



### SUCCESS IS AT LEAST...



**A 50% INCREASE IN GDP  
CONTRIBUTION**  
**\$13.5 MILLION INCREASE**



**AN INCREASE OF  
30% IN EMPLOYMENT**  
**75 NEW JOBS**

### OUR VISION

A relevant, compliant and progressive financial centre, responsive to the needs of a global client base.

### OUR MISSION

To encourage, promote and develop the Financial Services Industry through developing and coordinating the overall vision by providing the industry with specialist knowledge, insight, marketing and administrative services.

### OUR VALUES

Expertise | Integrity | Commitment  
Resilience | High Quality | Service | Innovation





### THE STRATEGIC OBJECTIVES

#### Positioning

A strong domestic and international identity

#### Products & Services

Be innovative with the introduction of modern products & services

#### FSI Service Providers

Diversification and expansion of the Financial Services Industry; collaboration amongst providers

#### Law & Regulation

Modern laws and regulation to ensure a competitive advantage

#### People

Create employment opportunities

### THE GOALS

- Establish a strong domestic and international market position
- New and innovative products & services
- New business lines
- New FSI providers
- Maintain a productive and proactive relationship with all stakeholders
- Implement a beneficial competitive taxation regime
- Attract, develop and retain high performing Cook Islanders

### POSITIONING STATEMENT

"The Cook Islands – A mature financial services centre with a proven record of stability and independence in providing innovative and bespoke solutions for holding, managing, protecting and investing wealth. Experienced and qualified professionals provide high quality service in a regulated and progressive business environment. Providing financial services from the heart of the South Pacific".