

# The Isle of Man – the niche market expert

By James Cunningham-Davis, Director,  
Cavendish Trust Company Limited



The Isle of Man has enjoyed an enviable record of growth, unmatched by most other developed countries. Even through the current economic downturn, the Island has achieved positive growth, adding to a continuous period of expansion now spanning over 27 years.

Although achieving year on year growth, the Isle of Man has not been immune to the effects of the current economic climate and has implemented a programme of spending cuts to keep the books balanced.

Any good business strategist would extol the virtues of rationalisation, together with diversification as a means of successfully managing a company through tough economic times. On a wider scale, the Isle of Man Government has adopted exactly this same approach.

Rationalisation has only recently gained in significance, largely brought about by the knock on effects of sharp economic decline in most of the developed world. However, a bold and imaginative policy of diversification has been in place for a number of years, with the Isle of Man Government quick to react to the threats to the Island's economy, which have emerged in many different guises over the past dozen or so years, such as UK taxation changes.

Diversification has been achieved by adding a number of important niche markets to the more traditional international financial

centre products. The most publicised of these markets now being offered by the Isle of Man are shipping, aviation, e-gaming and, most recently, the space industry. Crucially, these burgeoning sectors have also been able to draw on the Island's core strengths in areas of low tax, sound regulation and outstanding support services.

In adding these niche markets to its repertoire, the Isle of Man has also established itself as their jurisdiction of choice, evidenced by the Island's following top ratings:

- The Isle of Man Ship Registry is the fastest growing shipping register in the Europe
- The Isle of Man Aircraft Register is the fastest growing offshore register in the world.
- The world's largest internet gaming company has its headquarters in the Isle of Man.
- Private sector revenue of Isle of Man satellite owning entities anticipated to be £1.2bn for 2011-2013.

For the Isle of Man to offer this myriad of niche services and to achieve a market dominant position, it has also relied upon a network of appropriately qualified and locally based professional support, such as in the field of corporate and trust services. A close working relationship between the public and private sectors has also been important.

The Government has worked tirelessly to establish and encourage a strong public and

private working culture and many professional firms, such as Cavendish Trust, have ensured they have kept abreast of all these new industry developments. As an example, one of the directors of Cavendish Trust completed the Executive Space Course run by the International Space University in Strasbourg in April 2011. This enabled Cavendish Trust to add fiduciary services within the space industry to its list of services "We have prioritised the importance of remaining at the forefront of niche market growth. Engaging with these exciting new sectors is clearly the way forward for companies such as ours and indeed for the Isle of Man economy as a whole," said Cavendish Trust Director, James Cunningham-Davis.

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