

20120126 Cicero Consulting: Financial Services 2012 - A Forward Look

Source: Cicero Consulting

2012 is not even a month old and already it feels well worn...

There was barely a chance to wish colleagues a happy new year before our offices were busy digesting the Treasury Select Committee's report on the forthcoming Financial Services Bill, further downgrades in the Eurozone, US primaries and the potential liberalisation of the Renminbi. Already 2012 is shaping up to be a very busy year.

I asked our country directors in the UK, Brussels, Washington and Singapore to provide an assessment of what they see as the major issues in 2012 for the financial services industry in their regions. What has emerged is a fascinating insight from across the globe both for the sheer variety of the issues raised but also for the common themes that have emerged.

All agree that 2011 was an extremely challenging year. The onset of the Eurozone crisis and the intransigence of US leaders on the debt ceiling were a nadir for political systems in their respective countries and sent financial markets into shock. The effects were felt across the world and we can but hope that leaders will be quicker to rise to the challenges we face this year, providing greater reassurance to the financial markets in the process. If they do, then we could see the global economy start the slow process of recovery. If they do not, the troubles of last year may revisit us in 2012 with all the more venom.

Here at Cicero, 2012 is already shaping up to be our busiest year yet. On 11 January, we launched our media and digital arms to our business. Our expanded offering means that as a full service financial communications consultancy, we can give our clients exactly what they want: greater policy awareness and communications strategies that are built on evidence and innovative ideas. We can now deliver this across public affairs, media relations and digital.

Finally, I wish you a successful year and for those of you that are not already familiar with us, I hope there will be a chance to introduce ourselves in 2012.

Iain Anderson
Chief Corporate Counsel
Cicero Group

To read the 2012 forward look please click [here](#).

NovaRes Team