation of a comprehensive and informative single point-of-entry.

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