

Article

Deutsche Bank



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PUTTING PEOPLE FIRST

By Mark Hirst, Chief Executive, Deutsche Bank Offshore Group

As Deutsche Bank celebrates its 35th anniversary of being in the Channel Islands, Mark Hirst, Chief Executive of the Deutsche Bank Offshore Group, discusses how putting people at the centre of everything the Bank does is the key to its success.

For Deutsche Bank, 2007 is proving to be another busy year. It began with some excellent news for us, with Euromoney naming Deutsche Bank as the Best Private Bank in the Channel Islands in their annual Private Banking survey. This was obviously a massive boost for us, a credit to the incredibly hard work of all our staff and testament to how far Deutsche Bank has come in the 35 years it has been in Jersey and Guernsey.

Our Clients

The Offshore Group's presence in Jersey and Guernsey began when two offices were established in 1972. Since then, the size of the Bank's operations in the islands has grown considerably. Our Offshore Group also has operations in Mauritius and Grand Cayman and we now employ nearly 400 people worldwide; as such we form an important part of Deutsche Bank's global business.

Given that it is our 35th anniversary year, it is particularly fitting that Deutsche Bank's work ethic and quality of service in the Channel Islands should be recognized by Euromoney this year – evidence that what we are doing is right.

At the very core of our work is the idea that all of our clients are treated as individual people. That way we can appreciate fully their objectives and their concerns – and then develop appropriate solutions designed to match their personal specifications. We take this personal approach for both Private Clients and the Intermediary and Institutional businesses that we support.

Our work is undoubtedly aided by the way in which the Channel Islands embrace the concept of offshore finance. The Channel Islands are undergoing a changing image and are now at the very forefront of international finance.

Our People

We are also very keen to recognize the excellence of our own people and are lucky in the Channel Islands in that we have a really excellent team of staff working for us. We are committed to identifying and nurturing the pool of world class financial expertise in the islands.

Our summer internship scheme, for example, aims to attract and develop local talent, giving students the opportunity to gain a full introduction to the Bank. Deutsche Bank's graduate scheme, meanwhile, is an excellent opportunity for personal and professional development for Channel Islands graduates.

Our Community

In many ways, the importance of 'people as individuals' has been a key theme for us at the start of 2007. Our 35th anniversary has given us an ideal opportunity to cement our relationship with the Channel Islands communities.

The Community Challenge, a key initiative this year, was launched in February. It received a fantastic response from both the Jersey and Guernsey public, who voted for our staff to complete projects for the Ron Short Centre in Guernsey and Jersey Mencap in Jersey.

The projects were completed in 35 hours over the course of a March weekend - made possible not only by the admirable effort of the Bank's staff but also by the generosity of local businesses, suppliers and the public, who all came together to contribute materials, skills and time. It really was a Channel Island community effort.

Other projects to celebrate our 35 years in the Channel Islands are in the pipeline for later this year. The Deutsche Bank art collection is on show in Jersey and Guernsey in the contemporary exhibition 'Beyond Sensation'. The exhibition features works by artists including Tracy Emin, Damien Hirst and Jason Martin.

The year will culminate with the annual Jersey Symphony Orchestra (JSO) concert in December, and we hope that both the arts exhibitions and the JSO concert will offer the Channel Island public a great deal of enjoyment.

Deutsche Bank also continues to support a wide range of cultural, environmental, sport, educational and charitable activities across the Channel Islands.

Whilst I knew the Channel Islands from my previous roles in the UK, the USA and Canada, moving to Jersey in 2005 was my first real taste of living and working in the islands. I often travel between the islands and have to say that I thoroughly enjoy the working and living environment that the Channel Islands collectively offer.

The islands certainly offer a hugely attractive location from which to provide financial services. It is the people in the islands, though, that make them what they are - a first rate workforce and a tight knit collective community spirit are distinctive characteristics. It is by recognizing this and adopting a similar attitude that Deutsche Bank has realised its success this year.

Ends.

Notes to Editors:

1. Deutsche Bank International Limited was established in 1972 when offices of Morgan Grenfell were opened in Jersey and Guernsey and provides a full range of banking and custody, portfolio management, corporate and fiduciary services to a wide range of intermediaries, corporates, institutions and high net worth clients, locally and internationally.
2. The offshore group operates a geographic franchise on behalf of its parent, Deutsche Bank AG, and maintains offices in Cayman, Delaware, Guernsey, Jersey, Ireland, Luxembourg, Mauritius, the Netherlands and Switzerland supplemented by a representative presence in Hong Kong, New York and Singapore.
3. Deutsche Bank's offshore group in the Channel Islands employs approximately 270 members of staff.
4. With approximately €1.7 billion in assets and 73,114 employees, Deutsche Bank AG offers a wide range of financial services in 75 countries throughout the world.* Deutsche Bank competes to be the leading global provider of financial solutions for demanding clients creating exceptional value for its shareholders and people.

(*Figures as of March 2007)