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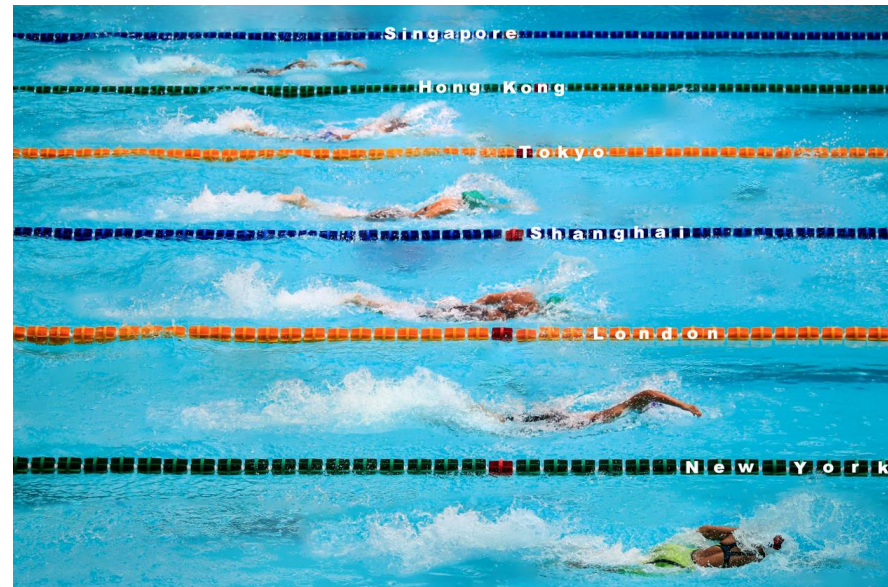


# Global Financial Centres Index 28: Launch

London

25 September 2020

Seoul



Financial Centre Futures





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# Global Financial Centres Index 28



**Professor Michael Mainelli**  
Executive Chairman  
Z/Yen Group



**Eui Seung Kim**  
Deputy Mayor For Economy  
Seoul Metropolitan  
Government



**Beom Sik Jang**  
Chairman of the  
Financial Industry Policy  
Committee of Seoul  
Metropolitan  
Government



**Mike Wardle**  
Head Of Indices  
Z/Yen Group





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# Programme

London	GFCI 28 Launch Webinar Programme	Seoul
08:00	Welcome <i>Eui Seung Kim, Deputy Mayor For Economy, Seoul Metropolitan Government</i>	17:00
08:05	Seoul, Financial City Of Creation And Innovation <i>Beom Sik Jang Chairman of the Financial Industry Policy Committee, Seoul Metropolitan Government</i>	17:05
08:20	GFCI 28 Results <i>Mike Wardle, Head Of Indices, Z/Yen Group</i>	17:20
08:40	Observations <i>Professor Michael Mainelli, Executive Chairman, Z/Yen Group</i>	17:40
08:50	Questions, Comments, Answers?	17:50
09:00	Close	18:00





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# Welcome

**Eui Seung Kim**  
Deputy Mayor For Economy  
Seoul Metropolitan Government



# Seoul, Financial City of Creation and Innovation

Chairman of the Seoul Metropolitan Government's  
Financial Industry Policy Committee

**Jang Beom-sik**



SEOUL METROPOLITAN  
GOVERNMENT

**Seoul,**  
Financial City of  
Creation and Innovation

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**CONTENTS**

- I. **Seoul: Financial Environment**
- II. **Sustainable and Safe Financial City**
- III. **City of Innovation via Digital Finance**
- IV. **City of Education with Ample Financial Human Resources**
- V. **City of Global Networking Open to Foreign Financial Firms**

# I . Financial Environment

## Sustained growth by modernizing the capital market institution and developing infrastructure

Stock exchange market cap. increase : 130.5 billion USD (2013)→ 1.717 trillion USD (2019)

Foreign stock investment increase : 43.1 billion USD (2013) → 59.3 billion USD (2019)

## Expansion of the financial market based on the world's third largest pension fund asset

1<sup>st</sup> Japan(1.4 trillion USD), 2<sup>nd</sup> Norway(982 billion USD), 3<sup>rd</sup> Korea (573 billion USD)

AUM exceeded 730 trillion KRW as of 2019

## Sustained growth of the fintech industry

Enacted Regulatory Sandbox Financial Consumer Innovation Special Act(Regulatory Sandbox) in April, 2019

Number of fintech firms : 62(2011)→303(2019), investment 1.9 trillion KRW(2008~2018), 17,000 related jobs

※ Source : Financial Services Commission(2020), Report on Korean Fintech Trends(KPMG, 2019)



## II. Sustainable and Safe Financial City

### Seoul has responded to Covid-19 based on 4 core strategies

'Speed and Transparency', 'Cooperation and Solidarity', 'Innovation and Creativity', 'Citizen Engagement'

### Drive-through testing centers, rigorous epidemiological survey, immediate treatment support based on national health insurance

Around 4900 accumulated confirmed cases with daily new confirmed cases kept under 100(as of 3<sup>rd</sup> week Sep. 2020)

'Safe City' Seoul keeping a balance between daily life and quarantine

### Seoul's financial sector keeps the momentum going despite the Covid-19 crisis

Service Industry Activity Index in finance/insurance showed 15% year-on-year growth(July 2020)

Source: Seoul Economic Trend Analysis (Aug. 2020)





### III. City of Innovation via Digital Finance

The core fintech ecosystem: Seoul Fintech Lab (to be scaled to accommodate 100 firms, providing a working space for 1000 people)

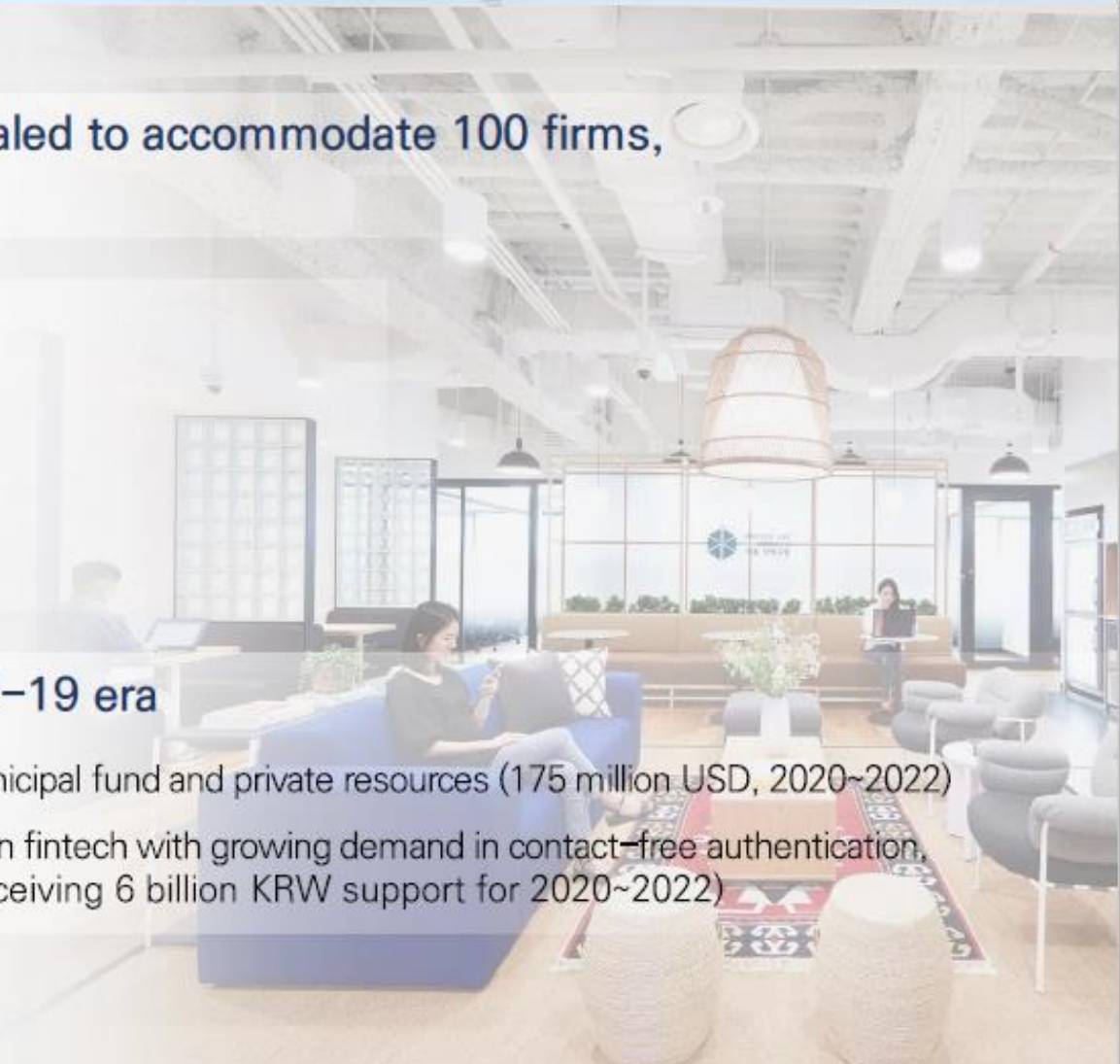
#### Seoul Fintech Lab achievements

Investment	41 million USD
Employment	846 people
Revenue	39 million USD

#### Massive fintech investment to prepare for the post Covid-19 era

**Innovation Growth Fund** | Investing in fintech firms for 3 years utilizing municipal fund and private resources (175 million USD, 2020~2022)

**R&D** | R&D support for technological developments in fintech with growing demand in contact-free authentication, security with Covid-19 (total of 30 projects receiving 6 billion KRW support for 2020~2022)



## IV. City of Education with Ample Financial Human Resources

**Organizer** | Seoul Metropolitan Government, Financial Services Commission, KAIST

**Budget** | 19 billion KRW over 4 years (10 billion KRW from Seoul, KRW 9 billion from Financial Services Commission)

Curriculum

### Digital Finance MBA(degree course)

Duration	3~4 semesters (2 years)
No. of participants	around 80 per year
Course	Digital finance specialized course, on-site projects, overseas field trips
Course Topics	Artificial intelligence, data science, fintech startup, financial investment and asset management, etc.

Support

### Digital Finance Specialist Program(non-degree course)

Duration	5 months
No. of participants	around 160 per year (around 40 per program)
Course	Digital transformation, cloud computing big data analytics, block chain
Course Topics	Block chain and digital transformation, AI-based business applications strategy, etc.



## V. City of Global Networking Open to Foreign Financial Firms

### Seoul International Finance Office(SIFO)

A dedicated space for domestic and international financial institutions relocating to the financial mecca of Seoul, featuring offices spaces of various sizes (min. 2 to max. 5 years)

※ Celenian Asset Management (USA), KCA Partners, Ltd (Singapore), Legend Capital (China) are expected to move into SIFO

### Seoul Finance Networking Space

Provides shared spaces, seminar/meeting rooms, lounge, and international conference rooms to all domestic and international financial institution personnel visiting Seoul



An aerial photograph of the Seoul skyline, featuring numerous skyscrapers and a river. The image is overlaid with a semi-transparent blue filter. A dark blue horizontal band is positioned across the upper middle of the image, containing white text. The text is centered and reads "Seoul, Financial City of Endless Innovation and Transformation".

# Seoul, Financial City of Endless Innovation and Transformation

Thank you



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# Global Financial Centres Index 28



**Mike Wardle**  
**Head Of Indices**  
**Z/Yen Group**





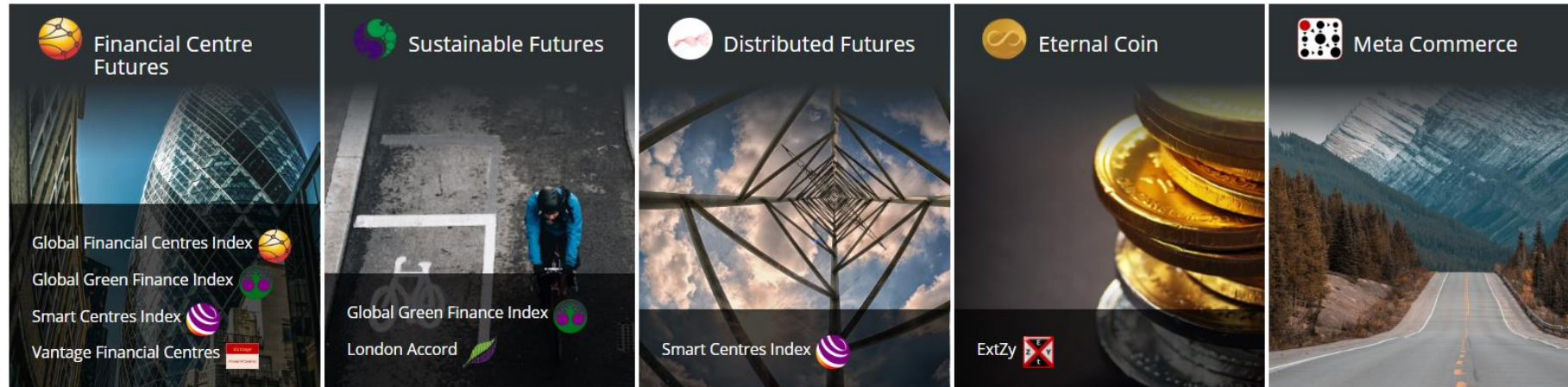
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# Long Finance

## “When Would We Know Our Financial System Is Working?”

This is the question underlying Long Finance’s goal to improve society’s understanding and use of finance over the long-term. In contrast to the short-termism that defines today’s economic view, the Long Finance time-frame is roughly 100 years.





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# Factor Assessment Indices

- ◆ Combine perception data with hard data using advanced statistical modelling
- ◆ Individual assessments of financial centres are associated with the hard data for that centre
- ◆ We can then predict how the individual would rate other financial centres based on their profile



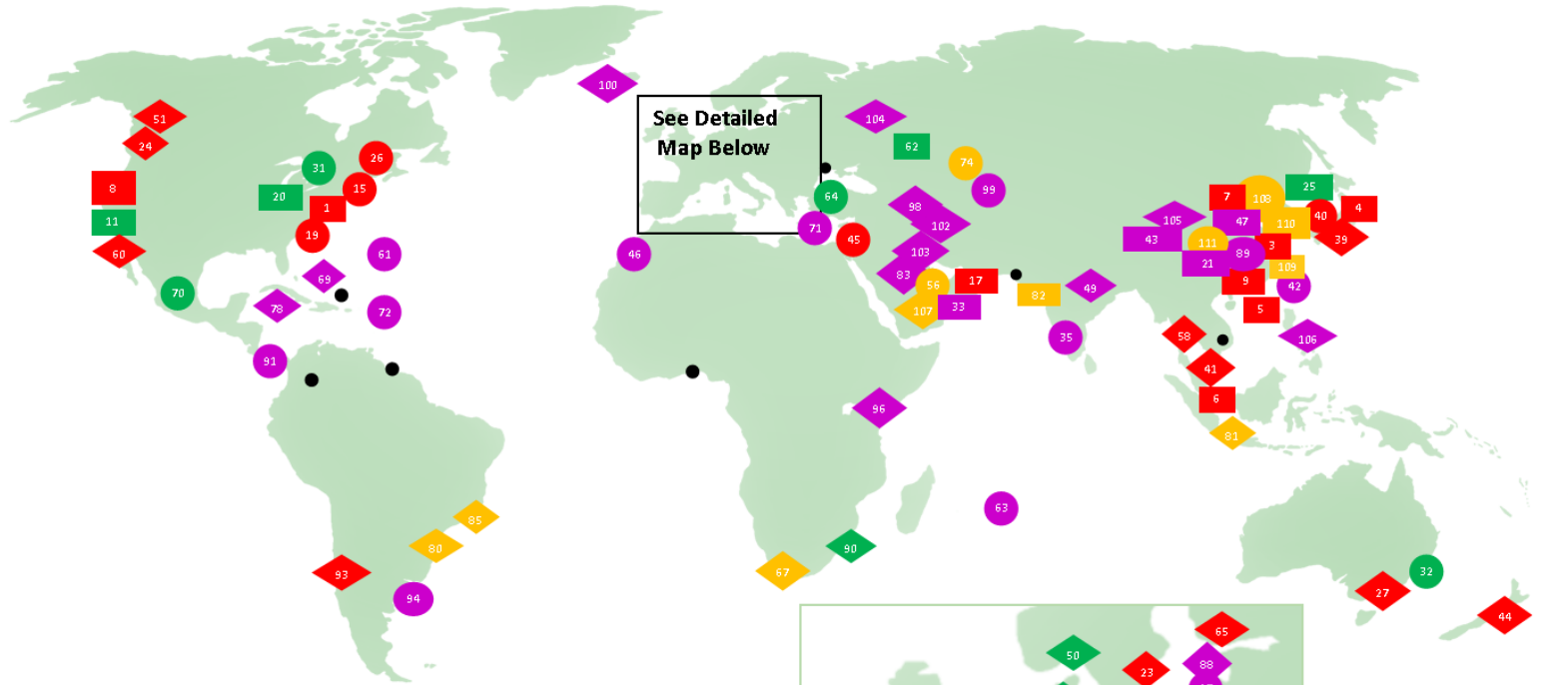


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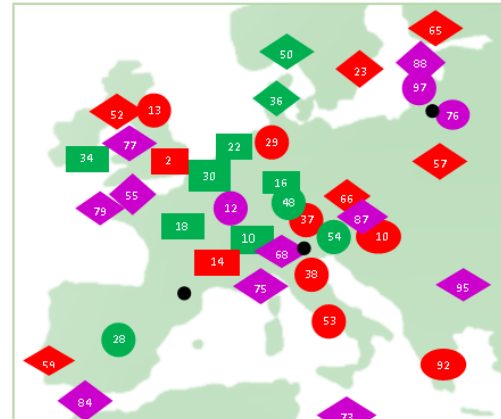
# The GFCI World

## 111 Centres In GFCI 28 Plus Ten Associate Centres



The numbers on the map indicate the GFCI 28 rankings.

Broad and Deep	Relatively Broad	Relatively Deep	Emerging
Global Leaders	Global Diversified	Global Specialists	Global Contenders
Established International	International Diversified	International Specialists	International Contenders
Established Players	Local Diversified	Local Specialists	Evolving Centres
Associate Centre			





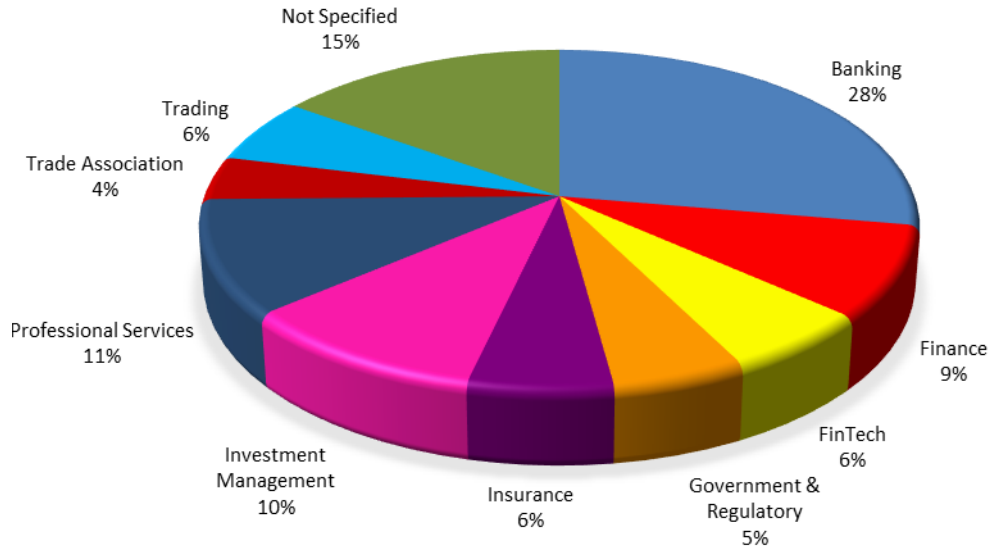


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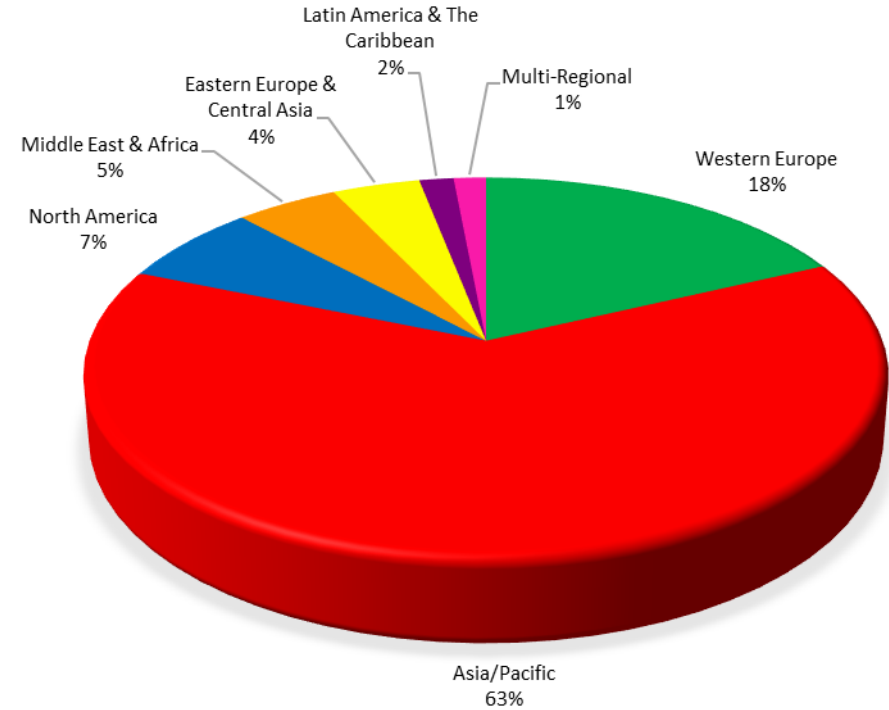


# GFCI 28 Respondents

## Respondents By Sector



## Respondents By Region





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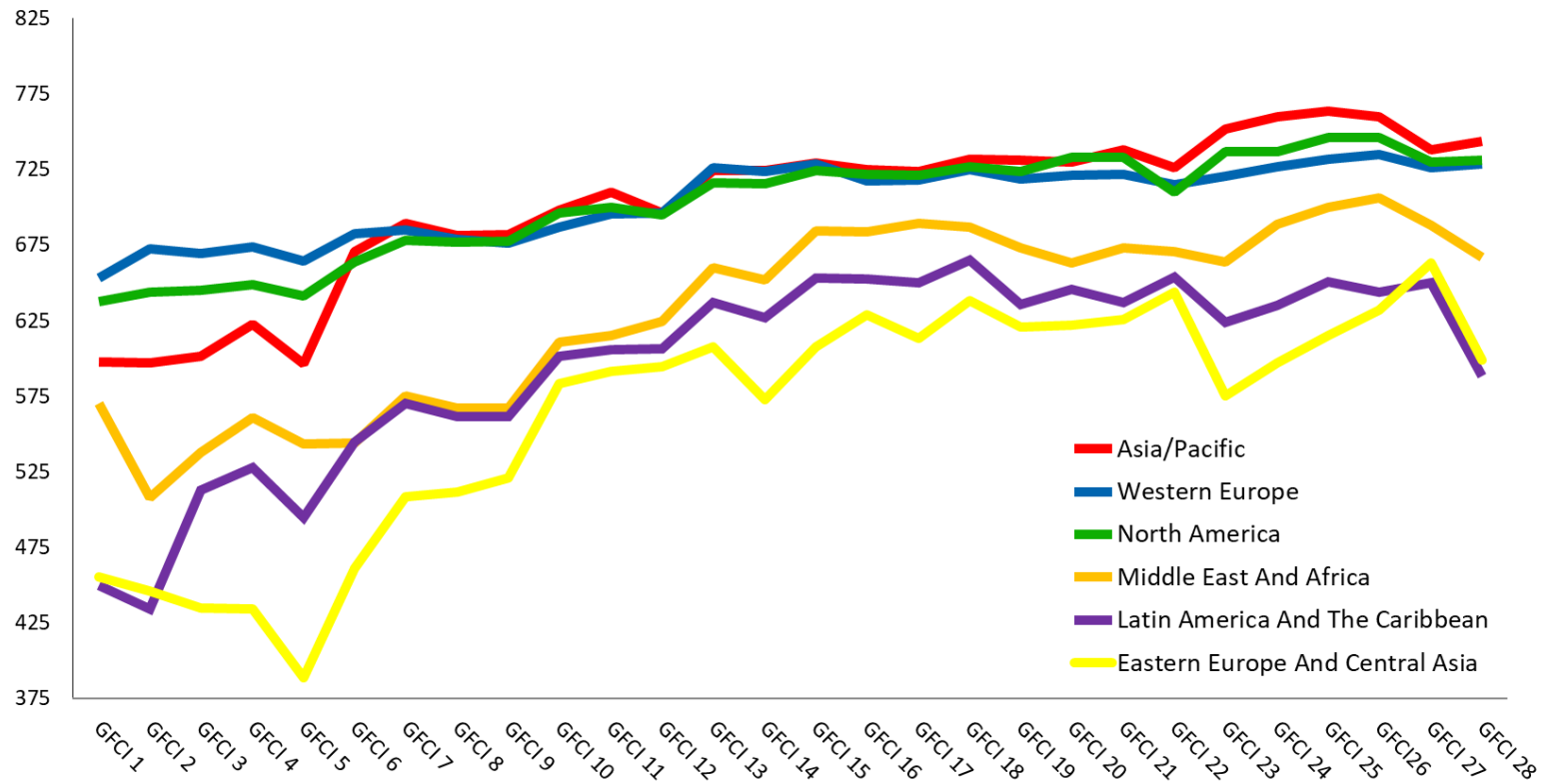
# Top 25 Centres

Centre	GFCI 28		GFCI 27		Change in	
	Rank	Rating	Rank	Rating	Rank	Rating
New York	1	770	1	769	0	▲1
London	2	766	2	742	0	▲24
Shanghai	3	748	4	740	▲1	▲8
Tokyo	4	747	3	741	▼1	▲6
Hong Kong	5	743	6	737	▲1	▲6
Singapore	6	742	5	738	▼1	▲4
Beijing	7	741	7	734	0	▲7
San Francisco	8	738	8	732	0	▲6
Shenzhen	9	732	11	722	▲2	▲10
Zurich	10	724	14	719	▲4	▲5
Los Angeles	11	720	10	723	▼1	▼3
Luxembourg	12	719	18	715	▲6	▲4
Edinburgh	13	718	17	716	▲4	▲2
Geneva	14	717	9	729	▼5	▼12
Boston	15	716	25	708	▲10	▲8
Frankfurt	16	715	13	720	▼3	▼5
Dubai	17	714	12	721	▼5	▼7
Paris	18	713	15	718	▼3	▼5
Washington DC	19	712	24	709	▲5	▲3
Chicago	20	711	16	717	▼4	▼6
Guangzhou	21	710	19	714	▼2	▼4
Amsterdam	22	701	27	703	▲5	▼2
Stockholm	23	700	28	702	▲5	▼2
Vancouver	24	698	22	711	▼2	▼13
Seoul	25	695	33	694	▲8	▲1



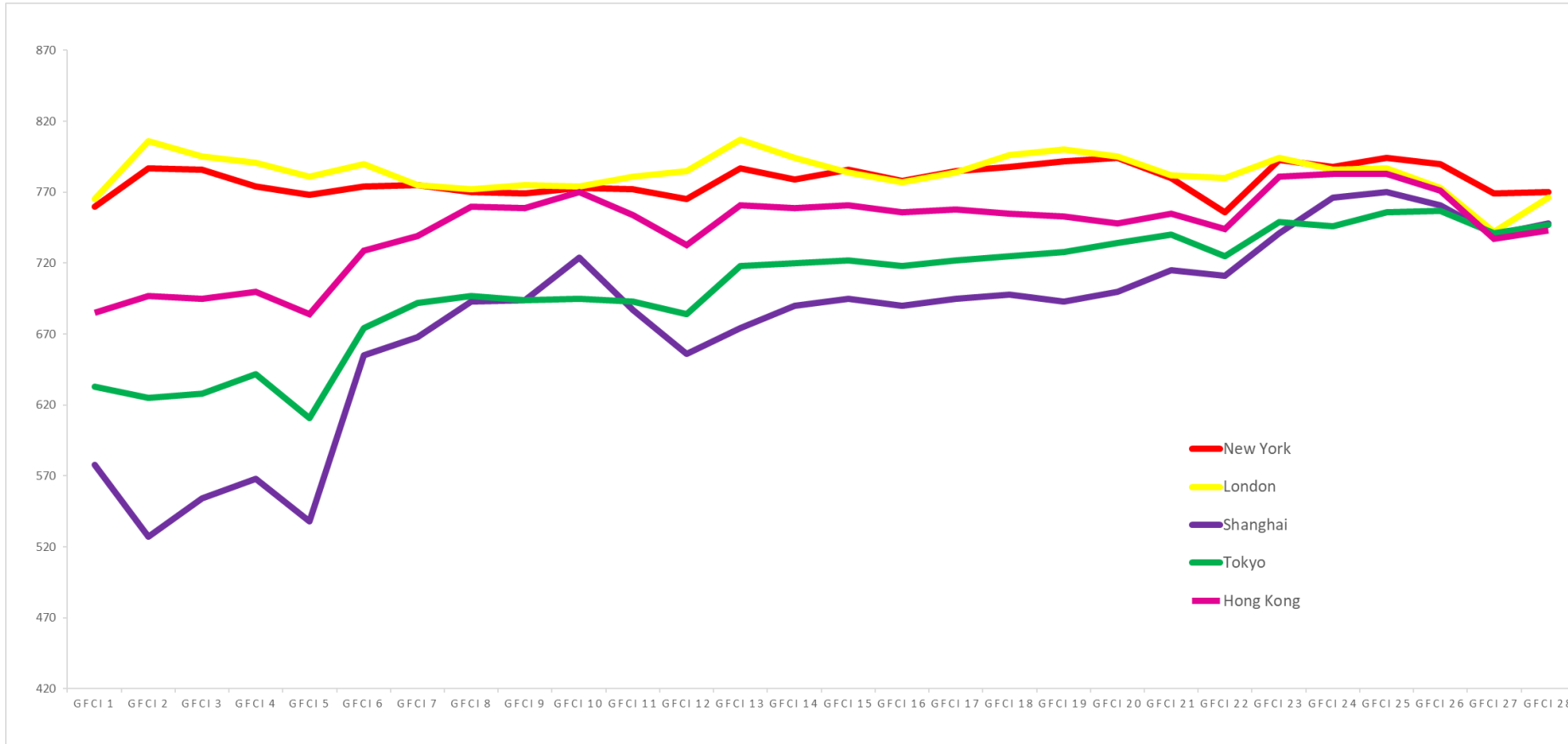
# Regional Comparison Over Time

## Average GFCI Rating Of The Top Five Centres In Each Region



- ◆ The leading regions have improved slightly in GFCI 28 following earlier rating falls.
- ◆ Other regions have fallen back in GFCI 28.

# Top Five Centres – Ratings Over Time



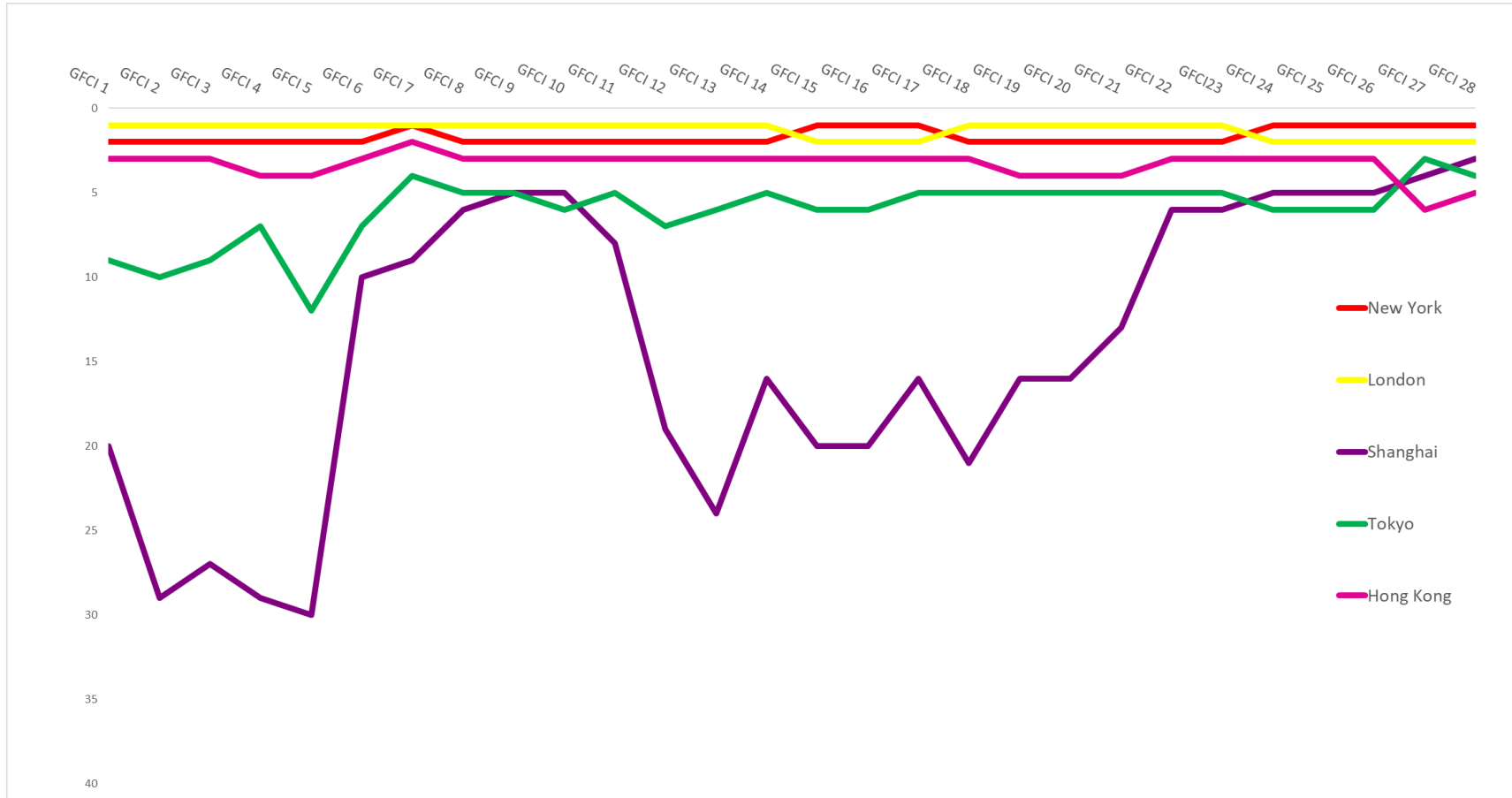
- ◆ Leading centres' ratings up in GFCI 28
- ◆ London has recovered ground on New York



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# Top Five Centres – Rank Over Time



- ◆ New York and London still in the top placings
- ◆ Shanghai takes third position



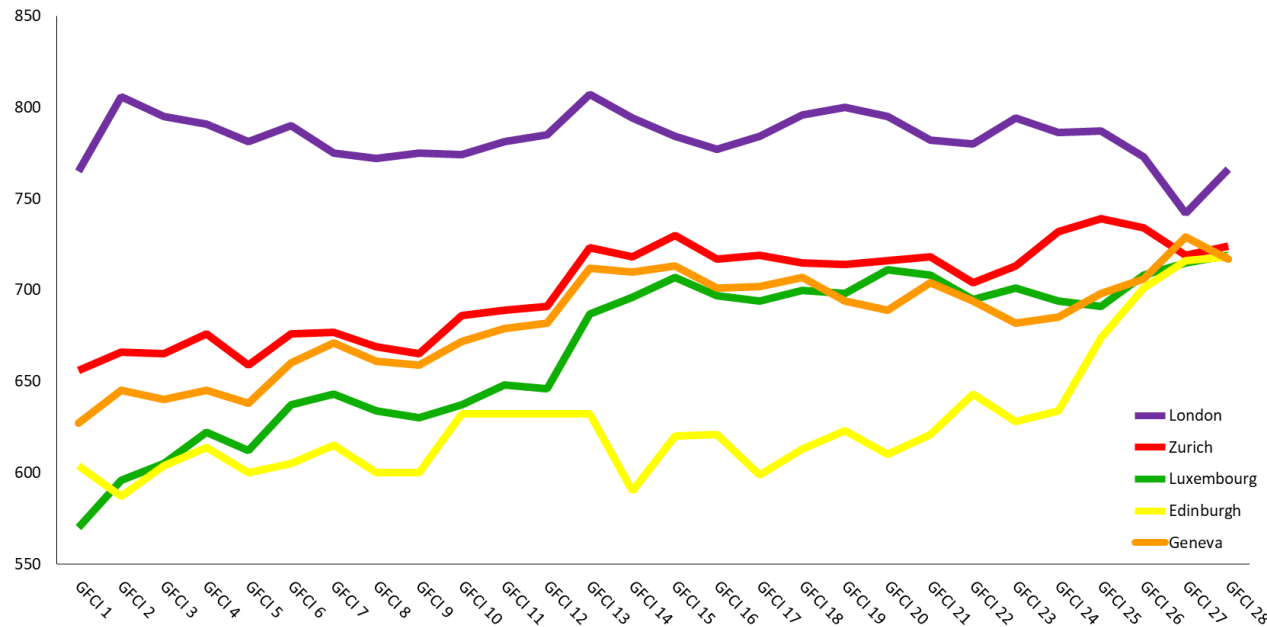


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# Western Europe

Centre	GFCI 28		GFCI 27		Change in	
	Rank	Rating	Rank	Rating	Rank	Rating
London	2	766	2	742	0	▲ 24
Zurich	10	724	14	719	▲ 4	▲ 5
Luxembourg	12	719	18	715	▲ 6	▲ 4
Edinburgh	13	718	17	716	▲ 4	▲ 2
Geneva	14	717	9	729	▼ 5	▼ 12
Frankfurt	16	715	13	720	▼ 3	▼ 5
Paris	18	713	15	718	▼ 3	▼ 5
Amsterdam	22	701	27	703	▲ 5	▼ 2
Stockholm	23	700	28	702	▲ 5	▼ 2
Madrid	28	692	43	678	▲ 15	▲ 14



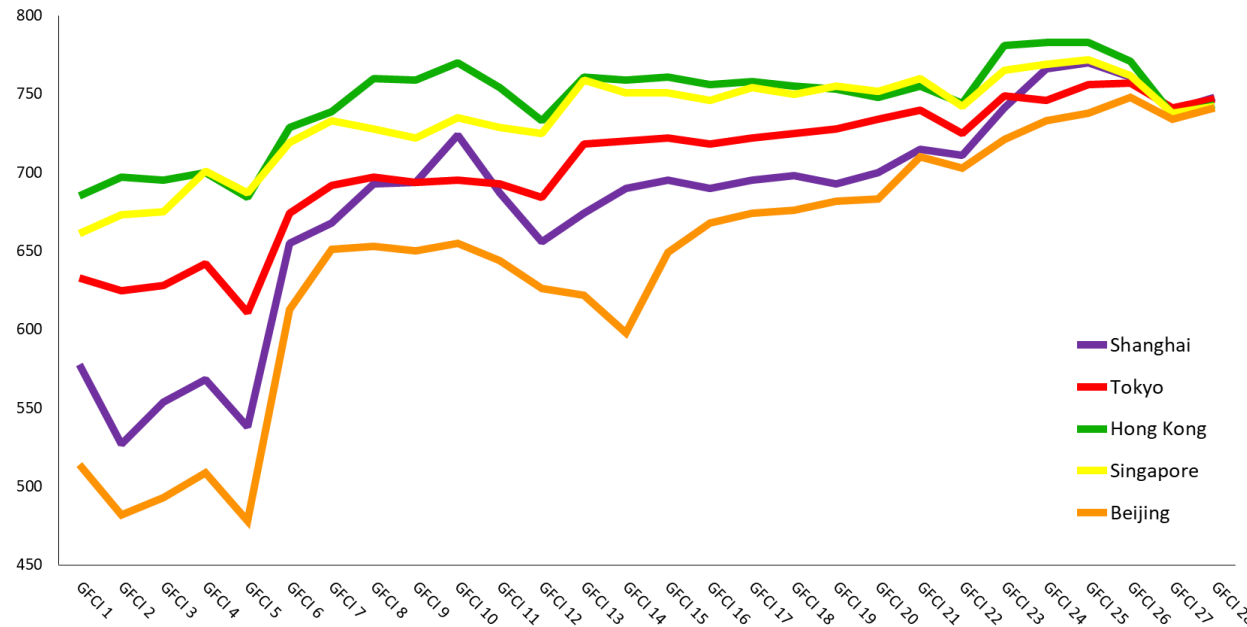


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# Asia/Pacific

Centre	GFCI 28		GFCI 27		Change in	
	Rank	Rating	Rank	Rating	Rank	Rating
Shanghai	3	748	4	740	▲1	▲8
Tokyo	4	747	3	741	▼1	▲6
Hong Kong	5	743	6	737	▲1	▲6
Singapore	6	742	5	738	▼1	▲4
Beijing	7	741	7	734	0	▲7
Shenzhen	9	732	11	722	▲2	▲10
Guangzhou	21	710	19	714	▼2	▼4
Seoul	25	695	33	694	▲8	▲1
Melbourne	27	693	21	712	▼6	▼19
Sydney	32	682	20	713	▼12	▼31



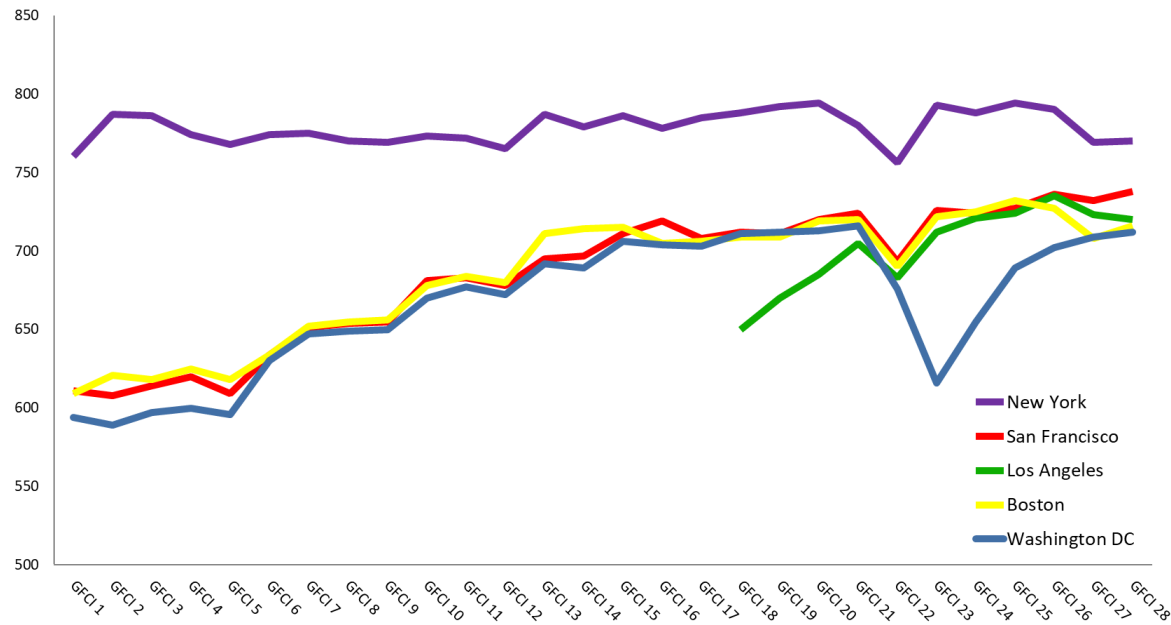


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# North America



Centre	GFCI 28		GFCI 27		Change in	
	Rank	Rating	Rank	Rating	Rank	Rating
New York	1	770	1	769	0	▲1
San Francisco	8	738	8	732	0	▲6
Los Angeles	11	720	10	723	▼1	▼3
Boston	15	716	25	708	▲10	▲8
Washington DC	19	712	24	709	▲5	▲3
Chicago	20	711	16	717	▼4	▼6
Vancouver	24	698	22	711	▼2	▼13
Montreal	26	694	26	704	0	▼10
Toronto	31	684	23	710	▼8	▼26
Calgary	51	649	40	681	▼11	▼32





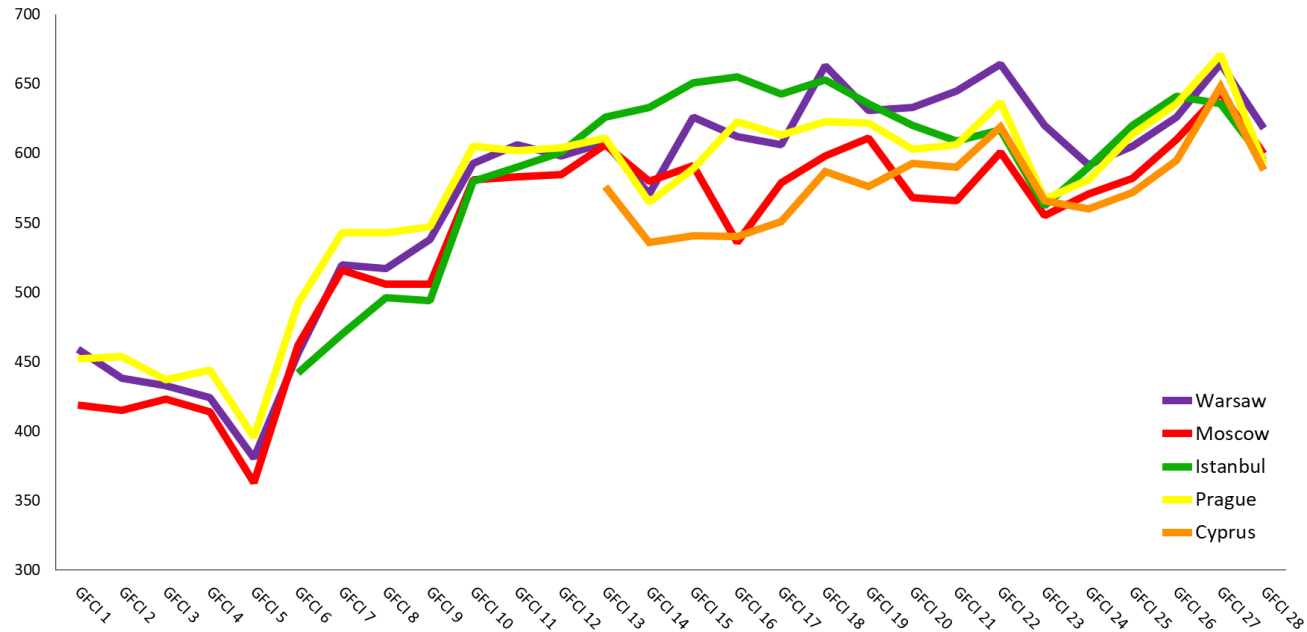


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# Eastern Europe & Central Asia

Centre	GFCI 28		GFCI 27		Change in	
	Rank	Rating	Rank	Rating	Rank	Rating
Warsaw	57	618	50	665	▼7	▼47
Moscow	62	600	71	644	▲9	▼44
Istanbul	64	595	79	636	▲15	▼41
Prague	66	593	46	671	▼20	▼78
Cyprus	71	588	67	648	▼4	▼60
Nur-Sultan	74	585	72	643	▼2	▼58
Vilnius	76	578	66	649	▼10	▼71
Bratislava	87	552	New	New	New	New
Tallinn	88	551	52	663	▼36	▼112
Athens	92	547	96	614	▲4	▼67



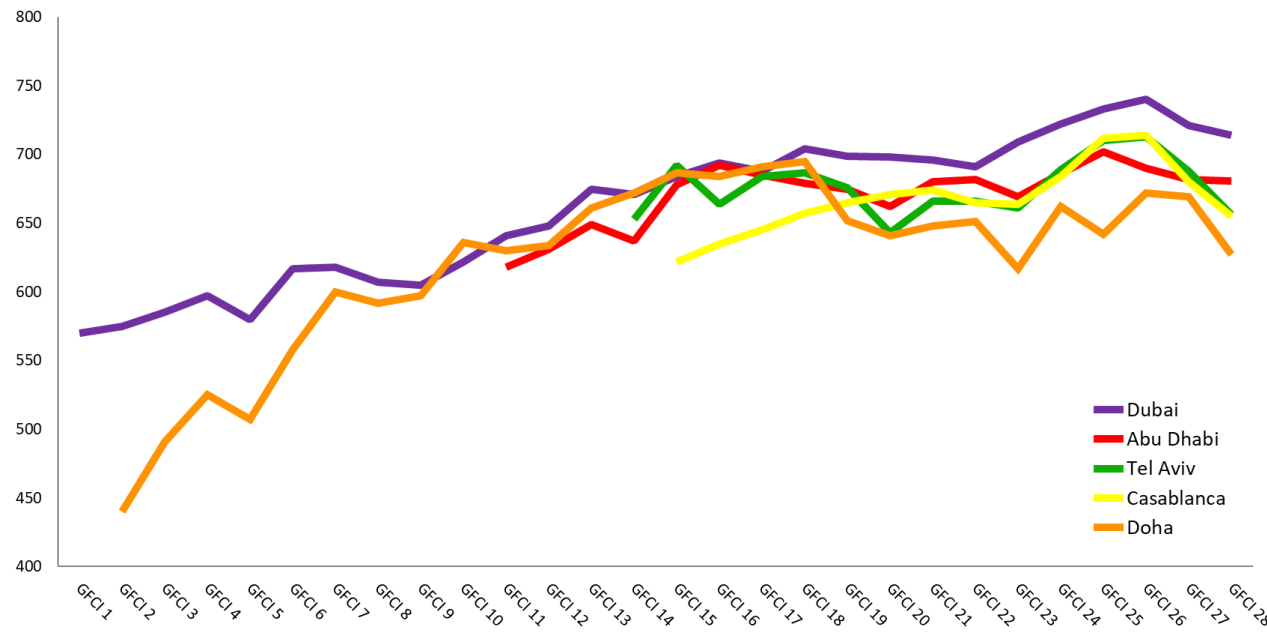


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# Middle East & Africa

Centre	GFCI 28		GFCI 27		Change in	
	Rank	Rating	Rank	Rating	Rank	Rating
Dubai	17	714	12	721	▼5	▼7
Abu Dhabi	33	681	39	682	▲6	▼1
Tel Aviv	45	656	36	688	▼9	▼32
Casablanca	46	655	41	680	▼5	▼25
Doha	56	627	48	669	▼8	▼42
Mauritius	63	598	64	651	▲1	▼53
Cape Town	67	592	80	635	▲13	▼43
Bahrain	83	562	56	659	▼27	▼97
Johannesburg	90	549	85	627	▼5	▼78
Nairobi	96	539	87	625	▼9	▼86



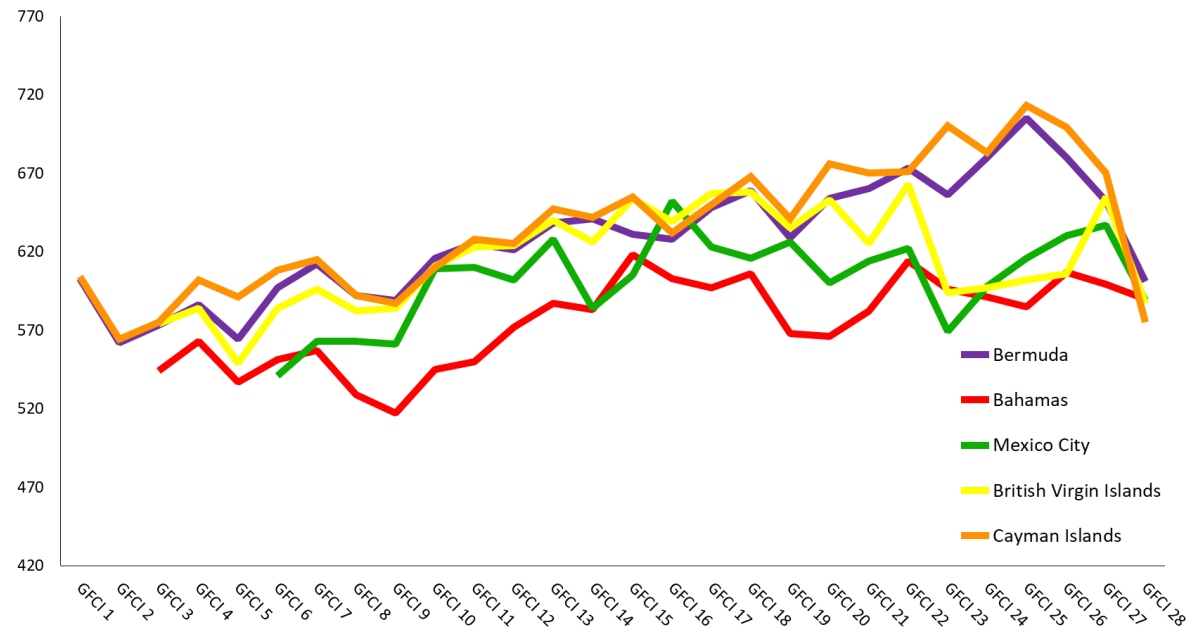


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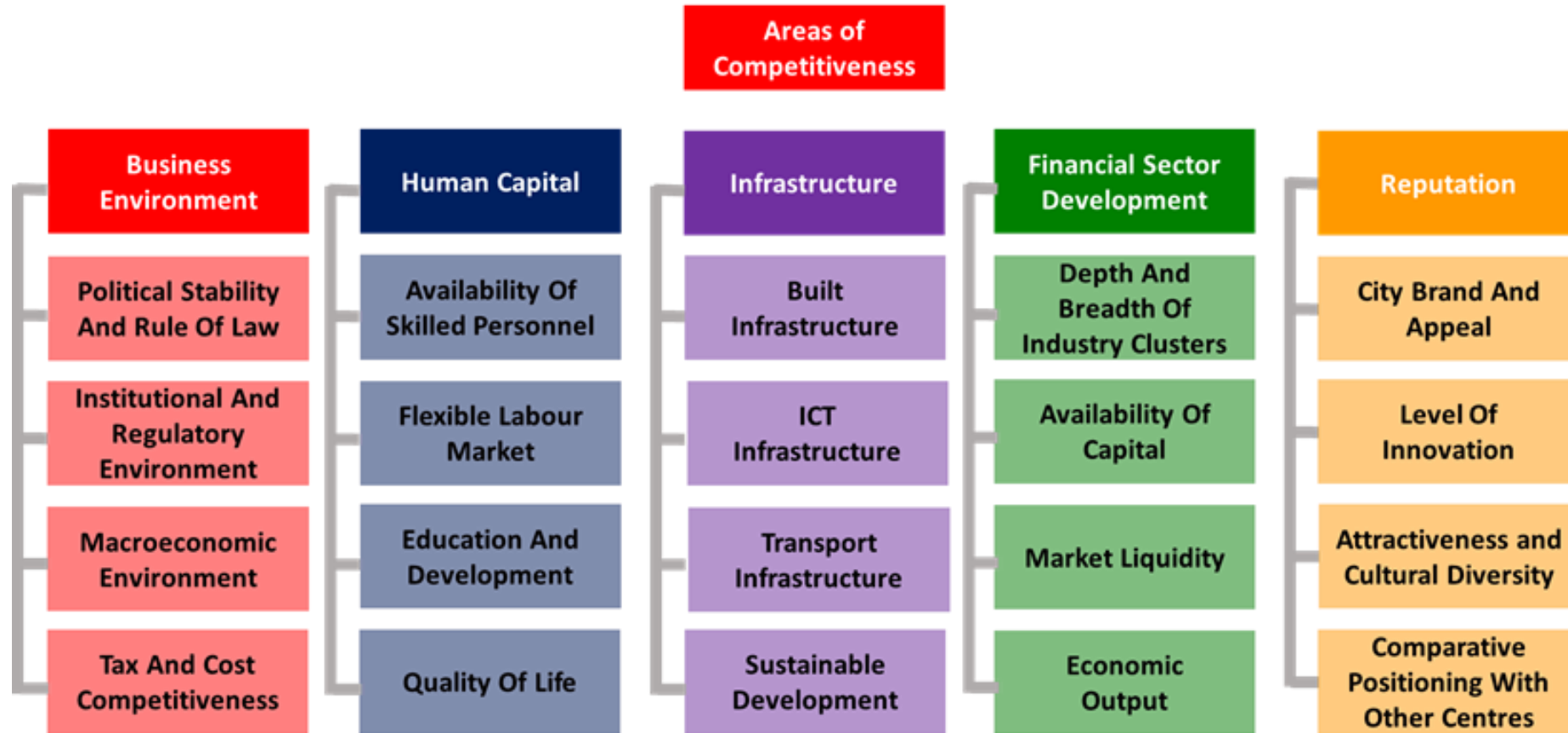


# Latin America & The Caribbean

Centre	GFCI 28		GFCI 27		Change in	
	Rank	Rating	Rank	Rating	Rank	Rating
Bermuda	61	601	63	652	▲ 2	▼ 51
Bahamas	69	590	105	599	▲ 36	▼ 9
Mexico City	70	589	78	637	▲ 8	▼ 48
British Virgin Islands	72	587	60	655	▼ 12	▼ 68
Cayman Islands	78	575	47	670	▼ 31	▼ 95
Sao Paulo	80	569	83	632	▲ 3	▼ 63
Rio de Janeiro	85	560	89	622	▲ 4	▼ 62
Barbados	86	559	108	583	▲ 22	▼ 24
Panama	91	548	94	616	▲ 3	▼ 68
Santiago	93	546	104	603	▲ 11	▼ 57



# Areas Of Competitiveness





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# Areas Of Competitiveness Sub-Indices



Rank	Business Environment	Human Capital	Infrastructure	Financial Sector Development	Reputational & General
1	New York	New York	New York	New York	New York
2	London	London	London	London	London
3	Hong Kong	Hong Kong	Tokyo	Shanghai	Singapore
4	Geneva	Luxembourg	Singapore	Singapore	Hong Kong
5	Chicago	Singapore	Hong Kong	Hong Kong	Tokyo
6	Singapore	Paris	San Francisco	Frankfurt	Shanghai
7	Amsterdam	Shanghai	Stockholm	Zurich	Geneva
8	Beijing	Chicago	Beijing	Beijing	Beijing
9	Shanghai	Tokyo	Shanghai	San Francisco	Zurich
10	Zurich	Beijing	Amsterdam	Paris	Toronto
11	Frankfurt	Los Angeles	Madrid	Tokyo	Chicago
12	Copenhagen	Geneva	Boston	Shenzhen	San Francisco
13	Tokyo	San Francisco	Vancouver	Los Angeles	Stockholm
14	San Francisco	Shenzhen	Brussels	Amsterdam	Sydney
15	Montreal	Dubai	Paris	Copenhagen	Oslo





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# Profiles – Global Centres

Global Leaders	Global Diversified	Global Specialists	Global Contenders
London	Frankfurt	Guangzhou	GIFT City-Gujarat*
New York	Amsterdam	Abu Dhabi*	Hangzhou*
Shanghai	Paris	Chengdu	Dalian
Beijing	Moscow	Qingdao	
Hong Kong	Brussels*		
Singapore	Los Angeles*		
Shenzhen*	Dublin		
San Francisco*	Seoul		
Dubai	Zurich*		
Geneva*	Chicago*		
Tokyo			





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# Industry Sector Sub-Indices



Rank	Banking	Investment Management	Insurance	Professional Services	Government & Regulatory	Finance	FinTech	Trading
1	New York	New York	Shanghai	New York	New York	New York	New York	Hong Kong
2	London	London	Beijing	London	London	Shanghai	Singapore	New York
3	Shanghai	Singapore	New York	Luxembourg	Zurich	Beijing	Shanghai	Singapore
4	Tokyo	Hong Kong	Luxembourg	Hong Kong	Hong Kong	London	London	London
5	Hong Kong	Shanghai	London	Singapore	Singapore	Hong Kong	Hong Kong	Shanghai
6	Beijing	Luxembourg	Hong Kong	Shanghai	Shanghai	Tokyo	San Francisco	Frankfurt
7	Shenzhen	Beijing	Singapore	Geneva	Luxembourg	Shenzhen	Beijing	Luxembourg
8	Guangzhou	Stuttgart	Shenzhen	San Francisco	Shenzhen	Frankfurt	Shenzhen	Geneva
9	San Francisco	Shenzhen	Zurich	Beijing	Geneva	Paris	Tokyo	Beijing
10	Singapore	San Francisco	Tokyo	Zurich	Los Angeles	Los Angeles	Zurich	Los Angeles
11	Luxembourg	Dubai	Paris	Montreal	Tehran	Brussels	Luxembourg	Tokyo
12	Edinburgh	Edinburgh	Seoul	Tokyo	Tokyo	Singapore	Chicago	Shenzhen
13	Zurich	Washington DC	Frankfurt	Shenzhen	San Francisco	Edinburgh	Amsterdam	Zurich
14	Paris	Sydney	Copenhagen	Frankfurt	Frankfurt	Geneva	Los Angeles	Chicago
15	Geneva	Liechtenstein	Montreal	Toronto	Malta	San Francisco	Frankfurt	Dubai





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# Reputational “Advantage”



Centre	Weighted Average Assessment	GFCI 28 Rating	GFCI 28 Reputational Advantage
GIFT City-Gujarat	915	563	352
Qingdao	835	654	181
Stuttgart	825	672	153
Shenzhen	820	732	88
Singapore	828	742	86
Guangzhou	792	710	82
Manila	572	491	81
Shanghai	820	748	72
Beijing	809	741	68
New York	836	770	66
London	827	766	61
Sydney	743	682	61
Melbourne	748	693	55
Hong Kong	792	743	49
Frankfurt	759	715	44







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# Reputational “Dis-advantage”



Centre	Weighted Average Assessment	GFCI 28 Rating	GFCI 28 Reputational Advantage
Jakarta	506	568	-62
Tianjin	412	477	-65
Vienna	574	640	-66
Mauritius	527	598	-71
Mumbai	606	678	-72
Xi'an	429	506	-77
Kuala Lumpur	585	663	-78
Wellington	579	657	-78
New Delhi	568	652	-84
Cyprus	503	588	-85
Oslo	554	651	-97
Hamburg	585	690	-105
Nanjing	437	550	-113
Casablanca	538	655	-117
Calgary	491	649	-158





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# Observations

**Professor Michael Mainelli**  
**Executive Chairman**  
**Z/Yen Group**





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# GFCI FinTech Rating



Centre	GFCI 28		GFCI 27		Change In Rank	Change in Rating
	FinTech Rank	FinTech Rating	FinTech Rank	FinTech Rating		
New York	1	735	1	735	0	0
Beijing	2	725	2	729	0	▼4
Shanghai	3	719	3	722	0	▼3
London	4	716	4	719	0	▼3
Shenzhen	5	713	6	709	▲1	▲4
Hong Kong	6	707	7	705	▲1	▲2
San Francisco	7	706	9	701	▲2	▲5
Guangzhou	8	701	8	702	0	▼1
Singapore	9	698	5	714	▼4	▼16
Washington DC	10	696	11	697	▲1	▼1
Boston	11	694	20	676	▲9	▲18
Los Angeles	12	693	14	692	▲2	▲1
Chicago	13	685	15	691	▲2	▼6
Tokyo	14	677	10	698	▼4	▼21
Paris	15	674	18	678	▲3	▼4
Edinburgh	16	669	26	656	▲10	▲13
Amsterdam	17	665	25	659	▲8	▲6
Seoul	18	661	27	655	▲9	▲6
Frankfurt	19	660	19	677	0	▼17
Vancouver	20	659	New	New	New	New



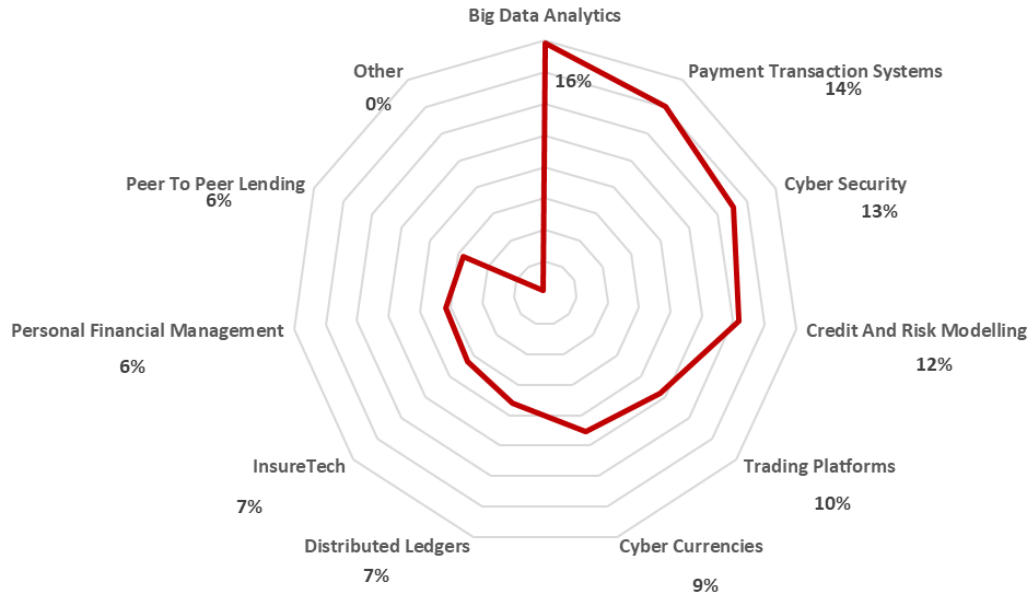


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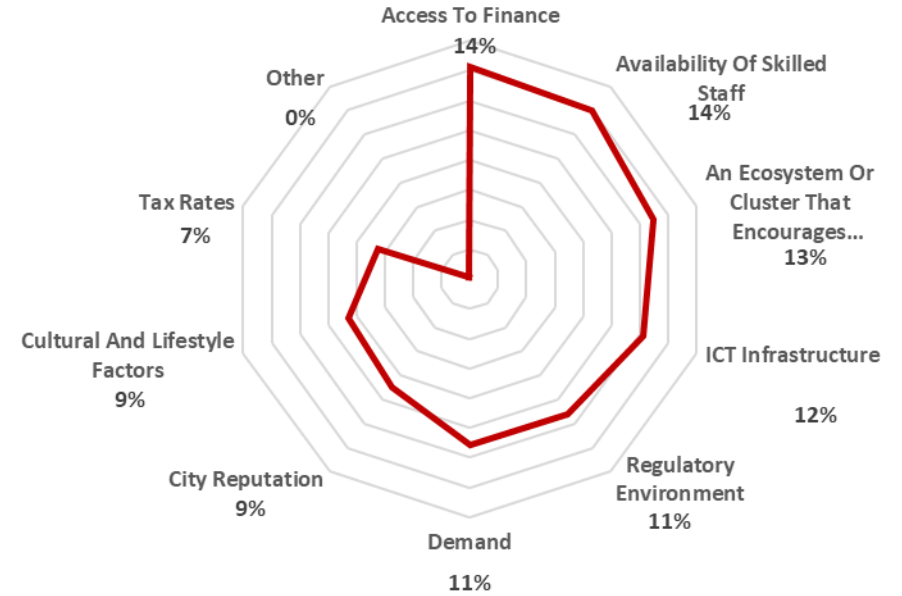
# FinTech Features



### Areas Of FinTech Activity



### Elements Of FinTech

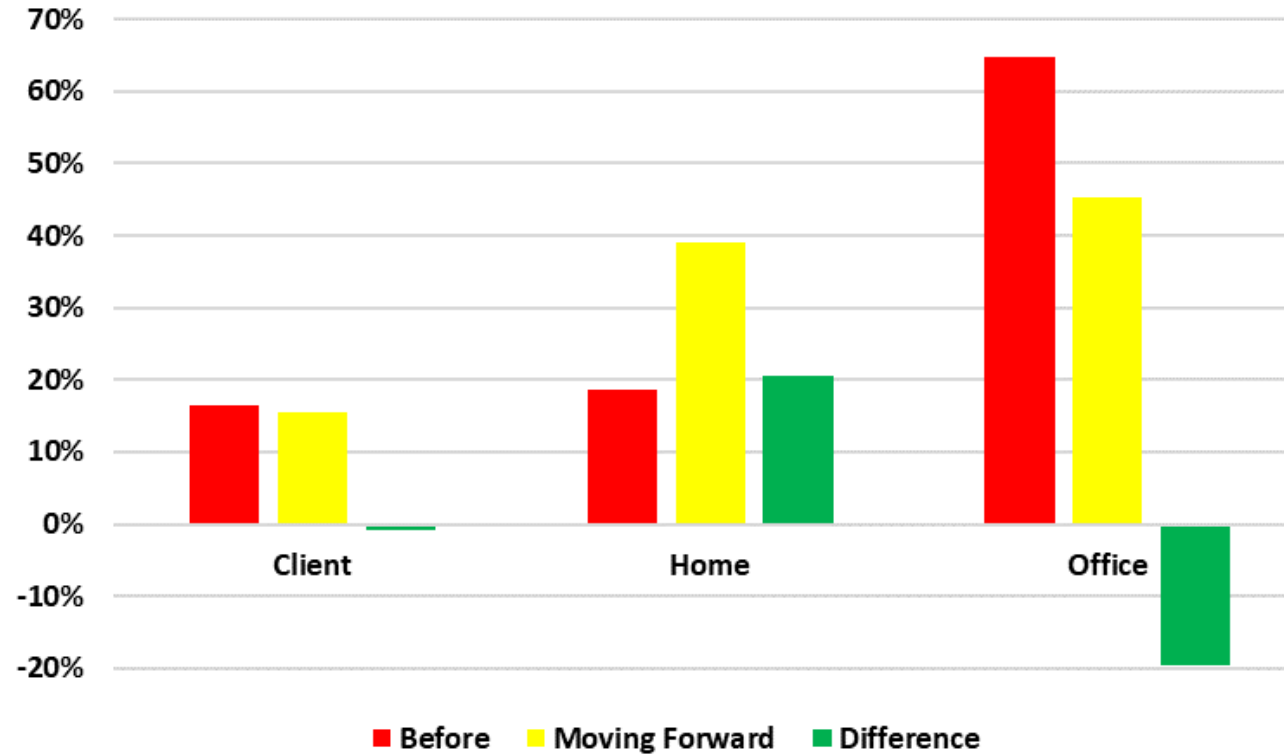




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# Future Work Patterns After Covid-19



- ◆ Virtually no change expected in time spent on clients' premises
- ◆ 20% shift from office to home working expected to continue

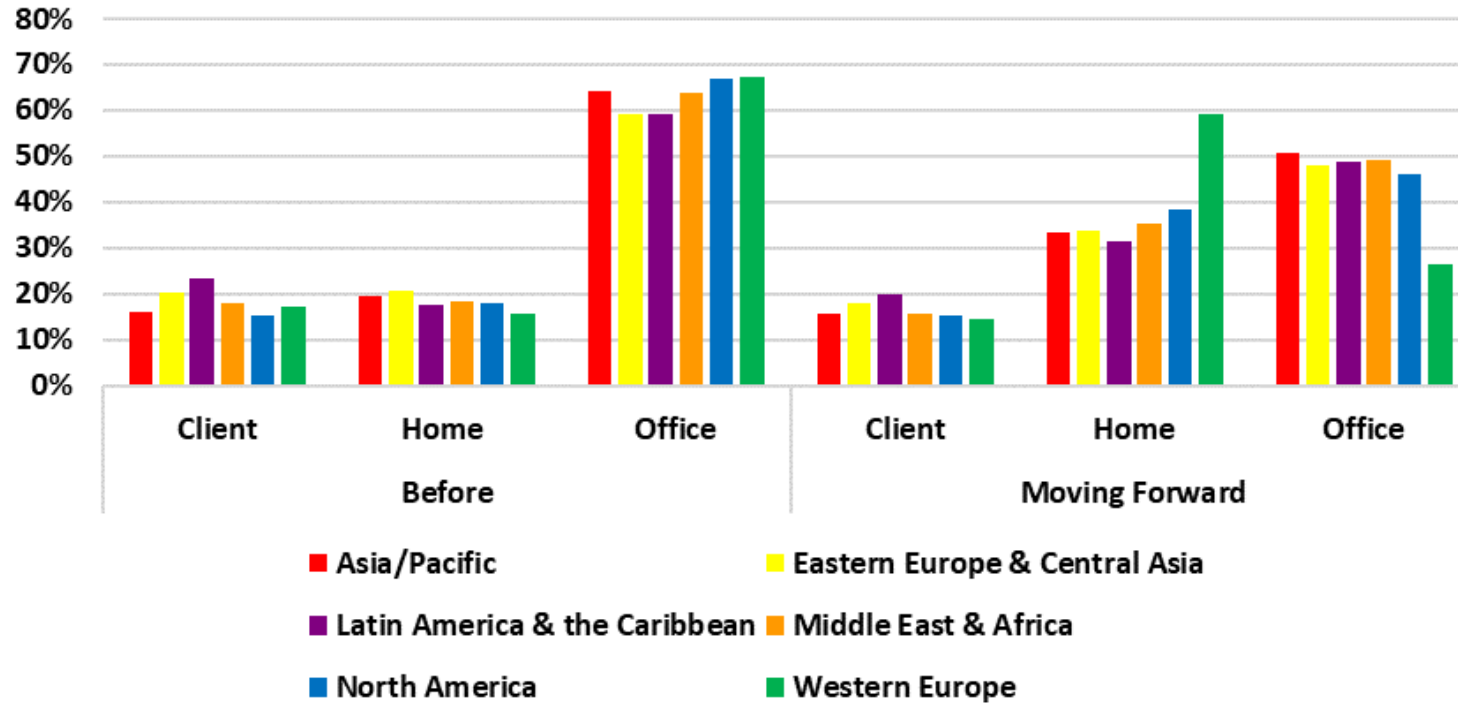




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# Future Work Patterns - Regional Results



- ◆ Western Europe stands out – people expect to be working from home almost 60 per cent of the time in the future – 20 points higher than the next region – North America





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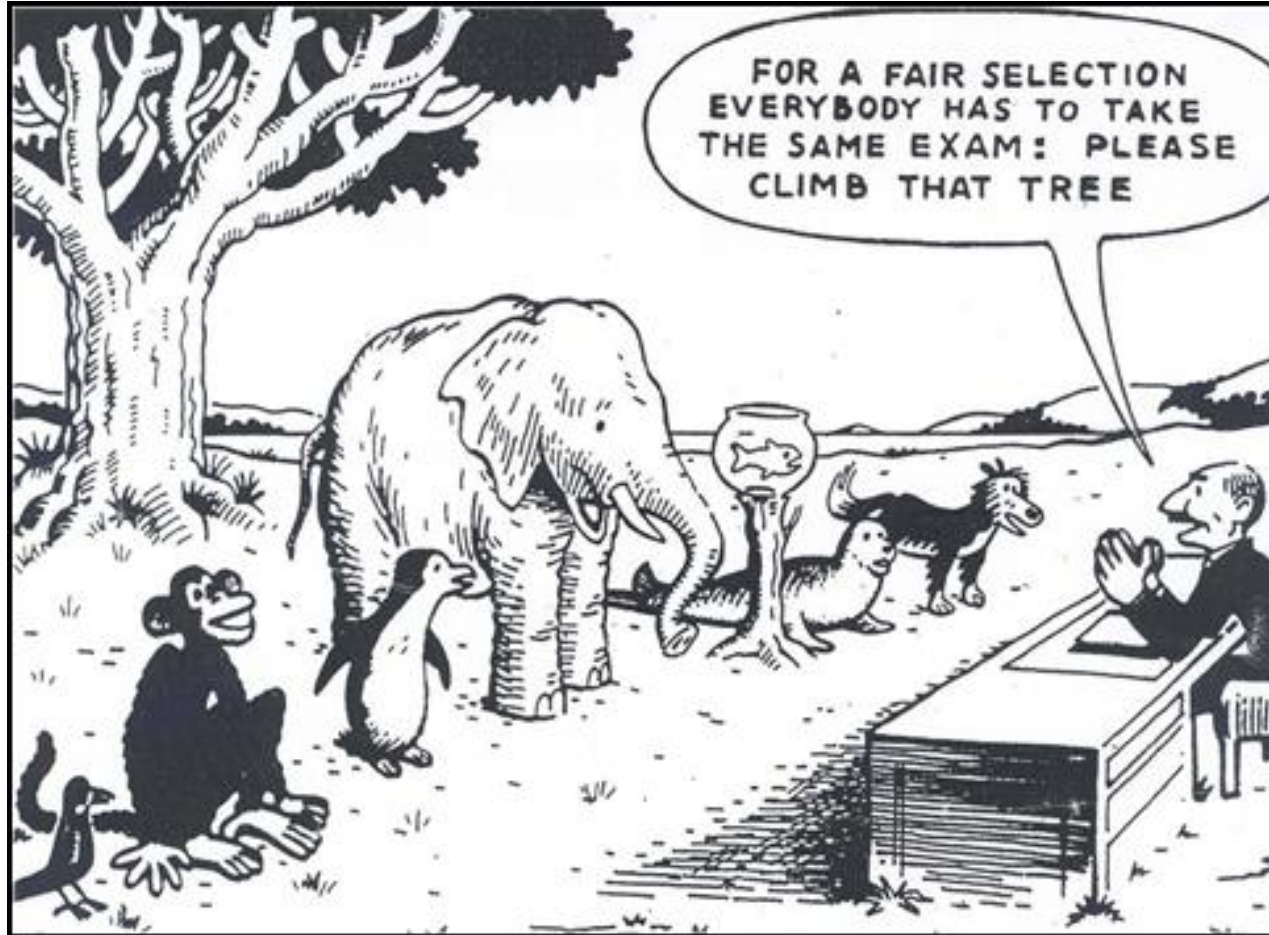


# Financial Centre Strengths

- ◆ You can't be an **international** centre without **international** people
- ◆ **Successful** people want to live in **successful** places
- ◆ People want to live in **cosmopolitan** places and gravitate to **clusters**
- ◆ **Reputation** is vital:  
*"It takes 20 years to build a reputation and five minutes to ruin it."*
- ◆ **Trust** is "the glue that holds all relationships together"



# Strategy For Success



“Treat All Comers Fairly”





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# Questions, Comments, Answers?





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# Global Financial Centres Index 29 – March 2021



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