

# PRESS RELEASE

## The AFB announces new CEO, Giles French

Following the retirement of Dr. Catherine Raines as Chief Executive of AFB, we are pleased to announce the appointment of a new CEO – Giles French. Giles will join AFB on 01 September 2022.

Giles is currently the External Affairs Director in the Innovation & Growth Department at the City of London Corporation, the team that supports and promotes UK based financial and professional services.

AFB Chair Bill Smith commented:

“We are thrilled to welcome Giles to AFB. Giles is a well-known and respected figure in the City of London. Giles has the right mix of experience, skills and connections needed to lead AFB in what is an important time for the development of Financial Services in the UK. As the External Affairs Director at City of London Corporation, he will bring a wealth of ideas and energy to continue our work supporting foreign banks in the UK”.

Giles French commented:

“It is an honour to be appointed to lead AFB. I am looking forward to joining the team in September and ensuring AFB goes from strength to strength supporting its membership and advocating on their behalf”.

### Giles French Biography

Giles French is the External Affairs Director in the Innovation & Growth Department at the City of London Corporation, the team that supports and promotes UK based financial and professional services. He leads the Corporation’s Strategic Relationship Management team, who engage with financial and professional services firms, regulators, and policy makers, on a wide range of public policy issues in the UK, Europe and internationally. He leads the Technology team who promote innovation and tech adoption in financial services, and who this year worked in partnership with the FCA on the Digital Sandbox initiative developing solutions on ESG data and disclosure. The Corporation’s Skills Policy team reports to Giles and they work with the sector and government to increase the talent flow into financial services from a wide range of backgrounds.

He has significant experience of engaging with priority markets around the world to promote trade and investment flows with the UK financial and professional services sector. He has represented the Corporation on the Boards of both Innovate Finance and the Financial Services Skills Commission. He is a Trustee of the charity Heart of the City and formerly an Associate Advisor to the British Foreign Policy Group.

During the pandemic he chaired the City Corporation’s Business Engagement Group and led the project team that produced *London Recharged*, a roadmap on the future competitiveness of the City of London.

Throughout his career he has worked on public policy and advocacy, corporate communications and events, and engaged with business, government and regulatory authorities domestically and abroad. He has previously worked for The Crown Estate and Weber Shandwick.

## **About the AFB**

*Established in 1947, the AFB is the voice of Foreign Banks in the UK. Foreign banks oversee over half of all regulated capital in the UK and significantly underpin UK GDP. They engage in a wide range of banking and investment business activity, primarily in the wholesale banking markets. They make a significant contribution to the UK's standing as a major international financial centre and to the depth and breadth of markets globally, facilitating global trade.*

*The AFB champions the success of foreign banks in the UK by supporting their establishment; providing a platform for them to share information and best practice; promoting their interests to industry stakeholders, policymakers and regulators; and supporting a positive profile of the sector in the media. The AFB today has around 180 international banking group members, representing about 75% of the UK's foreign banking market.*

