

Exploring Financial Horizons: Insights from CEO Tony Fe'ao of Cook Islands Finance

CEO Insight sits down with CEO Tony Fe'ao of Cook Islands Finance

LONDON, UNITED KINGDOM, January 4, 2024 /EINPresswire.com/ -- Step into the world of Cook Islands Finance with an [exclusive interview in CEO Insight](#) featuring CEO Tony Fe'ao. Gain insights into the innovative financial products, brand-building endeavours, and strategic partnerships shaping the organization's dynamic presence in the ever-evolving international financial services landscape. This interview unveils the strategies and forward-thinking initiatives propelling Cook Islands Finance on its mission in the global financial arena.



Cook Islands Finance, formerly known as the Cook Islands Financial Services Development Authority (FSDA), is the government agency tasked with the promotion and development of the Cook Islands financial services industry (FSI). Tony Fe'ao, who assumed the role of CEO in July 2023, provides a compelling vision for the organization.

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My vision for Cook Islands Finance is to build our brand presence through innovative marketing strategies and collaborative partnerships with both public and private sector.”

Tony Fe'ao, CEO of Cook Islands Finance

“Our vision for the FSI is one of an industry that is economically beneficial to the people of the Cook Islands, socially responsible, and which enhances our reputation as a relevant, compliant, and progressive international financial center,” Tony Fe'ao stated. The organization actively collaborates with both public and private sectors to develop new products and services, address industry challenges, and create meaningful employment

opportunities for the Cook Islands' residents.

Tony Fe'ao brings a unique mix of marketing expertise and leadership experience to his role as

CEO, having climbed the ranks from a part-time layout artist to General Manager at a local newspaper before venturing into strategic leadership roles in both the private and public sectors. He envisions building Cook Islands Finance's brand presence through innovative marketing strategies and collaborative partnerships with industry stakeholders.

Despite only recently assuming the role of CEO, Tony Fe'ao has already taken Cook Islands Finance to international events such as the ABA Family Law Conference in Kentucky, USA, and STEP Asia in Hong Kong. The organization continues to facilitate meetings and connections for estate planning and wealth management professionals who visit the Cook Islands to establish in-person connections with trustees.

In 2024, Cook Islands Finance plans to return to the United States to further strengthen its presence in the US market, which is vital due to the litigious nature of society and the need for asset protection solutions for US high-net-worth individuals.

Cook Islands Finance offers a range of core services, including trust and company services, banking, insurance, and legal and accounting support. These services cater to individuals, families, and businesses seeking wealth protection, succession planning, and expert financial guidance.

What sets the Cook Islands apart as an international financial services center is its decades of experience and expertise in asset protection. The Cook Islands Asset Protection Trust, established in 1989, is regarded as the Gold Standard in asset protection law, and the jurisdiction's laws have been rigorously tested and proven reliable over time.

One standout product today is the Cook Islands International Relationship Property Trust (IRPT). This innovative trust, established in December 2021, allows couples in a relationship to settle an irrevocable trust to safeguard their shared property in case of separation or divorce, protecting family assets and providing peace of mind.

In response to international AML/CFT controls and KYC criteria, the Cook Islands government has passed laws and regulations to meet international standards while maintaining a commitment to client confidentiality and privacy. The jurisdiction does not have public registers for beneficial ownership, ensuring legitimate confidentiality for businesses.

Cook Islands Finance is actively looking to diversify and appeal to new markets, with a focus on developing brand awareness in the Asian market. The organization's strong connections in the Asia-Pacific region and experienced trust companies position it well to thrive in the region.

Cook Islands Finance, under the leadership of CEO Tony Fe'ao, continues to evolve and innovate, solidifying its position as a respected and trusted partner in the global financial services industry.

About Cook Islands Finance: Cook Islands Finance, formerly known as the Cook Islands Financial Services Development Authority (FSDA), is the government agency responsible for promoting and developing the Cook Islands financial services industry. With a commitment to innovation, client confidentiality, and expertise in asset protection, Cook Islands Finance serves clients globally, offering a range of core financial services.

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