

Jersey

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TRIDENT TRUST

GEORGE BRYAN-ORR



In spite of the challenges brought about by the pandemic, Trident Trust's Jersey operation has retained an optimistic outlook on its future in Jersey.

George Bryan-Orr (above), the Managing Director of Trident Trust, said: "We made the decision to open in Jersey in 1983. In fact, our Jersey office was the second office of the Trident Trust Group. At that time, Jersey was the leader in offshore private wealth management, operating under internationally well respected English Law, with tax neutrality and providing security to our clients' affairs. Jersey catered well to the needs of our clients, while being easily accessible from the UK. We originally supported a range of international clients, who were becoming increasingly affluent and sophisticated in the wealth management structures they were using. Nearly 40 years later, many of the families that trusted us with their wealth in Jersey, remain clients."

Over the last four decades, the Trident Trust Group has opened offices worldwide. Its core services of trust and company administration in Jersey are now offered to clients introduced by its network of offices across Europe, Asia, the Middle East and Americas. George highlighted how the utilisation of a variety of Jersey legal entities and arrangements for private wealth structuring, has for many decades enabled clients to realise their long-term charitable and philanthropic objectives: "With the recent introduction of the Charities (Jersey) Law (the Charities Law), Jersey has reinforced its attraction as a leading centre of excellence to support global clients, whether private or institutional, in respect of their international philanthropic and charitable activities."

Most recently, Trident Trust added a fund service licence to its range of services in Jersey to complement its trust and corporate service offerings. George said: "Fund administration

is very a fast-growing segment of our business globally. The application process was robust but straightforward. With our near 40 year regulatory record in Jersey, the JFSC understands our business well and the reasons why we wished to add this service line to our business.

"The Jersey Private Fund is proving very popular with our fund management clients where they wish to attract capital from European investors with light touch regulation and accessing national private placement regimes within targeted jurisdictions."

George feels that the assistance of Jersey Finance has proved invaluable as Trident Trust has sought new business: "Jersey Finance has been very helpful with our business development activities. The network of Jersey Finance offices across Asia, the Middle East and the US matches jurisdictions where we also have offices. So, our offices are in good touch with the Jersey Finance teams and regularly collaborate on events and opportunities in those regions."

Trident Trust has been located in unique offices on Bath Street for over 20 years. Recently they brought two buildings together and due to business growth are investing heavily in an office refurbishment. George said: "While we know many of our competitors are moving towards the Esplanade, if we moved, our historical client base may not be able to find us."

"As an international Group, we do attract staff from off Island. For myself, this is my third jurisdiction with Trident Trust after tenures in Guernsey and Luxembourg. I feel I have it right this time. As we are supporting growth driven from Asia, we are soon to bring in one of our colleagues from our Hong Kong office, who speaks fluent Mandarin and Cantonese. Many of our other staff hail from the UK, Portugal, Poland, South Africa and good old Jersey of course. With our focus on not just providing jobs but careers to our staff, we are proud that numerous staff have been with us for many years."

George explained that while Jersey's excellent transport links have historically been important, in the current pandemic it is the Island's digital connections that have been vital, ensuring his team were able to work remotely (although they are now back in the office): "Jersey is a world leader in the use of fibre broadband. Every home in Jersey is fitted with fibre, after forward thinking telecoms execs made this a goal."

Having lived in four other jurisdictions during his financial services career, George finds that Jersey has the perfect mix of professional opportunities and lifestyle: "My daughters are well cared for in Jersey's schools and we are enjoying being back near the sea after being landlocked in Luxembourg for five years. Jersey has been the perfect place to shelter from a global pandemic. The on Island testing facilities and pre-travel registration process has done a world-class job of keeping the borders open, while keeping the local population safe. I've never played so much golf as I have this year."