

# Relocating to the Bailiwick of Guernsey for eGaming Businesses

**The Island of Alderney forms part of the Bailiwick of Guernsey, a small group of islands in the English Channel. Alderney's special relationship with its larger sister island, Guernsey, means that the Alderney Gambling Control Commission (AGCC) licensees that choose to base themselves in the Bailiwick have the combined benefit of an unrivalled regulatory regime enabling them to thrive, as well as access to Guernsey's world-renowned business community.**

## **Your eGaming Business in the Bailiwick**

Established for 20 years, the AGCC has developed an international reputation as a leading eGaming regulator. The Bailiwick of Guernsey, including the AGCC's regulatory regime, is endorsed by Moneyval and the FATF and the AGCC's risk-based approach to regulation, Relationship Manager-led service and innovative structure make it the regulator of choice for ambitious businesses looking to prosper.

Guernsey, the largest of the Bailiwick Islands, is a thriving international business centre. OECD White-Listed and globally recognised for success in financial services provision and innovation in FinTech, Guernsey now attracts more and more successful digital businesses due to its well-established and world-class technical infrastructure and Governmental commitment to the development of its digital economy.

With a backdrop of a stable political environment and a supportive government, Guernsey offers a transparent, low-tax economy with eGaming businesses licensed by the AGCC benefiting from zero-rated tax on company profits and no gaming duty or VAT. Income tax is payable at a flat rate of 20% for all employees domiciled in the Bailiwick, with exceptions for some overseas income. Added to this, there is now formal clarification on what constitutes sufficient Economic Substance which

is recognised and approved by ECOFIN and OECD. This clarification aligns with international standards and allows businesses to structure their affairs in an efficient way to meet global best practice.

The Islands of the Bailiwick are neither part of the EU or the EEA. As far as Brexit goes, the message is clear that it's business as usual, with AGCC licensees offered a position of certainty in uncertain times and a safe harbour to continue to develop their businesses in line with renowned world-recognised standards. In fact there are considerable advantages with the constraints of targeting or entering pre-regulated markets outside the EU/EEA through other EU/EEA licences.

## **A Digital Vision**

The eGaming sector is fully supported by the States of Guernsey, which recognises the importance of the industry and the digital economy as a whole in its Digital Sector Strategic Framework. The framework maps out the Guernsey Government's vision for the Island's digital sector in creating a leading innovative and entrepreneurial community. The Government is committed to becoming the location of choice for digital businesses and has already created a dedicated business incubation space, The Digital Greenhouse, and launched an annual 'FinVention' conference, showcasing innovation within the FinTech, digital and start up sectors and connecting new businesses to collaborators and investors.

## Unrivalled Technical Infrastructure

For operators and service providers looking to establish their business in the Bailiwick, Guernsey's resilient fibre connectivity offering global links from the Island, coupled with its world-class data centres, highly skilled staff and IT services provides licensees with reliable and cost-effective technical solutions, unrivalled by competitors.

## A Tailored Solution

Alderney eGambling works closely alongside the States of Guernsey, its local agencies and industry specific partners to provide a seamless solution to eGaming businesses looking to relocate to Guernsey. Our service includes introductions to industry specialists on-island including hosting, technical, telecommunications and corporate service suppliers, all with an in-depth knowledge and many years of experience working with the eGaming sector, who offer a bespoke service to Alderney licensees.

In addition, Locate Guernsey provides a free, single contact point within the States of Guernsey, assisting with relocation advice and practical services for all types of business.

## A Work-Life Balance

While there are endless business advantages to relocating, the Bailiwick islands also offer an enviable, outdoor lifestyle to suit all tastes. From the stunning west coast beaches to the dramatic south coast cliff walks, a rich local heritage, Michelin-recognised dining and a VAT-free High Street, Guernsey has something to offer all ages and interests. France and the UK are a short ferry or plane ride away and regular, reliable links provide access to all the major hubs – perfect for both business and leisure travellers. The islands really do cover all bases.