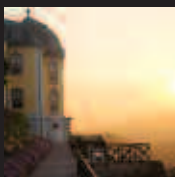
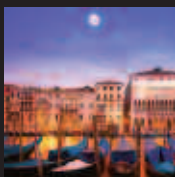




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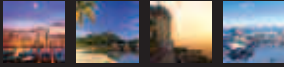
# Citywealth



## Offshore Leaders List *2011*

The Citywealth handbook for onshore peers and the super wealthy & philanthropists to leading Offshore wealth managers and advisors 2011

[www.citywealthmag.com/offshore-awards](http://www.citywealthmag.com/offshore-awards)



# Welcome to the Citywealth Offshore Leaders List 2011

I would like to offer my congratulations to those who have made our Leaders List this year. I would like to remind our UHNW readers that the Citywealth Offshore Leaders List is the result of a year long ongoing programme of peer recommendation and verification ensuring that the leading advisors and managers in the wealth sector are included.

What inclusion in the Citywealth Offshore Leaders List means:

- They are nominated for inclusion by your peers
- They are considered part of the 'crème de la crème' of the wealth industry
- Their expertise is recognised and recommended within the sector
- It is an independent endorsement of their position
- It recognises the years of hard work that have enabled them to reach that position

We offer you our 2011 Offshore Leaders List and urge you, if you are a wealthy private individual or a foreign wealth adviser or manager working within this industry, to use this list of names as a starting point for referring other wealthy clients and respected, global colleagues.

We hope we offer a seal of approval that allows you to navigate the global, wealth industry with confidence and make yours or your client's investments and life choices with confidence.



**Karen Jones**  
**Editor**

kjones@j-p-c.tv  
+44 (0)20 7224 9565



**Joe Bell**  
**Managing Director**

jbell@j-p-c.tv  
+44 (0)1483 526445

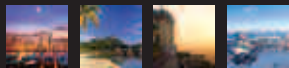
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Richard Pirie, Head of Fiduciary,  
Collas Crill

**What signature taxation, laws, trusts or investments do you think really work for uhnw clients and why?**

Jersey Foundations (in which I specialise) are very good for UHNW clients as they are more comprehensible than trusts, more certain because their existence and validity depends solely on registration, lack of duties to beneficiaries means disclosure can be limited and higher risk assets such as trading businesses can be held, so they can achieve all of the wealth planning and asset protection objectives whatever the nature of the assets and activities.

**Are there any private clients in the world you would really like to work with?**

Entrepreneurial clients are exciting and challenging to work with. I also enjoy working with UHNW families.

**What size of client do you generally work with and how many do you have?**

Most clients are trust companies and major international private client law firms. Their clients cover the spectrum of size and value and come from most jurisdictions. Some UHNW families as direct clients.

**What is the most interesting or unusual private client deal you have ever been involved with?**

Drafting a trust to carry out purposes of deceased designer of set and costumes for Phantom of the Opera and over 120 major stages shows as necessary to understand the life history of herself and her mother, which is both fascinating and tragic.

**What lessons have you learned that you could share with those starting out in the industry?**

Honesty and integrity with everyone; importance of being able to see things from the perspective of different family members; don't assume, always ask; listen, with open mind; admit when you

don't know as dangerous to guess.

**What initiatives do you have or do you think there should be for women?**

Legal profession very much open to women, particularly in private client/wealth planning. Many HNW individuals are women so really useful to have lady professional who understand their perspective in a way we men cannot.

**If you had to win a wealthy new client where would you take them to impress them?**

What is appropriate depends on the prospective client, their interests like Goodwood for one, Old Trafford for another. Also you need to bear in mind Bribery Act these days.

**What are your three USP's for uhnw clients?**

Honesty and integrity in all things; Uncompromising commitment to service; Availability, in their time zones wherever they are.

**What is the best thing that has ever been said about you?**

"Particularly good" in latest Legal 500.

**What is your individual focus in terms of countries and uhnw clients?**

Still strong focus on UK, including regional places like Leeds and Manchester but the main focus for growth is the Far East since we opened our Singapore office in August 2011; also Switzerland to service many Jersey law trusts run there.

**How much do you travel on business and where do you tend to go?**

Mainly UK, including regional; Geneva; Singapore in future; Israel.

**What is the next big thing in private wealth management?**

Increase in shift away from tax as main driver to wealth/succession planning and asset protection, also increase in multi-generational involvement in development of wealth planning structures; more structuring of family businesses.